

The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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July 22 — the Annual CAPA Summer Picnic (635 West Avon Road, Avon)

CAPA is again hosting our Annual Summer Picnic on July 22 in lieu of a meeting on the 15th.

Let's get together from 10:30 am – 12:30 pm have another fun time. We'll be waiting for you with food and fun. Everyone is invited – members, families, and friends!

CAPA will provide sandwiches and soft drinks. You can help by providing a side dish, salad or dessert. Please RSVP and let us know



if you can bring a dish to share: <https://bit.ly/3oMiEx8>

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Meet Lisa Franco — the July Member of the Month By Joe Keeney

When she worked as a writer/producer for the ABC television affiliate WTNH 8 in New Haven, Lisa earned multiple Emmy nominations and journalism awards. She explains: "I have written all sorts of things including scripts, speeches, magazine articles, press releases. All this prepared me for something I never actually thought I would do -- write a book."

The book, *My Dearest Darling: Letters of Love in Wartime* is not only a romance, but also a first-hand glimpse into one of the most tumultuous times in our history. The interesting thing is that she found these love letters (between Margery and Donald Storey, a young naval of-



ficer) in an antique shop on Cape Cod. The 135 letters featured in the

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Allia Zobel Nolan
Sarah Ritter
Bernice L. Rocque
William Strunk
Karen Warfield
Wendy Whitman

July 10 SWCAPA Speaker

By Joseph Keeney

July 10 at 6:30 pm via Zoom. Author Lisa Franco's topic is: *Emmy Award Winning ABC Producer & Journalist Writes Her First Book.*



Find out what she applied from her craft to write and self-publish the book. And discover how you can do the same using her principles to attain success. Lisa invites you to write a 5-star book with the highest praise from all readers.

She shares how to use interviewing, writing, communication, crisis communication, marketing, even planning, production and public speaking to accomplish that goal.

Lisa Franco's first book, *My Dearest Darling: Letters of Love in Wartime*, is not only a romance but a first-hand glimpse into one of the most tumultuous times in history. The author also shares how she gets inspired to write in any genre, in this case, historical non-fiction.

The link to attend is: <https://us02web.zoom.us/j/6762224705>

Leadership Concepts Dr. Tom Hill

These are the thoughts of Dr. Roger Hall: Leadership development is personal development for people in leadership positions. I believe Yogi Berra when he said. "Ninety percent of baseball is mental. The other half is physical." Anyone who is successful at anything is mostly successful because of his mental discipline. Let's look at a car mechanic. I was talking to a

mechanic who was working on my car a few months ago. I asked, "How did you figure that out?" He responded, "It's just thinking it through." It's all about his thinking. It's not that he knows how to turn bolts better than me, though he does, it's that he knows how to think better about cars than me. He has become a disciplined thinker about cars. If you are a golfer (and I'm not), you'll know that most of golf is a mental game. How do you discipline your thinking? How do you discipline yourself so that you can be successful? Business owners, any leader, anyone who is in charge of other people, anyone who wants to be successful, all of their success is first and foremost about mental discipline. Almost everything is predicated on how well you train yourself to think.

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**

CAPA Board of Directors

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CAPA-SouthEast Members Exhibit Their Books

By Karen Warfield



On July 1st, nine authors from CAPA - SE set up a booth for an anticipated 15K people at the 2023 Rose Arts Festival in Norwich, CT. In 2017, the Rose Arts Festival was resurrected, inspired by the festival's passionate history and belief that creativity can invigorate and empower a com-

munity. CAPA-SE authors participated in this event and showcased their unique talents to those enjoying the festivities throughout the day. The organizers did a fantastic job helping vendors set up for the event, which lasted from 11:00 am to 6:00 pm, with music venues until midnight.

After attending some CAPA-SE meetings and hearing lament over trying to sell books, author Karen Warfield organized the CAPA booth at the Norwich Rose Arts Festival. Nine authors took "shifts" and showcased their unique writing styles throughout the day. Author Greg Gilmartin was gracious enough to share his booth to obtain maximum exposure for CAPA-SE. Thank you, Greg! The CAPA organizational banner, courtesy of Patti Brooks (thank you for finding it, Patti), advertised a book signing that intrigued many eventgoers over to our booth. Even though most readers seemed skeptical initially, once we engaged with them, they were excited to discover the mindset behind writing a particular book.

As you can see from the pictures, we had a variety of genres, including memoirs, murder mysteries, non-fiction, young adult, self-help, science, and historical fiction, hoping to catch the attention of even the most discriminating reader. Participating authors included: JessieMay Kessler, Jim Bennett, Harriet Grayson, Judy Ricketts-White, Harry Thomas, Larry Zaccaro, Gwen Mariani, and Matthew Goldman.



