



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 30 Issue 10 <https://ctauthorsandpublishers.com> October 2023

October 21 Meeting Topic: *Using Podcasting To Sell More Books*

By Bill Corbett

9:30: Join us for networking and meetings with experts on marketing, writing, editing and more.

10:30: The presentation begins: An effective book marketing strategy helps your book reach your target audience and generate the sales you're looking for. One of the elements required in the marketing plans of today's most successful authors is a podcast, a digital re-

corded of your voice speaking to your fans that can be easily downloaded by your fans or prospective fans. But how do you create it



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Meet Rod Cornish — the October Member of the Month

By Patti Brooks

Becoming a published author was furthest from Rod Cornish's mind when he earned his Master of Business Administration from The University of Michigan School of Business Administration and began a career in Finance and Human Resources at high profile firms like General Foods, GE Capital, and Merrill Lynch.

However, one day while driving his then four-year old son, Roen, home, the muse was about to strike. The inspiration to write came from Roen who spoke out about his skin being lighter than Rod's, his dad.

Immediately Rod thought the day had come for the "race talk." But

while formulating his "talk," Roen said:

"It's ok, we're really the same."

And that is how Rod became an author when *We're Really All Just The Same* was published in 2021 by Leaning Rock Press. (also a CAPA member)

Each page has a mini story and they



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and where do you put it? Come to the October CAPA meeting ready to take lots of notes on what a podcast is and why every author needs one.

You will learn:

- How to develop a podcast around your book
- Technical secrets for creating podcast audio files with ease
- Getting your podcast on mainstream channels such as Spotify and Apple Tunes (and more)
- How to use the podcast to engage with your audience and sell your books

ABOUT THE PRESENTER

Bill Corbett is an international speaker and award-winning author of 8 books. He also produces three podcasts GET PAID TO SPEAK, CREATING CO-OPERATIVE KIDS and SENIOR LIVING CT.

To hear any of his podcasts, search for one of the three titles, along with his first and last name, in the PODCASTS app on iPhones. On Android phones, download any podcast app, such as Google Podcasts, and search as instructed above. Bill and his wife Elizabeth are former CT residents and now live full-time in their motorhome, visiting children, and grandchildren, and seeing the U.S. as they've always wanted.

The meetings will take place in our regular room at 635 West Avon Road, Avon, CT 06001

Planning Tip

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you to continue moving toward your destination when uncontrollable events occur.



But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Start planning now for 2024 so you can start the new year full steam ahead.

CAPA Board of Directors

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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.

Send submissions for the **Meet-A-Member** column to Joe Keeney at jkeeney9267spamarrest.com or Patti Brooks at patti@pattibrooksbooks.com

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

Update Your Marketing to the 21st Century

Brian Jud

You most likely use 21st century digitally enabled book-marketing actions. However, your sales are probably occurring at dial-up speed if you are implementing 20th century marketing actions.



You wouldn't put up with a 1960s-era phone system, or forego the benefits of modern technology, but that is what you are doing when you fail to sell your books to non-bookstore buyers. These could be retailers (discount stores, supermarkets, airport stores) or non-retail buyers (corporations, associations, schools, military) who could buy in large, non-returnable quantities.

Selling to these special-sales buyers does not have to be a major leap. You already have the programs in place to do it. Selling to non-bookstore retailers uses many of the distribution partners with which you already work selling through bookstores. Begin there, and then expand your sales to build upon that base, giving you a solid foundation and focal point to grow your sales.

The most difficult marketing battles of the future won't be fought in bookstores, but with a mindset that current practices are the best and only way to sell books. Here are several techniques that can support you in your fight to free yourself from the status quo.

Just get started. You cannot build business growth unless you take the first step. Do that by thinking minimum instead of maximum. Do not look at special sales as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 15 minutes a day for the next week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 20 minutes a day searching for potential companies, associations and contacts in the home-school market.

As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

Each week ask yourself, “What one new challenge, that if mastered, could give me a unique performance advantage?” One is to join the Association of Publishers for Special Sales (www.bookapss.org) to associate with others who have made that mental leap.

Get Future vision. Where will your business be in one year? Five years? Ten Years? Commit to a goal and plot the course that will lead you to it. Become serious about reaching it by making marketing innovation a part of every planning conversation you have with yourself or employees. Frequently ask penetrating questions such as, “If I want to grow a profitable business, what should I be doing differently?”

