

# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## March 18 Virtual CAPA Meeting (10:30 am ET) Dennis Schleicher will present “Ask the Literary Agent. What’s Changing in the Publishing Marketplace?”

Dennis Schleicher will answer all of your burning literary agent questions at this workshop. As an associate literary agent with Talcott Notch Literary LLC and a best-selling author, he has a wealth of knowledge to share! Learn what it takes to find an agent in today’s changing market. Or do I even need an agent? Dennis will provide tips and guidance on how to pitch yourself and your book and discuss the essential responsibilities that a

literary agent position entails. Bring your questions and be prepared to discuss the latest trends in the publishing world.

Are you curious about what’s chang-



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## Meet the March Member of the Month— Dr. Betsy Holmberg By Joe Keeney

Betsy is on a mission to help people understand their negative self-talk: why they rehash conversations from weeks ago, beat themselves up over the slightest thing, and lay awake nights worrying. She shares, “we have forever ruminated over our thoughts and feelings, believing that they represent ourselves. But that is incorrect. Half of our thoughts come from an automatic network called the default mode, and it is responsible for much of the negative banter you hear in your head.”

Betsy is enthusiastic about helping others overcome the banter and understand the root cause of these feelings. Because of her enthusiasm, she is writing a non-fiction book on the science behind negative self-talk

and over thinking, where it comes from in the brain, and how to stop it.

The process Betsy uses to write her book is a different from the norm (the process used by most authors): After researching academic literature and understanding what the science is telling her “...I go into the shower. For me it is the best place to mentally outline how to fit it all together into a coherent, cogent storyline.”



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## March CAPA Webinars



**March 13 (6:30 pm ET): Use an Editor to Craft Better Books, by Katherine Pickett.** All about editors: Who They Are, What They Do, and How They Can Help You. How can you be sure you found the right editor for your book? Veteran editor Katherine Pickett gives you the inside scoop on: What editors do; Copyeditors, proofreaders, and developmental editors; What qualifies someone to be an editor; What your role is

when working with an editor; How you can save time and money throughout the editing process.

**March 18 (10:30 am) Ask the Literary Agent. What's Changing in the Publishing Marketplace?** Dennis Schleicher will answer all of your burning literary agent questions at this workshop. As an associate literary agent with Talcott Notch Literary LLC and a best-selling author, he has a wealth of knowledge to share! Learn what it takes to find an agent in today's changing market. Or do I even need an agent? Dennis will provide tips and guidance on how to pitch yourself and your book and discuss the essential responsibilities that a literary agent position entails.

**March 21 (6:30 pm, ET) Breaking Free from Routine: How to Live a More Exciting Life, by Daniel Blanchard.** Want to live an exciting life? Yeah! Sadly, too

often, though, many of us are just going through the motions. And by just doing more of what we're already doing, we're just digging ruts that could someday be deep enough to be graves.

Join TEDx speaker, award-winning author, educator, 2X Junior Olympian wrestler, and veteran of the U.S. Army and Air Force, Dan Blanchard, who will help you break free from your old routine and start living an exciting life.

By the end of the presentation, attendees will be able to shift their paradigm to where doing big, scary things feels better than playing it safe and just going through the motions. So, get ready! Get excited! And start living your life! The link to join all these webinars is <https://us02web.zoom.us/j/6762224705>

## 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](mailto:brianjudcomcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com) or Barbara Meredith [dbmeredith@charter.net](mailto:dbmeredith@charter.net)

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

## Meet A Member

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That process must work because her writing is on Psychology Today's website and is featured in magazines like Fast Company. And, she has published research in Universities like Harvard.

It is no surprise that this award-winning psychologist, author and speaker who has appeared on radio, television and podcasts should excel in her publications: Her academic background is a PHD from Duke University where she also graduated Phi Beta Kappa. And she gained management skills from running the mental health service for McKinsey & Company, a global consulting firm.

Betsy was born and raised in Connecticut, and after living around the country, is thrilled to be back home. Betsy shares she was raised one street away from her current home, "My mom pushed me in a stroller past the house I live in today."

She enjoys hobbies such as reading, needlepointing and taking her grumpy shih-tzu Henry for long walks at the dog park.

This talented author's advice for the novice writer: When writing non-fiction books, identify your target audience, and the problem you can solve for them.