For this 2023 season, the vendor spots were reasonable, and the venue lent itself to maximum exposure and diversity of people. The festival was held on the historic Chelsea Parade Ground, across from the Norwich Free Academy, and is surrounded by some of Norwich's finest historic architecture with the Joseph Teel House at the south end of the parade ground, which once hosted George Washington as he traveled throughout New England.

How To Make Most of The CAPA Book Festival — or any local event (Part One of Three)

Brian Jud

The CAPA Book Festival is an event where authors sell their products to a group of interested readers. Your part in this is to have quality products and a prominent display that communicates your message effectively to the largest number of attendees so you reach your objectives.

If your plan is to just show up and put your book out for people to buy, do not expect large sales. Creating a successful event can be as simple as **PIE** if you **P**lan what you will do before and during the show, **I**mplement your actions and then **E**valuate your efforts.

Before the show, know what you want to accomplish and promote. Some exhibitors believe the primary goal is to sell books. Although sales are important, that should not be your sole criterion for success because many of the true benefits of exhibiting accrue after the show.

Your objective for any book event should include initiating contacts and conducting other activities that will give you the best long-term return on your investment. These involve performing market research, discovering new ideas and trends for future books, networking, socializing, stimulating publicity, creating distribution, getting new marketing ideas and uncovering opportunities for special sales or foreign rights. In addition, you may get the opportunity to schedule future bookstore or speaking events.

Pre-show promotion.

The best way to increase the traffic

to your table is to get people to seek you out. Begin now to promote the fact that you are exhibiting and why people should look for you.

- Send out announcements before the show inviting your family, friends, neighbors, and colleagues – anyone who loves to read books. Let them know you are exhibiting and why they should attend (describe the Five Ws: who, what, where, when and why).
- Post announcements on your website and on social media.
- Email those in your database. The Book Festival itself is an excellent opportunity to build your database for future promotion. (Have a newsletter signup sheet at your table for those who stop by).
- Write about it on your blog.
- Pin an announcement on your library's bulletin board.
- Go to local bookstores and tell them you will direct traffic to them when you run out of books to sell—if they stock your books
- Arrange media appearances on local stations and interviews with editors of newspapers and magazines. Contact your local newspapers with a press release. The first paragraph will be about you, "The local author attending this event." Follow this with general information about the Festival with material that will be provided by CAPA. Or, create your own press release following the AIDA formula: Attention – Interest (remember the Five Ws) – Desire (benefits for attending) –

Action (look you up when they arrive). Follow this with a brief description of CAPA. Where to send it? Here is a list of daily, non-daily and student newspapers in Connecticut: <https://www.w3newspapers.com/usa/connecticut/>

Get radio-active and be a guest on local radio shows. Go to <https://radio-locator.com/> for a list of local shows. Remember that radio hosts are not interested in selling your book, but want an informative and entertaining show for their listeners. The show should be about you and the book festival, not your book. Certainly mention it and pique interest so people buy it at the Festival, but do not focus on it during your performance.

This is the first of a three-part series. Next month in Part Two I will discuss pre-show preparation followed by Part Three about what to do during the show and post-show evaluation

Media Tip

Brad Hurtado

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, "You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring."

Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*

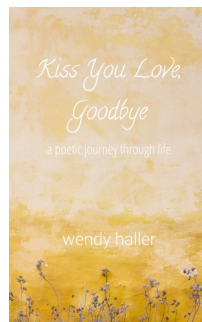
CAPA Members Celebrating Success



Kimberly Behre Kenna said, "The second book in my middle-grade Brave Girls Collection, *Jett Jamison and the Secret Storm*, comes out on 8/3/23 from Black Rose Writing. It has been nominated for the National Book Award for Young People's Literature. <https://www.kimberlybehrekenna.com/>

Wendy Whitman's success story: "When I first sat down to write my debut crime thriller novel little did I know that just a few years later my second book would also be published. Going from Court TV and the Nancy Grace show, covering high-profile murder cases, to becoming an author required a leap in faith. So what defines success? Most people would probably say that just completing a first draft of a book is success. I would have to agree with that assessment. For me personally, the moment I felt that I had succeeded as an author was when I submitted my completed manuscript to my publisher. The real thrill came, however, when my author copies arrived. I look forward to sharing my second novel with readers everywhere and hope they enjoy the series. "

Wendy Haller "would love to share my story with the CAPA community as they have been such a supportive part of this journey for me. I have been a special education preschool teacher for the past 19 years and a yoga instructor for 5 years. In May, I released my first book, *Kiss You Love, Goodbye* - a poetic journey through life.