History is not destiny. Look in new directions for profitable growth opportunities

Encourage creativity. Hold regular brainstorming sessions to generate new ways to promote, distribute and sell exiting products. Develop new products for existing markets, or new ways to sell existing products to new buyers. How can you sell your current front- and backlist products to non-bookstore retailers and non-retail buyers?

Focus on causes, not symptoms. Publishers may say, “Sales are down. We have to do something.” And they may send out more press releases. Instead, find out why sales are down. Is it a seasonal decline? Are sales down in one segment or geographic area? Is it a product deficiency or are you selling the right product to the wrong segment?

Perhaps sales are flat, or even increasing, but revenue and profits are down. You may need to adjust pricing or sell books in larger, non-returnable quantities to corporate buyers. Find out why conditions exist before you decide what to do. Prescription before diagnosis is malpractice.

This is a good time to put these ideas into effect. As you begin planning for 2024, give yourself permission to succeed in new ways. Drag your marketing activities kicking and screaming into the 21st century and your business could expand significantly in 2024 and beyond.

Write Your Memoir
A Class By CAPA Member
Eileen Albrizio

A memoir is a narrative work told from the writer's point of view and captures an intriguing slice of the writer's life. It can be book-length or a short piece of work. It can capture an entire childhood, or one critical day. Big or small, every life is meaningful and interesting. Perhaps you've always wanted to tell your story but don't know how to start. Or maybe you've started but are having trouble moving forward.

Whatever stage of memoir writing you are in, this class is for you. We will help you find your voice, hone down your story to its most important elements, and put it on the page with the finesse of a novel. Bring writing materials, whether it's a pen and notebook or a laptop, as this will be a hands-on writing class in a friendly, non-judgmental environment. This in-person class offered through the Wethersfield Adult Ed Department is open to all adults. You do NOT have to be a Wethersfield resident to enroll. **Limited to 10 students.**

Course Fee: \$ 54
 'Wednesdays 6:00-8:00 PM
 4 weeks 10/25 - 11/15
 WHS Room 221

Instructor: CAPA member Eileen Albrizio, Author of *The Windy Tree* and *The Box Under The Bed*

Contact: eileenrain@aol.com

Ideas for Selling to
Non-Bookstore Buyers

By Guy Achtzehn

The amount and nature of value of the content in any particular book lie in the eyes of the reader. Therefore, the key to selling your books to non-retail buyers is to know what they consider important. The way you discover that is by asking questions, not telling about your book. The perceived value of your content is different for every individual buyer, so begin each sales interview by asking questions.



11 Steps To Getting A Novel Published
Brian Feinblum

1. Come up with an interesting idea. Develop your concept. Envision the story arc, sub-plots, character development, and themes. Create an outline.

2. Develop a writing schedule – commit to it. While that is taking place, write your query letter and send it to appropriate literary agents and book publishers.

3. If you have one or more published books, while writing your next one and trying to sell the story to a publisher/agent, you still need to promote and market your prior books. Don't neglect them.

4. Seek to learn and improve as a writer. Consider taking writing courses and attending seminars, writer conferences, and an MFA program.

5. To be a great writer, you need editing help. Get a trusted editor to assist.

6. Be an active reader, aware of competing books in your genre. Be different from them; be better. As good as, is not good enough. Learn from the writings of others.

7. To get published by a traditional publisher of consequence, you may need a literary agent. To win over a literary agent – and likely a publisher – you will need more than a great book. You will have to:

--Show testimonials and support for your writing from trusted third-party validators.

--Indicate a track record of getting attention for your writings, such as with your social media footprint.



Leadership and Growth Concepts

Tom Hill

Google the phrase "What is success" and you will get 1.13 billion results. I'd like to examine each of those with you today (not really). Much has been said about success. Everybody seems to want it, but it is surprising how few actually can define it.



One dictionary defines success as "the accomplishment of an aim or purpose, the attainment of popularity or profit, or a person or thing that achieves desired aims or attains prosperity." But what should be the aim or purpose? And how do we define prosperity? Here are some serious attempts at defining success.

Zig Ziglar: "Success means doing the best we can with what we have... reaching for the highest that is in us, becoming all that we can be." But to know what is best, don't we have to know what is good? And reaching for the highest what? Did Hitler reach pretty high? Or not? How do we measure?