## Marketing Tip

### By Guy Ahtzahn

End each sales presentation with a success story. Paint a picture of what life will look like once your prospect adapts your recommendation.

## Artisanal Prose

### "The Use of Braided Narrative in Novel-Writing and Memoir"

By Adele Annesi

Whether you write fiction or memoir, you'll eventually need more than one person to help tell your story. Here are considerations for using a braided narrative approach to create a point-counterpoint storyline that's informed by and greater than the sum of its parts.



A braided narrative is when more than one primary person is involved in telling a story. As with the concept of a braid, the number of people telling the tale usually is limited to two or three. This approach differs from the use of multiple perspectives in these ways:

- Each person's contribution to the story is roughly the same length as the others'.
- Each person's role in telling the story is generally equal in importance to the others'.
- There is a clear alternating pattern in who's telling the story. For example, Person A may present the first three sections, Person B the second three, and Person C the third three. Then the pattern repeats.

Although the perspective in memoir won't change from first person, the story can still be structured based on who else besides the writer figures prominently in the work.

To use braided narrative effectively, consider these steps:

- List the individuals who will figure most prominently in the story.
- Next to each, note which part of the story the person will tell, for example, backstory, current events or future outcome, or a combination thereof.
- Also next to each, note how the person will relate to, compare with and contrast to the other individuals.
- For fiction, decide the perspective of each character—first, second or third person.
- For both fiction and memoir, decide whether each person is reliable. As a note, even in memoir, people may have a strong perspective but still be undependable in what they think, feel, say and do.

As you develop your story, consider how the overall function of your braided narrative:

- Will some parts of the narrative slow the story (pacing) to give the reader time to get to know the people in the story (progression)? If so, how and where will these points occur?
- How will gender figure into telling the story? For example, how will one person's perspective and personality illuminate the others' perspectives and personalities?
- How will the narrative braids draw the reader in and offer a more complex and satisfying reading experience?

Last, consider how and where in the story the narrators' lives will intersect:

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## How Writers Can Be Smooth Talkers

By Brian Feinblum

Writers are not always the best conversationalists. They can be shy, reserved, or just nutty. They can create worlds in their minds, but can be challenged to speak face-to-face with another person. Writing is purely a one-way journey that one dictates to another, where talking is a two-way, give-and-take highway where anything can happen:



So, how can authors become better communicators when:

- Networking?
- Talking to a potential reader?
- Speaking to the news media?
- Conversing with a librarian, bookstore owner, or a publisher?

To be a better talker, one must take a few factors into consideration, including:

- The setting or circumstances of the conversation.
- The expectations/goals/needs of those involved in the discussion
- The background, culture, and education of the speakers

Building up your conversational skills, especially in a post-pandemic world after two or three years of isolation and awkward social settings (zoom, masked, distanced) takes some work. But all of that aside, and whether you are introverted or extroverted, let's look at what makes for a better exchange between you and another.

### Here are 12 tips to jumpstart a good conversation:

- Find common ground-either in your experiences, ideas, concerns, views, needs, or desires - - or in the world around you.
- Be a strong listener -- don't intercept, let them be a star, and show interest in what they say.
- Ask lots of questions and let your curiosity drive this.
- Give sincere compliments.
- Avoid the potholes of conversation- - politics, religion, sex.
- Remember why you are talking -- and direct the conversation to help you get what you are looking for.
- Always exchange business cards or social media handles.
- See who or what else they know that can help you.
- Watch your language, from curse words to jargon to words that may not match the setting; beware of the PC police -- you don't have to broadcast what you think about everything, but you don't have to fake being something you are not.
- Don't confuse friendly with flirting or business with pleasure.
- Avoid correcting people, giving unsolicited advice, finishing people's sentences, telling personal stories that may offend, or hijack the discussion to be a one-sided affair.
- Be dressed for the part --feel confident and secure.

Writers are usually much better at the craft or writing than they are at the art of talking, but that doesn't mean they get a free pass to be mute or dysfunctional doofus dongs in a conversation. Try your best and enjoy a good conversation.