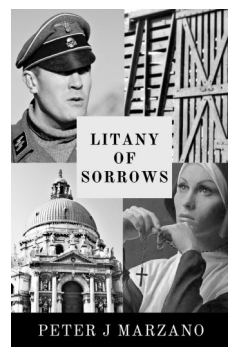
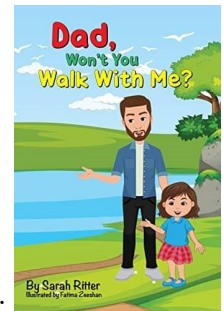


The poems in my book were written across 30 years of my life. It is my journey into adulthood and letting go of many weights in my generational backpack. Fear held me back from sharing my writing out loud. It is very hard for me to be vulnerable as I was always taught to be a good little girl. My book only came to fruition because of a promise I made to my son when he went to college. He made me promise him to write every day while he was gone. As parents, we want to do what we can to keep our promises to our children.

In January of this year, I was put on full FMLA due to my diagnosis of Psoriatic Arthritis, a hereditary illness my doctor assumed was accelerated from having Covid. I was no longer able to teach in my classroom or my yoga classes. I felt my identity was taken away from me. I had to let go of teacher guilt, work through the depression that 'I am not my disease' and the physical restraints it has put on me and get comfortable with being vulnerable and sharing my work. 9 months after my promise to my son, my poetic memoir has been released and now I'm working on my second book of poetry and am working with a publisher on my first children's book. I would love to share this journey with our community."

Allia Zobel Nolan's latest book, *Heavenly Headbutts: Reflections of Hope about Cats and Eternity* won a 2023 Indie Award for Best Overall Design. The book's designer is Mary pat Pino (she spells it that way) formerly art director at Reader's Digest Children's Publishing.

Sarah Ritter's illustrated book *Dad, Won't You Walk With Me?* is now on Audible! Mandy Michaels returns to narrate *Dad, Won't You Walk With Me?*. Previously, her narration gave such a wonderful voice to the poetry of "Inspirations, Transformations and Revelations: A Poetic Expression of My Personal Journey." Both books are available on Audible. There, you will also find other works narrated by Mandy Michaels.



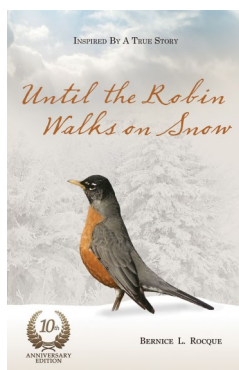
According to Peter Marzano, "1) Both "Litany of Sorrows" and "Search and Deception" have been reviewed by the Historical Fiction Company with Search and Deception getting a 4.5 of 5 stars. 2) Also, both books have received the "Pinnacle Book Achievement Award" for Historical Fiction (the picture of the little badge enclosed). 3) Book 3 of the series will be released in

late 2Q2024 and I expect it will complete the trilogy. I updated my website that I designed and created myself using SquareSpace.com. www.peterjmarzano.com

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CAPA Members Celebrating Success Continued from Page 5

Bernice L. Rocque's company 3Houses published *UNTIL the ROBIN WALKS on SNOW: 10th Anniversary Edition* in December 2022. The new edition, now 70



pages longer, integrates important story facts discovered in the past decade—and also responds (with a Dedication, Afterword, and expanded Author's Notes) to the many readers who have asked what happened to the characters after the story's end. For those unfamiliar, "Robin" was inspired by a remarkable 1922 birth survival challenge in her Norwich, CT family's life. Bernice was delighted with this recent book review in the July/August issue of *Polish American Journal (PAJ)*. Here is the link: <https://www.polamjournal.com/books-in-brief.html>.

CAPA member Patrina Dixon offers free financial resources on her website: <https://itsmymoney.info/resources/>

Writing Tip

"Vigorous writing is concise. A sentence should contain no unnecessary words for the same reason that a machine should have no unnecessary parts."

William Strunk

July 22 Annual Picnic Continued from Page One

We'll be in the same spot as last year – just beyond the tree line, past the playscape. You may park there, too. Look for a black Subaru Forester.

We're permitted to use all the amenities in the park, including the basketball courts, tennis courts, kids' playscape and volleyball court. The pool opens at 12:00 noon. If you

want to swim, you'll pay the daily fee at the gate office. Avon residents are \$7 per person and non-residents are \$10 per person. You can stay all day if you want. The pool closes at 7:30 p.m.

The picnic will be held beyond our regular meeting place at 635 West Avon Road, Avon. A map to the pavilion (courtesy of Robyn Bage) is below. Proceed behind the Senior Center to the picnic area in the woods.

If you get lost, Brian Jud's cell number is (860) 985-5908



Importance of An Author's Platform

By Sharlene Martin

"The bar for platforms has been raised to almost absurd heights," according to agent Sharlene Martin, of Martin Literary Management in Encino, California. "A whole plethora of good writing is being ignored because it doesn't have the promotional hooks that publishers are now demanding. If you have a book on woodworking,

you better be a contributor to a woodworking magazine, have appeared on shows about woodworking, give seminars on it, speak about it all the time, have your own newsletter and Web site."

And don't forget lucky breaks! Sometimes endorsements from famous authors, experts or celebrities help position a book. It's not just what you know, but who you know. Your book has to be a quality book, but it doesn't hurt to be validated by respected sources who think you have something important to say.

Meet A Member

Continued from Page One

book shine a strong light on historical events in World War II as they unfolded, besides the intimacy, hopes and dreams of two people separated by war.

It so happens that Lisa is an aficionado of World War II and historical fiction. In part because her father was a World War II veteran. And She was able to incorporate professional touches to the book because of her background -- Touches such as: non-fiction compilation of the letters with annotations, documenting the letters through scanning, transcribing, sorting, and dating along with tons of research and interviews of Margery and Donald's three children, and finally organizing, writing, and editing. The result is a book with five-star reviews and the highest praise from readers. Lisa shared, "My inspiration to write My Dear-

est Darling (it took eleven years to complete) stemmed from the realization that this true love story told through the letters needed to be documented."

Besides a book documented and written well, Lisa is a marketer. Lisa shared, by herself she has received great press, both in Connecticut (all the state television stations as well as radio and print) and on Cape Cod (where she spends time). She has given several book presentations at: libraries, bookstores, and museums, and to community and veterans' groups, book clubs, senior living facilities and schools.

Her success is due to her many skills: writing, communications, crisis communications, marketing, event planning, production, and public speaking.

At her 200-year-old house in Cheshire, she enjoys gardening, cooking, reading, decorating, and exercising as hobbies. She also owns and operates an online vintage

shop, Over the Moon Vintage. This talented author gives the following advice to a novice: Write about what speaks to you most; Take lessons; Talk to other authors; Realize it is a journey, not a quick process; Be patient and try not to beat yourself up; when the book is published, it is not the end, merely the beginning of your marketing journey.

Contact information:

lisa_franco@att.net
203-641-2777

www.mydearestdarlingbook.com
www.otmvintage.etsy.com

Motivational Quotation

ee cummings

"To be nobody but yourself in a world which is doing its best, night and day, to make you everybody else, means to fight the hardest battle which any human being can fight, and never stop fighting."

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

CAPA CENTRAL (Avon)

(These in-person meetings will begin at 10:30 am ET)

To be a speaker or for more info contact BrianJud@comcast.net

July 22: Annual Summer Picnic

August 19: Dennis Schleicher: *How to Promote Using Social Media*

September 16: Dan Blanchard: Using speaking events to sell more books



CAPA SOUTHEAST (Groton)

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

July 17: Speaker and topic to be announced

August 21: 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)

July 10: Lisa Franco: *Emmy Award Winning Producer & Journalist Writes Her First Book.*

August 14: Speaker and topic to be announced



CAPA's Co-op Connection

Some of these recur weekly. 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

8/5	STONINGTON	Stonington Village Fair 71st
9/7/	HEBRON	Artisan & Craft Show @ Hebron Harvest Fair
9/8	BETHLEHEM	Bethlehem Fair
10/7	WETHERSFIELD	Old Wethersfield Arts & Crafts Fair
10/29	HARTFORD	Connecticut Bridal & Wedding Expo

Bread Clips to The Rescue

By Dr. Judith Briles

What author doesn't have a variety of cords under the table, over the desk, everywhere? If you are like me, I have multiple gadgets that need recharging; in fact I have duplicates in my office, underneath the conference table, in my private residence—clusters of wires that go to something! Here's a cool idea for all those multiple cords, and you wonder which goes to what and/or what it does! Take the plastic tags you get on every plastic bag that wraps a loaf of bread. Write what the cord or power source is to—iphone, ipad, computer, you name it. Helps to keep it organized.

Movie Rights

John Kremer

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

Pricing Strategies that Work

By Eric Kampmann

When we talk about marketing a title, the big question usually is: what should the retail price be? This is where art and commerce collide with countless variables entering into the mix. What is the trim size? Page count? Competition? Unit manufacturing cost? Market? All of these factors must be considered when establishing the retail price.

Most of my experience has been in the retail book trade and that is where I want to focus this discussion. In many ways bookstores are the most difficult, expensive and competitive place to try to sell books and, therefore, the publisher must be very aware of the pricing for similar books in the category. This means the publisher needs to take the time to research the competition either by speaking with buyers, visiting the internet or strategizing with its sales team. No one knows whether the retail price will make a decisive difference with the book consumer, but we do know that the buyers at the major book chains are very aware of price and are often very reluctant to commit to a title that is overpriced in terms of the competition. Pricing too high can hurt a book even before it is out of the gate.

Also, remember that if a book becomes established and goes into a second, third or fourth printing, it is possible to raise the price on the reprint. This is done quite frequently but only if the book has established a market.