

# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## December 16 Meeting: Our Annual Holiday Party

CAPA is holding our Annual Holiday Party on December 16. CAPA members, families and friends are welcome.

We will start at 9:30 with our regular networking meeting. Come and talk with experts on marketing, publishing, and writing books.

At 10:30 the festivities begin. Let us know you're coming by signing up here <http://bit.ly/475Oh8R>. CAPA will provide sandwiches and

drinks. You are welcome to bring a dessert or side to share.

This is voluntary. If you'd like to bring something, you can let us know when you sign-up here: <http://bit.ly/475Oh8R> Come to the party



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## Meet Sarah Downie — the December Member of the Month

By Patti Brooks

What a delight it was to get to know Sarah Downie, a young artist and published author who makes her home in Stonington.

Sarah graduated in 2017 from Montserrat College of Art in Beverly MA where she majored in illustrations and minored in creative writing. This polished her artistic and storytelling talents.

Before long, in 2020, Leaning Rock Press published her first children's book, *Beach Chase*, This is a charming and innovative alphabet book where Sarah has "hidden" each letter in the illustration.



Next up, in 2022, Sarah, working

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Brian Jud  
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Ron Roman  
Meryl Streep  
David Weinberg  
E.B.White  
Allia Zobal

## Holiday Party Continued from Page One

and network with other authors and have a fun time!

In addition, the election for the next Board of Directors will be held at this meeting. The slate is as follows:

Robyn-Jay Bage: President  
Elsa Kurt: Vice President  
Brian Jud: Treasurer  
Jonnie Owens: Membership  
Patrina Dixon: PR Director  
James Williams: Special Projects  
Patti Brooks: SE CAPA Director  
Joe Keeney: SW CAPA Director

The party will be in our regular meeting room at the Avon Senior Center, 635 West Avon Road, Avon.

We hope to see you there!

## Meet A Member Continued from Page One

with her Mom, Deborah Motycka Downie, published 1,2,3, The Castles I See. This counting story is a poem where young readers learn how to count and recognize numbers from one to ten.

Although Sarah probably doesn't see it that way, but her time spent working with children at the Stonington Community Center surely played a role in honing her ability to communicate with children.

Today, Sarah (once again using her artistic talents) works as a draftsman at General Dynamics.

Most recently, Sarah was commissioned by the Stonington Library to paint a buoy for their third annual Lobster Traps Tree project of hand painted buoys

Looking for community and insights into marketing, Sarah recently joined CAPA. I suspect we'll be hearing more from this talented, young author/artist.

## Sales Tip

Sri Shivananda (Chief Technology Officer, Paypal) regards authors as key sources of insight. "It's people I never met but I get the opportunity to have a conversation with through their literature." He likes Patrick Lencioni's book, "The Five Dysfunctions of a Team" for its emphasis on finding positives in negative situations. Do you have a book with appropriate content that you could send to him?

## Article Submission

*The Authority* welcomes articles written by members. Here are our guidelines.

**Topics may cover any aspect of writing, publishing and marketing.** Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit articles to Brian Jud at [brianjudcomcast.net](mailto:brianjudcomcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com) or Patti Brooks at [patti@pattibrooksbooks.com](mailto:patti@pattibrooksbooks.com)

**ARTICLES ARE DUE BY THE  
28TH OF THE MONTH**

## CAPA Board of Directors

### CAPA Officers' & Board Members' Contact Information

<b>Founder</b>	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
President	Robyn-Jay Bage	<a href="mailto:rjbage@comcast.net">rjbage@comcast.net</a>
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Website Director	Robyn-Jay Bage	<a href="mailto:rjbage@comcast.net">rjbage@comcast.net</a>
Publicity Director	Patrina Dixon	<a href="mailto:patrina@itsmymoney.info">patrina@itsmymoney.info</a>
Networking Director	Position Open	
Special Events Director	James Williams	<a href="mailto:jimmywriter@icloud.com">jimmywriter@icloud.com</a>
Past-President, Advisor	Roberta J. Buland	<a href="mailto:rjbuland@comcast.net">rjbuland@comcast.net</a>
Past President, Webcasting	Steve Reilly	<a href="mailto:sriles40@aol.com">sriles40@aol.com</a>

## Hiring Publicists: Yea or Nay

By Ron Roman

Brian has asked again for another "success" article for *The Authority* or just one about publishing or marketing. I'll talk about hiring publicists, pros and cons. The following is lifted from my musings to the national Authors Guild (AG), of which I'm a member.