## Legal Matters

By Professor Tonya M. Evans

**What Laws Should I Be Aware of if I write about real people and events?** Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

**Libel:** Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

**Right of Privacy:** The American Heritage Dictionary defines the right of privacy as "the quality or condition of being secluded from the presence or view of others." More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and

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## CAPA Members Celebrating Success

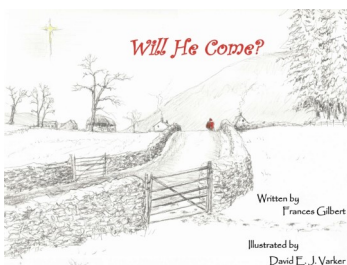
Adam Pokusa says, "It's 5 PM on Sunday afternoon. As you look outside, you happen to see the sun setting and it finally begins to sink in.....the new week ahead is just a few short hours away.



This is the feeling young Teddy experiences. *Sunday Evening*, written by Adam Pokusa and illustrated by Shaina Cooper tells the story of a boy's weekend journey from the last school bell on Friday afternoon to the ticking clock on Sunday night. *Sunday Evening* helps to educate and prepare little ones on how to handle the anxiety and stress of the upcoming school week after the relaxing weekend has come to a close.

Illustrator Shaina Cooper provides vibrant drawings that bring comfort and grabs the attention of any young reader. Shaina uses both colored and black & white images to portray the different phases of the weekend which sets the tone and emotions of Teddy at that very exact moment.

A quick, yet delightful read that can assist parents looking to introduce their young ones to the world of reading. Whether it's being read on Sunday night or Wednesday morning, its powerful message can be shared with all of those who at one point or another have experienced the anticipation of the unknown. *Sunday Evening* is now available for purchase on Amazon."



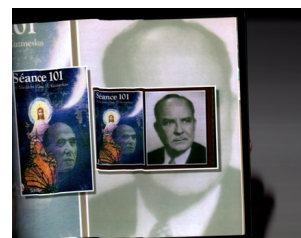
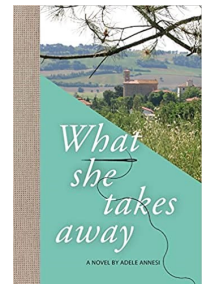
According to Gillian Colings: "sweet story addressing the universal childhood worry - will Father Christmas find me? The beautiful illustrations of the bucolic Scottish Highlands convey times that were sim-

pler, less complicated but filled with love. An excellent "read together" book for Christmas!"

This book was a joy to write, such a simple story, a true event, told and retold over many years. The boy in the story is now a young man of twenty four, but he still remembers the mystery of that snowy night on the lonely highland farm. How would Father Christmas find him?

As in all my children's stories there is a clue or two woven in, to prompt questions. I write to be read aloud, the best way to share stories between parents and children .

Adele Annesi's new novel *What She Takes Away* (Bordighera Press) is now available. To preorder, visit [Bookshop.org](http://Bookshop.org) or [Amazon](http://Amazon). Join Adele and other Bordighera authors for a virtual AWP panel reading on [https://www.awpwriter.org/awp\\_conference/schedule\\_overview\\_offsite](https://www.awpwriter.org/awp_conference/schedule_overview_offsite) Thurs. March 9 @ 1:45 p.m. PT, 4:45 p.m. ET.



Elaine Kuzmeskus, author of *Seance 101* and *Exploring Physical Mediumship*, was a guest on Bridge Between Two Worlds. To view program, click YouTube link: <https://www.youtube.com/watch?v=LcvwOplKQJw> For more events, books, and videos, go to [www.theartofmediumship.com](http://www.theartofmediumship.com)

## Writing Tip

By John Long

You can never capture a vision on paper, but you should try to capture the understanding, which is the essence of craft, not intuition.

## Artisanal Prose

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- At what points in the story will their lives traverse?
- What forms will these interactions take, for example, chance meetings, arranged unions or reunions, indirect connections?
- How will these interactions inform the story and reveal the other people in it?
- How will the narrators' thoughts, recollections, emotions and plans effect each other?
- Where will they diverge, and what will the divergences look like?
- What will each person learn that wouldn't have been possible to know without the others?
- How and where in the story will these revelations occur, and what will their outcome be?
- What surprises will there be, especially at the end of the story, that wouldn't have come about without the narrators' involvement?

For both fiction and memoir, the use of a braided narrative can heighten the contrast between one person's perspective and another's, especially when dealing with pivotal life events. A braided narrative can also add diversity in setting, theme, ethnicity, culture, social mores and identity to yield a story rich in

nuance, texture and depth, and, most especially, a story that is memorable for the right reasons.