Winston Churchill: "Success is going from failure to failure without losing enthusiasm." Enthusiasm. But why should I be enthusiastic about anything? Especially

in the midst of repeated failure. And what the crud is failure anyway? How can I know what that is until I know what success is?

Maya Angelou: "Success is liking yourself, liking what you do, and liking how you do it." Liking stuff. So "I" am the judge of success. If I am easily amused, apparently I have a great chance to be successful.

Ralph Waldo Emerson, "Success: To laugh often and much, to win the respect of intelligent people and the affection of children, to earn the appreciation of honest critics and endure the betrayal of false friends, to appreciate beauty, to find the best in others, to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded!" I don't even know where to start with this one. I guess I need some fake friends to betray me, and I need to start a garden.



John Wooden: "Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming." Again, what is best, what is good? Did you ever know someone who had total

peace of mind, and were satisfied with themselves that they had done their best to become their best... and yet they were totally incompetent? Peace of mind can be deceptive.

Thomas Edison: "Success is 1% inspiration, 99% perspiration." He tells us how to achieve success, but not what it is. All we know is the road to success is sweaty and probably smells bad, but we don't know where that road leads.

Stephen Covey: "If you carefully consider what you want to be said of you in the funeral experience, you will find your definition of success." In short, what others think of you defines your success, and you won't know if you did it right or wrong until you are dead—and that's only if you show up for your funeral. On time.

Deepak Chopra: "Success in life could be defined as the continued expansion of happiness and progressive realization of worthy goals." Two things: happiness—but only if it is continually expanding (bummer if it stops), and realization of worthy goals. Great, but what the crud makes something "worthy"?

What is a Blog Carnival?

John Kremer

A Blog Carnival is a blog post where someone takes the time to find really good blog posts from other bloggers on a given topic, and then puts all those posts together in a periodic blog post called a *carnival*.

Our Writing Life

“Time for a Change”

By Adele Annesi

For writers, autumn signals new beginnings, and what better way to start a new season than with a new column that explores the writing life, starting with how change, though daunting, can inspire.



For the past eight years, I’ve been teaching writing and loved it. I’ve enjoyed watching writers explore, experiment, discover and grow. To make sure growth happened, I had one rule in my workshops. When the writers critiqued another’s work, they were not to tell the writer how to “fix” the piece. Instead, they were to offer insights on what they read and pose questions that arose from the piece. It was the writer’s task and prerogative to review the work, consider potential changes and discover which adjustments best fit their vision for the project.

As I watched my writers grow through the seasons and advance under this method, I sensed it was time to leave the nest. I started by teaching fewer workshops and doing individual mentoring. This, too, was a joy—working closely with writers who wanted to learn the craft and art of writing.

Meanwhile, I returned to my own writing and completed a novel I’d begun while getting my MFA in creative writing. The novel is *What She Takes Away*. In 2022, it was acquired by Bordighera Press, a small, independent New York-

based house that specializes in Italian-Americana. This year, 2023, *What She Takes Away*, a work of autofiction, was published and named a bestseller by Small Press Distribution. I was sixty-five when the novel was published, sixty-six when it became a bestseller.

Had I not listened to that still, small voice that said it was time for a change, I wouldn’t have moved from teaching and to my own writing. Had I not made tough decisions about what’s most important at this stage of my life, I wouldn’t have done the painstaking work of revising a good novel I began ten years ago to make it the best I could offer. And had I not faced the reality of what publishing was and is, and the kind of house would be best for me and my work, the novel wouldn’t have been seen the light of day. Nor would I be drafting a new novel and a nonfiction work on the “why” of writing long-form fiction.

There’s a saying that time and chance happen to us all. So, too, change. And change is hard. It can mean wonderful beginnings, exciting places. It also means hard work, and it nearly always means loss, because for one thing to begin, something must end.

So now the question. What changes have you wanted to try? A new time or place to write, a new writing project or revising an existing one, joining a new writing group? So what’s stopping you?

When I was stuck about whether to leave teaching, I wrote out why I wanted to leave and what was keeping me from it. The physical process of writing out the issues concretized them. Moreover, it released them. The freedom that came from this effort empowered me to also take on a new role as an interdisciplinary arts fellowship coordinator in an environment

where I can encourage, nurture and support those interested and working in the arts. Like leaves falling in autumn preparing a tree for spring, seemingly small changes can yield big results.