First, make sure you're absolutely sure of your novel's genre/category. This may or may not make something of a difference when choosing the right publicist. Anyhow, look at Kristie Kathryn Rusch's classic book on the subject: *Discoverability* (Oct. 2014).

OK, so it's a little dated. True. But it still has the definitive word on the subject. Chapter 5 is just about hiring a publicist. She states unequivocally NO! She doesn't say not to hire anybody, just not a publicist. (Practically all are very expensive; average range is between \$8K to \$15K, with a usual top of about 25K.) Why? Because in her decades-long experience in the business she has never seen anybody recoup their investment. Instead, she advises to hire a personal assistant, preferably one computer-savvy and knowledgeable about book trends; they're a helluva lot cheaper.

Me? My publisher (Histria) made me get one for my doomsday thriller *Of Ashes and Dust* (Nov. 2022). I searched around. Brian was kind enough to recommend three. I finally went with one of

them. I paid a little over 10K. Did I realize an ROI? No. (Rusch proved prophetic.) Would I do it over again from scratch.

Yes. Why? It was my debut novel. Thanks to the publicist I learned a whole lot about the business of books, something I wouldn't and couldn't have experienced on my own. He helped me polish my website [www.writerronroman.com](http://www.writerronroman.com) and scoured hidden publicity avenues I never would have thought of, among many other things.

OK, so he was good overall for the first six months of our contract. But after that I chose an additional three months on a cheaper scale during which time he pretty much dropped the ball. Get what you pay for, eh? Sorry for the dour news. But there you have it. Not much of a choice, is it? But if you can't afford the above-mentioned price range, don't do it. That simple. I'd wish CAPA readers luck, yet that doesn't play into it.

(Contact me at [ron\\_g\\_roman@hotmail.com](mailto:ron_g_roman@hotmail.com) if you want to discuss details privately.) Meanwhile, for any cheap-skates my publisher is running a one-day-only E-book sale for \$0.99 on Friday 15 Dec. Grab it.



## Writing Tip

"Fluid, easy writing keeps attention on the story, not the writing."

E.B.White

## How to Find Time for Book Promotion

By Sandra Beckwith

One of my biggest challenges as an author is figuring out how to find time for book promotion. Is it one of yours, too?



This is especially difficult when you work full-time and must write and promote outside employment.

It's a challenge we all need to tackle, though, if we want people to read the books we write for them.

### You are responsible for promoting your book

Finding time for book promotion around a launch and months (even years!) later is essential if you want to sell books. Whether your book is released by a traditional publisher or you've gone the indie route, you are responsible for your book's publicity and promotion.

Publishers that provide book launch support usually only offer it for a few months at the most. That's not enough for most books — you're just building momentum then, momentum you don't want to lose. If you're self-publishing, you've known all along that this job is yours and yours alone.

### How to Find Time for Book Promotion? 8 tips from Authors.

So how do you find the time for it? I've got a few suggestions, but would love to have more, so please share your tips in the comments section.

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## 12 Online Tips & Resources To Market Your Book

Brian Feinblum

To come across lists of interesting websites, apps, blogs, and resources for authors looking to market themselves. Here are some to explore:



1. If you need an email service, explore these:  
Mailchimp  
Aweber  
Mailerlite  
Getresponse  
Convertkit  
Authoremail
2. Try these sites to market your book:  
Bookfunnel  
Booksprout  
Booksirens  
Freebooksy
3. To make a 3D mock-up of your book cover, go to:  
[www.Diybookcovers.com/3Dmockups](http://www.Diybookcovers.com/3Dmockups)
4. Post your press release on [www.prlog.com](http://www.prlog.com).
5. Things to know about Facebook: To start a group of your own go to [www.Facebook.com/groups](http://www.Facebook.com/groups)
6. Write guest blog posts. Just google your genre plus blog. For instance, "horror blog."
7. Write for Medium or other article sites like HubPages, Quora, VocalMedia, Substack, Steemit, or Nnewsbreak.
8. Add your book to "to be read" lists on GoodReads. Post about your book in your GoodReads feed, too.

9. Encourage people to take selfies with your book cover, post on social media, and to tag you.
10. Make a bookflip on Tik Tok. You can also GoLive on TikTok to talk about your book.
11. Look for people on social media who already read your genre. Also, follow popular authors in your genre.
12. Find book reviewers in your genre by searching hashtags, such as #historicalfiction.

## CAPA Members Celebrating Success

Allia Zobel said, "My book *Heavenly Headbutts: Reflections of Hope about Cats and Eternity* won an Honorable Mention in the 2023 31st Annual *Writer's Digest* Self-Published Book Awards in the Inspirational/Self-Help Category. I wrote the book when three of my cats died in a row, and I couldn't find a book out there that offered me any comfort or hope. Most were about other people's journey with sick and dying cats. I needed something a bit more uplifting. Still, *Heavenly Headbutts* isn't just for the grieving. It's a book for anyone interested in learning more about cats and heaven and what Scripture and revered theologians and experts have to say on the matter. I did extensive research and wanted to share what I found with others. I left the final decision to the reader. I've attached the cover and one of the badges WD sent to publicize the award. Thanks.

Also, I gave a speech to CAPA about the benefits and pitfalls of being in an Anthology. I have put together a booklet with all the info in it. I'd like to offer it to members for a small price to cover printing and postage/handling."

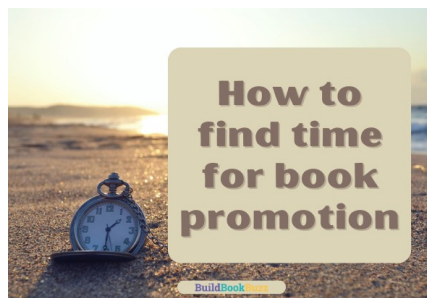
David Weinberg will be doing a book talk on Scrooge's Folly on December 16th at 1 p.m. at the Stanley Whitman House in Farmington. Admission is free... but requires a reservation. He is asking everyone to bring one non-perishable food item for the local food shelter: <https://www.ctvisit.com/events/book-talk-signing-david-weinbergs-scrooge%E2%80%99s-folly-saving-jacob-marley>.

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## How to Find Time for Book Promotion

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You might not be able to implement all of these, but if you get just one good idea from this list, it's a good day, right?



### 1. Re-allocate your writing time.

You carved out time to write the book, didn't you? Maintain that schedule, using that time for book promotion, instead.

While her manuscript is with the publisher, Michele Hollow, author of the forthcoming *Jurassic Girl*, *The Adventures of Mary Anning*, *Paleontologist* and the *First Female Fossil Hunter*, is learning how to promote a middle grade reader and visiting local libraries and booksellers to build relationships and learn more about how she might collaborate with them when her book is released.

### 2. Use your phone.

This one is my favorite – it has helped me get more done in unexpected places.

Rather than scroll through her social media feeds while waiting for her restaurant order or in line, Stenetta Anthony, author of *Ella Learns to Dance*, uses that time to post on social media instead.

Arthur Montgomery, author of *So You Want to Retire*, uses his to answer interview questions from

home, while Diane Currie, author of *Before My Eyes* uses hers for Internet access in a workplace that doesn't allow employees to go online for personal reasons.

### 3. Get outside help for easier tasks.

Not everybody can afford to hire a social media manager, but many can pay a college student or a smart teenager for well-defined tasks.

Mary Hanlon Stone, author of *Invisible Girl*, a young adult novel, hired several teenagers to talk about her book on social media and at school. Mary Lucas uses college interns to manage the social media promotion of *Lunchmeat & Life Lessons*.

### 4. Batch-create social media content.

If I don't use a content creation tool like video editing often enough to feel proficient, it seems like I'm re-learning the technology every time I want to use it again. Does that happen to you, too?

Counter that by batch-creating content. Set aside a chunk of time to create one type. It might be recording several book-related short videos, designing social media images in Canva, or writing social media posts.

Next, set aside a block of time to use a social media scheduling tool to "drip" out that content over time. You can set it and forget it.

Kris Bordessa wrote and scheduled much of her social media and newsletter content for *Attainable Sustainable: The Lost Art of Self-Reliant Living* early, before the book's publication date.

I took the time up front to write various blurbs about my book — some seasonal, some not — and

have those set to repeat on social media and in my newsletters. This means it's happening without me having to think about it and people who didn't see it the first time through might catch it the next time," she says.

### 5. Create "pre-made" responses to frequently asked questions, then copy and paste when responding.

Nick Newsad, author of *The Medical Bill Survival Guide*, uses this approach when responding to Help a Reporter Out (HARO) queries and certain types of e-mail interviews.

### 6. Set daily promotion goals.

Henry Brown, author of *Hell and Gone*, tries to accomplish at least one marketing objective before going to bed.

Mark De Binder, author of *Serial Terror*, sets a time-based goal every day – whether it's 10, 20, or 45 minutes – to keep him on track.

### 7. Work through lunch.

Like many others, K.S. Brooks, author of *Lust for Danger*, makes book promotion-related telephone calls during her lunch break and while running errands. Others use this time to answer promotion-related e-mail or do book marketing research.

### 8. Get up early.

Michelle Risley, author of *Smash*, gets up 30 minutes early every day to blog.

Jim Joseph, author of *The Experience Effect*, does much of his book promotion before leaving for his work day.

I can't stress enough how important it is to find time for book promotion before, during, and long

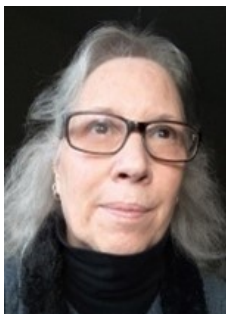
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## Our Writing Life

### “When Story Speaks: The All-Important Development Draft”

By Adele Annesi

It's impossible to build a house without a plan, and most architects need more than one to achieve the results their clients envision. The same is true for writers. No one can accomplish everything—story arc, character development, smooth prose—in just one try.



When writers say they wrote a story in one sitting, they usually mean they did little or no revision while putting the initial concept on the page. While this is a great feeling, a strong first or early draft is still just a beginning. The all-important second or development draft is when the real story starts.

While a story or novel may undergo any number of revisions, there are three basic types of drafts: rough, development and final. The main goal of a rough draft is to capture the concepts emerging from the writer's imagination while creative fires burn hottest. The main goal of a final draft is polish. The development draft's main goals are exploration and discovery. Here's why these goals are important and how to achieve them.

Many writers assume their initial story is the story they'll end up with. But seeing story this way eliminates opportunities because writers don't know to look for them. Like experienced hikers,

skilled writers keep their minds, eyes and efforts open. Stories can offer up gems if we're looking for them.

- Step 1 — Mindset: Assume the story you've written isn't the final version. Also assume there are discoveries to be made, large and small. To that end, think through your story and list which aspects you'd like to examine for opportunities.
- Step 2 — Explore: When hikers travel new terrain, they're looking to learn the surroundings. In familiar territory, they're looking for what's different. It's never the same river twice. Writers can take the same approach by asking one simple question of their main and even secondary characters. What secrets are you still keeping, from others, from yourself, from me as the writer?
- Step 3 — Observe: Practiced hikers know that all areas vary by season, time of day and weather so watchful travelers pay attention to changes in landscape and wildlife. Apart from the fact that vigilance could save their lives, they're alert to changes because variations enhance the hiking experience. Writers can take a similar approach by asking these questions of their stories. What do I notice now that I didn't before? How will this impact the overall story and the people in it? How might I incorporate these changes to advance plot and develop character at the same time.

When we're open to opportunities, actively seeking them and turning over rocks to find where they're hiding, we're usually (pleasantly) surprised at what we discover. If this means we need to

expand the story or flesh out the characters, we may need to trim or remove other aspects. Just as hikers want to avoid excess baggage, so do we. So do readers. Whether growing our narratives or reducing them, we can't assume that a strong first or early draft means we're done. Instead, we can assume the opposite. The strongest drafts often yield the most precious gems.

Happy writing!

Five-star novelist Adele Annesi is a Small Press Distribution bestselling author for her autofiction novel [What She Takes Away](#) (New York: Bordighera Press, 2023). Adele is also co-author of [Now What? The Creative Writer's Guide to Success After the MFA](#). She was managing editor of *Southern Literary Review* and received her MFA in creative writing from Fairfield University. Her long-running blog for writers is [Word for Words](#). Her website is [Adele Annesi](#).

## Book Production Tip

Amazon and other online booksellers are changing the rules of cover design. “This has led to a spate of brightly colored book jackets with blaring yellow covers now appearing in profusion... yellow jumps off online pages and can support both dark and bright type and graphics. Also, it carries no gender association and can signify anything from sunshine and optimism to a danger warning ... makes it a strong choice for a variety of genres and topics.” *Wall Street Journal*.

More reasons to sell to non-bookstore buyers.

## How to Find Time for Book Promotion

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after your book's launch.

If you don't tell your ideal readers about your book, they won't know about it. Reaching the right people in the right places with the right messages takes time and repetition. Making it a priority will help ensure it happens.

Make time to learn how to promote your book, too. My online courses and digital resources will help. Learn more here. <https://buildbookbuzz.com/how-to-find-time-for-book-promotion/>

What's your best tip for making time to promote your book? Please tell us in a comment.

## Celebrating Success

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Bill Curatolo, writing as O'Neill Curatolo, published a non-fiction piece titled "Hope, Ordeal, Sas-sywood" in the most recent issue (#32) of Sherlock Holmes Mystery Magazine. This piece discusses an aspect of the Conan Doyle novel "A Study in Scarlet", and how it is related to medieval European trials by ordeal. This is the fifth article that he has published in SHMM.

Gabi Coatsworth has won the 2023 Indie Author Project award for Connecticut for her debut novel, *A Beginner's Guide to Starting Over*. Among other comments, one of the judges said that they were looking forward to a sequel, which is in the works. The national award is organized by librarians, and together with a cash prize, promises to promote the book in libraries. The contest is open to indie authors only (small traditional presses, hybrid and self-published).

## Writing Tip

When we were very young writers our teachers told us a rule: Every paragraph must have five sentences. But as we grow as writers we come to understand that such rules have targeted, limited purposes and that often they are breakable. As mature writers, we select only those rules that help us achieve our purpose and ignore the rest. It doesn't mean discarding your traditional ways of doing important things and coming up with entirely new methods. It means making small experiments with everyday routines, little things that we often think are set in stone but can be changed with just a bit of effort and experimentation – and make us feel like we really own our lives.

## Schedule of Upcoming Meetings for the Three CAPA Chapters (Members may attend all three meetings per month)

### CAPA CENTRAL (Avon)

(These meetings begin at 9:30 ET with networking. The speakers start at 10:30 am)  
To be a speaker or for more info contact [BrianJud@comcast.net](mailto:BrianJud@comcast.net))

December 16: Annual Holiday Party  
January 20: Steve Reilly: Copyright Law (Meeting at the Avon Library)  
February 17: Perter Marzano: A Writer's Journey



### CAPA SOUTHEAST (Groton)

(These meetings begin at 6:30 pm. For more info: [Patti Brooks, pattipattibrooksbooks.com](http://PattiBrooks.com))

December 18: Speaker and topic to be announced  
January 15: Speaker and topic to be announced  
February 19: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(These virtual meetings begin at 6:30 pm. Watch them and ask questions of the speakers. For more info contact [Joe Keeney, jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com))

December 12: Speaker and topic to be announced  
January 9: Speaker and topic to be announced  
February 12: Speaker and topic to be announced



## CAPA's Co-op Connection

Check their websites for dates and more information. If you would like to join the CAPA Board to help coordinate these events with other CAPA members please contact James Williams at jimmywriter@icloud.com

Shelton Holiday Craft Festival	12/10/2023	MIDDLEBURY
Arts & Crafts Show	2/3-4/2024	HARTFORD
Connecticut Wedding & Bridal Expo	2/16-18/2024	UNCASVILLE
SE CT Home & Garden Show 43 <sup>rd</sup>	3/14/2024	SOUTHINGTON
Southington Arts & Crafts Show 25th	3/23-24/2024	DANBURY
Western NE Home Show 29th	4/6-7/2024	HARTFORD
Spring Home Show 30 <sup>th</sup>	4/14/2024	HARTFORD



Meryl Streep said, "This was me on my way home from an audition for King Kong where I was told I was too 'ugly' for the part. This was a pivotal moment for me. This one rogue opinion could derail my dreams of becoming an actress or force me to pull myself up by the boot straps and believe in myself. I took a deep breath and said, "I'm sorry you think I'm

too ugly for your film but you're just one opinion in a sea of thousands and I'm off to find a kinder tide." Today Meryl Streep has 18 Academy Awards.

How do you feel when someone calls your book 'ugly'? Never give up on your dreams. Only you know your true worth.

## Join the CAPA Board

You can be a part of helping CAPA grow as a member of our Board of Directors. We have two open board positions: Secretary and Networking Director. Attend our Holiday Party on Dec 16 to join.

We meet virtually on the third Thursday evening of each month for about an hour to plan for CAPA's future. Board members are not compensated, but there are other benefits:

- Help CAPA members succeed
- Develop and practice leadership as well as organizational skills
- Experience in creating and participating in local events
- Point person for local media: They will come to you, or you to them to talk about CAPA and develop relationships with them for later appearances about your book
- Exposure in the publishing community increasing your reputation as a notable industry person
- No CAPA dues (save \$48 per year)

For more information about this opportunity contact CAPA President Robyn Jay-Bage ([rjbage@comcast.net](mailto:rjbage@comcast.net)) or Brian Jud