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email [Adele Annesi](mailto:AdeleAnnesi). Adele's new novel is *What She Takes Away* (Bordighera Press).

## March 18 Speaker

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ing in the market? Then this is the perfect opportunity for you! Get personalized advice about finding representation for your book from one of the industry's leading experts.

Ask questions, exchange ideas with other attendees, and get insider insight from Dennis Schleicher himself! Schleicher, we'll talk about the trends of finding an agent and what a literary agent's responsibilities are. Feel free to come with questions or listen. The link to join is <https://us02web.zoom.us/j/6762224705>

## Marketing Tip

### By Sharon Castlen

Improve your selling, networking and negotiating skills. This will get you further and faster with the other skills you already have.

## Legal Matters

### Continued from Page 4

probably information about other private matters.

**Right of Publicity:** The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of "persona" goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like "the Donald" and "You're Fired!" for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

## The Cover Story

### By George Foster

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context.

Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



## Booklet Ideas

By Paulette Ensign

Time can be your friend even when it seems otherwise. You want to reach an interested buyer and they aren't responding. It can seem like forever to make a sale. After all, what's taking them so long? The flip side is when you look at your products and services after developing them a while ago and you suddenly see new ways to repurpose what you've got so you can make new sales.

That is happening more frequently by exploring downloadable possibilities to deliver content, and recurring suggestions by marketers to repurpose what you've got. Barbara McNichol has successfully done lots of repurposing in recent months. The second edition of her widely popular book, *Word Trippers*, has lent itself to offering her content in many other delivery formats, attracting large quantity sales from companies and associations.

**ACTION** - Dust off the products you developed months or years ago, the articles you wrote, the presentations you've given, and see what new life you can breathe into them. Taking your content in other formats to people who already love what you offer is a shorter path than creating new products from scratch!

## What is the difference between a wholesaler and a distributor?

By Eric Kampmann

Confusion reigns when we get down to defining the different actives of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind.

The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

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

### CAPA CENTRAL (Avon)

(This virtual meeting will begin at 10:30 am ET)

To be a speaker or for more info contact [BrianJudbookapss.org](http://BrianJudbookapss.org)

March 18: *How to Get and Work with An Agent*, by Dennis Schleicher

In-person meetings resume in Avon with the April 15 meeting:

April 15: *Media Training Tips for Publishers and Authors*, by Andrew Blum



### CAPA SOUTHEAST (Groton)

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

March 20: Speaker and topic to be announced

April 17: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(The virtual meetings begin at 6:30 pm. Watch them live and ask questions of the speakers.

For more info contact Joe Keeney, [jkeeney9267spamarrest.com](http://jkeeney9267spamarrest.com))

March 13: *Use an Editor to Craft Better Books*, by Katherine Pickett.

April 10: 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 [BrianJudcomcast.net](http://BrianJudcomcast.net)

4/14	HARWINTON	Vintage Market Days
4/23	STAMFORD	Bridal and Wedding Expo
6/4	HARTFORD	Connecticut Bridal & Wedding Expo
6/4	WESTBROOK	Spring Arts & Crafts Fair 34th
8/5	TONINGTON	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



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## Brain Wiring

**By Dr. Tom Hill**

I credit a lot of my blessings in the business and relationship world to understanding brain wiring. While working at the University of Missouri in the 70's and early 80's, I became fascinated by the conscious and subconscious mind. I read as many books on the subject as I could find - one in particular really helped me - *The Power of Your Subconscious Mind*, a 1962 edition by Dr. Joseph Murphy. It's not a book that everyone will enjoy but for me it made a huge difference.

In 1986, when Betty and I decided to risk our financial future seeing if I could sell RE/MAX franchises in out-state Georgia, I decided to make this concept one part of my two-part sales model (the other part was self-esteem - my doctoral research subject).

It paid off in "spades". We eventually ended up owning the RE/MAX rights in 3 states - the timing was perfect. After selling the rights, I was invited to speak all over Europe and N. America - doors just kept opening eventually leading to being invited to coauthor *Chicken Soup for the Entrepreneur's Soul* - an amazing blessing. My message is to encourage you to read *The Power of Your Subconscious Mind* - take notes on how to use the principles in your life - it works.