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 from Fairfield University. She is also the arts fellowship coordinator for Trinity Presbyterian in Mt. Kisco, NY. Her long-running blog for writers is *Word for Words*. Her website is [Adele Annesi](#).

Marketing Strategy Tip



Put some magic in your thinking by asking “what if” questions. What if highway blacktop came in blue top or red top depending on the speed limit? What if gravity were suspended for one minute out of every hour? What if there were no bookstores – how would you sell your books? Such questions could stretch your thinking and help lead to new ideas.

What off-beat “what if” questions can you ask that could open your mind to think about your concept in a different way?

Meet A Member

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all end with the same message
 “We’re really all the same.”

Here is one of my favorites:

Jane’s got blonde hair, and Jack’s
 got dark brown.

The Sullivan twins have the red-
 dest in town.

Whether it’s curly or straight, wild
 or tame,

Our hair may be different, but
 we’re really all just the same.

And it all wraps up with:

No one is better than you and no
 one is worse.

I will say it the last like I said it the
 first.

Don’t let them give you a label or
 call you a name.

Because deep down inside us,
 we’re really all just the same.

Rod left the corporate world after
 9/11, traveled quite a bit and then
 enrolled in Culinary Arts at Grasso
 Tech, where he learned cooking
 skills. After finishing the program,
 Rod learned the restaurant industry
 by working for others. (bartending,
 working in kitchens and waitering.)

In 2005, in his home town of New
 London, Rod opened Hot Rod Café,
 which enjoys a prize winning repu-
 tation for its wings and atmosphere.
 And if that wasn’t enough, just this
 past July, he bought an existing res-
 taurant, Charlie’s, in Niantic

Join the CAPA Board

You can be a part of helping CAPA
 grow as a member of our Board of
 Directors. We have three open
 board positions: Secretary, Net-
 working Director and Special
 Events Director. 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 leader-
 ship as well as organizational
 skills
- Experience in creating and par-
 ticipating 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 Presi-
 dent Robyn Jay-Bage
 (rjbage@comcast.net) or Brian Jud
 (brianjud@comcast.net)

**Schedule of Upcoming Meetings for the Three CAPA Chapters
 (All 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)

November 18: Brian Jud: *Book Marketing 101*

December 16: Annual Holiday Party

January 20: Steve Reilly: Copyright Law (Meeting at the Avon Library)



CAPA SOUTHEAST (Groton)

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

November 20: Speaker and topic to be announced

December 18: Speaker and topic to be announced

January 15: 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)

November 14: Speaker and topic to be announced

December 12: Speaker and topic to be announced

January 9: 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 BrianJud@comcast.net

Wethersfield Arts and Crafts Festival, October 14

Shelton Fall Festival, October 14

Farmington Autumn Meadow Market, October 15

Bristol Holistic Shopping Expo, October 15

Mystic Apple Festival, October 21

Hartford Fall Home Show, November 4

Southbury New Age And Craft Fair, November 5

Naugatuck Christmas In Connecticut Event, November 11

Cheshire Fall Craft Fair, November 11

Cromwell Holiday Craft Fair, November 11

11 Steps

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--Demonstrate how you can get publicity, either based on your past performance or a new commitment to hire a publicist.

--Explain how comparable titles sold well – or why your book has no comparisons but could break through.

--Highlight your ability to sell your book, such as the size of your mailing list, speaking engagements scheduled, or connections to influencers, the news media, or organizations that could buy your book in bulk.

8. Develop a working title or subtitle that is short, unique, and catchy – and not something that only has meaning to you.

9. Test out your writings on trusted friends – take their critical feedback and make improvements.

10. Get other works published – articles, essays, short stories, op-eds, guest-blog posts – anything to showcase your writings and establish a viable track record.

11. Make your writing debut as a self-published author. You simply need to get your work out there and not remain sidelined or on hold, hoping to get discovered while time slips by. The discovery process needs no one's permission. Put your book out there, promote it, and keep writing.

“People don't buy WHAT you do, they buy WHY you do it.” Simon Sinek

“Growth is painful. Change is painful. But nothing is as painful as staying stuck where you don't belong.” Author Mandy Hale

Brian Feinblum, the founder of this award-winning blog, can be reached at brianfeinblum@gmail.com

Sell Books After Speaking Events

Judith Briles

Be prepared to talk about your book anytime, anywhere.

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. “People buy them at full retail. And returns aren't an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled,” she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.

You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale.