



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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November 18 Meeting Topic: *Book Selling 101*

By Brian Jud

Do you want to sell more books and make more money? Discover how to do that at 10:30 am on Saturday, Nov 18. Brian Jud will conduct a back-to-the-basics discussion about selling more books -- whether non-fiction or fiction. It is not a matter of spending more, but knowing how to get the most out of what you have to spend.

Brian will reveal **The 8 Wonders of the Book Marketing World**. Did you ever wonder:

- **Who is the most likely buyer of my book?** Hint: It's not everybody.
- **What should I do next?** You will leave with a checklist of things you can do today -- and tomorrow.



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Meet David Weinberg — the November Member of the Month

By Joe Keeney

David Weinberg has been writing screenplays for 35 years. He was a quarterfinalist in the 2020 Creative Screenwriting Pilot competition, and the 2021 Screen craft Pilot Competition. He has also been in the top 10% of the Nichols fellowship. He is finishing the final draft of a TV procedural pilot entitled, "CDC Virus Team – Into Hell."

Besides screenwriting, David is also the well-reviewed author of *Scrooge's Folly – Saving Jacob Marley*. His book tells the story of a "down on her luck playwright who is commissioned by The Ivoryton Playhouse in Connecticut for a new work. When she arrives, she discovers that the Playhouse is inhabited



by the spirit of the real Jacob Marley, and he wants the play to be about him..."

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Book Selling 101 Continued from Page One

- **How can I make more money?** Uncover the secret to finding people who will pay you more.
- **Why are there so many returns?** Learn how to stop selling boomerang books.
- **Where else can I sell my book?** You will be astounded when you see how many places are hidden in plain sight.
- **Is my book priced right?** A minor change can maximize your revenue.
- **How can I promote my book better?** Do “perpetual promotion” on any budget without relying on social media.

- **Why aren't my books selling?** Discover the secrets for successfully selling books

A successful book-marketing campaign uses a combination of actions to reach readers. The best approach combines online and offline tactics, and if done right, each amplifies and strengthens the other. Come to this meeting and learn how to do it right.

Brian Jud is an author, book-marketing consultant, speaker, seminar leader, television host, college instructor, President of Book Marketing Works and a partner in Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission basis. He is also the Executive Director of the Association of Publishers for Special Sales (APSS), and the creator and administrator of Book Selling University.

9:30: Prior to Brian's talk, there will be networking and time to talk with experts on publishing, writing, and editing.

10:30: Book Selling 101 with Brian Jud

Both meetings will be held in our regular room at 635 West Avon Road, Avon, CT 06001

Marketing Tip

Some say one of the hardest decisions you'll have to make is choosing whether to walk away or try harder. But you can do both at the same time. Walk away from selling only through bookstores, and try harder selling to non-bookstore buyers

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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Avoid Author Burnout with a Sustainable Plan

By Jeniffer Thompson



Many times indie authors, especially new ones, find themselves overwhelmed by everything that goes into marketing their books. They believe that the work is over once the book is written. But really, that's just where the work begins. And authors, I've found, aren't exactly prepared for or comfortable with the whole marketing thing. To avoid author burnout we need to be prepared, and that requires crafting a sustainable marketing plan.

Marketing Your Book is a Long Term Project

I think one of the best ways we can avoid author burnout is by knowing what to expect from the process from the beginning. It's also helpful to understand that marketing your book is a long term project. Once you understand that marketing your book begins BEFORE it's published and continues long after, it can put many things in perspective. Think of it as a new hobby. Marketing your book and building your brand are all part of what it means to be an author, after all. They are not separate things.

You Can't Just Blast Out a Promo and Be Done

The fact that book marketing is a long term project shouldn't seem like a slog. Rather, it can be seen as a gift. You have more time than you think, so there's no need to get frantic. You can avoid author burnout by not giving into the mindset that you have to focus all of your energy on it. Book marketing isn't just blasting out promos all over the place for a few weeks. But that's a good thing! Remember, the goal is to create a sustainable plan. With a longer timeline and continuing and consistent efforts it means less if one thing fails.

Avoiding Author Burnout Requires Dedication

It may seem counterintuitive to think that dedicating time and attention to something will help it seem less overwhelming, but it's not. Once you have decided to dedicate yourself to a long term sustainable plan it's just a matter of turning that dedication into a commitment and routine. The problem comes when we view this dedication as a burden.

Make Marketing Your Book a Routine

To avoid author burnout, your book marketing efforts should become part of a routine so it doesn't become a burden. If you realize that marketing your book is just part of the life of a writer, it helps! Can you think of the moments when you often have free time? Is there a day or time of day where you have fewer obligations and more energy? Tap into that! Spend an hour or two every Saturday on your book marketing efforts while you listen to your favorite music and drink your coffee or tea. Check in on things a few times a week. Spending just 10-30 minutes doesn't take much effort and can make a big difference.

Slow and Steady Wins the Race

By building your book marketing efforts into your routine, you not

only help yourself avoid author burnout, but it becomes something you just do. If you keep up with all of this at a steady pace, and find a place where you're comfortable—like a social platform you enjoy—then you start to see the reward for your efforts. You may even find it's something you look forward to!

A Sustainable Plan is One That Works for YOU

Ultimately, YOU choose what is sustainable for you. A marketing plan that fits your budget (both money and time included) is one that will carry you through. This can mean:

- Choosing to focus on the social media platforms you enjoy the most.
- Finding your group of peers online and/or offline
- Connecting and networking in ways that you enjoy
- Using the many tools available to save time and make it all easier
- Getting creative and making it fun

By Avoiding Author Burnout Your Journey is More Joyful

When you realize that marketing your book is not a chore, but part of the process of being an author you learn to take it all in stride. Sure, there are still moments when you feel a bit overwhelmed, or times when you don't see the results you'd like as quickly as you hoped. But embracing the marketing part of being an author can bring you joy in many ways. You may discover talents you didn't know you had, you may start connecting with your audience in deeper and more rewarding ways.

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Authors Should Scale Their Book Marketing

Brian Feinblum

Authors should strive to do something every day to market themselves. Even for just five minutes, if that's all they can do. But we know that many authors do not market daily, regularly, consistently, or effectively. The sales prove it. Just ask any author.



Writers should strive to scale their efforts. What do I mean by that?

First, authors need some kind of plan for action for their books, and the big plan should be broken down into distinct areas. Each area should have smaller steps. Each day should be designated for one or more steps to be done. The areas I speak of are the major ones, which I identify as the following:

- Influencers (Paid or Organic Testimonials)
- Book Reviews (Professional & Customer; Free and Paid)
- News Media Coverage (T.V, radio, podcasts, blogs, magazines, newspapers, trade journals, news wires, & newsletters)
- Speaking Engagements (Bookstores, libraries, and other groups)
- Social Media (Author blog, author podcast, author posts, author guest-posts)
- Advertising (Amazon, Google, FB, targeted publications, or e-blasts)
- Book Awards (Apply to dozens of awards and writing contests)
- Networking (Meet, greet, and build your mailing list)
- Book Clubs (Online and in-person community book clubs)

- Groups (Joining online groups and writer trade associations)
- Website (This is your real estate and home)

Book Sales (Selling many copies to targeted organizations like a business, non—profit, government agency, trade group, etc.)

Second, once you explore each or most of the above areas, see which ones show results and promise. Look to do more of what works -scale up. For what seems less useful, scale down or eliminate.

Third, in order to scale what works and doesn't. No guessing. No not knowing. You need to employ metrics and logic to measure what you are doing. What gets measured usually grows. There's accountability there.

In order to scale, you need to set goals and have incentives to achieve. You can't often do something without defining what success could or should look like. Even if you don't initially know how something will turn out, make a guess and begin to anticipate the probability of the possibilities.

When you market your book, you are looking to see how you can quickly and easily sell the most possible copies of your book. And if you find a way to sell books at good pace and profit margin, repeat and rinse.

Scale up after you've tested the waters.

Planning Tip

Create a flight plan to make your business take off. Planning is what pilots do before departure. They create a flight plan outlining how they will fly from one point to the other. Once they take off, unanticipated events may occur that require adjustments to their initial plan. They listen to feedback from air-traffic controllers. Turbulence may force them to change altitude, or they may have to change course to avoid thunderstorms. Pilots adjust their plan as necessary to complete their journey most expeditiously.



Your marketing plan should be similar to a flight plan. It is a description of your destination and a set of instructions of how to get there. At the same time it describes what to do when circumstances change – a high degree of likelihood given today's circumstances.

Avoid Author Burnout Continued from page 3

Heck, you may even start to take pride in the work you do when you see it pay off. And be your authentic self. Not being authentic can be draining.

All this means a more joyful experience, and avoiding author burnout that can make you give up and feel defeated. I truly believe that finding writers groups and professional organizations can help make your book marketing journey more sustainable and joyful too. You gain support, a sense of community and motivation. There are also a ton of tools out there that save you time and energy and just make your author and book marketing efforts much easier.

So make a routine that works for you. Engage with your audience in authentic ways and reach out to others in your community. I think you may find that marketing your book becomes way less like work and much more like a new and fulfilling part of your author life!

Distribution Tip

By Eric Kampmann

Selling to the Sales People.

When people approach me with a new project, they often make unsupported claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unre-

alistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

Kremer's Korner By John Kremer



Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

Legal Matters That Matter to Writers

Professor Tonya M. Evans



Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. In this discussion I'll focus on 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 probably information about other private matters.

Our Writing Life

“The Role of Research in Fiction Writing”

By Adele Annesi

One reason I started writing fiction was to avoid research. It wasn't long before I realized that fact-finding is essential for all writing, including fiction and especially novel writing. But what role does research play in our writing?



One problem most fiction writers and novelists encounter is how to depict a scene where what's happening is illegal, immoral, or just plain wrong. How does the writer present the reality, its causes and its effects, when what we learn about our subject only underscores that what's happening isn't right?

One job of facts is to inform the reality of a scene, a story and its characters. To help the cause, we can ask ourselves questions. What's happening in the scene? Why are the characters doing what they're doing? What brought them to this point? How will their actions and choices affect them and the story? Knowing the facts can help answer these questions and make the answers believable.

But what do we do when what we learn only underscores the fact that our story and characters will be difficult, even off-putting, for readers?

One option is to discard research and just write. Writing the story without taking time to research every aspect of it can free us to cre-

ate a first draft, especially if we're looking to experiment with plot and characters.

While this can be a good way to begin a work, we don't want the reader to say, “What I'm reading may be interesting, but it's not credible.” To avoid this pitfall, we can view facts as supporting our stories, not dictating them.

To create fiction, especially long-form, what we learn about our settings, events and characters informs our stories, our readers and us as writers. Learning more about our topic increases our confidence, which translates to making our work more authentic and engaging for the reader.

Another aspect of authenticity is reflecting the reality of the world and the truth of that reality in all its beauty and ugliness. Difficult topics, stories and characters aren't enough of a reason to discard the darker side of what we write, because one role of story, of art, is to say, “This is what is.” As Japanese filmmaker and painter Akira Kurosawa said, “To be an artist means to search, to find and look at these realities. To be an artist means to never look away.”

This doesn't mean the writer should pander to the audience. It just means that, like painters, we use both light and darkness, often back to back. This chiaroscuro effect shows the reader that we can't see the extent of darkness unless light is right alongside it, nor can we see the extent of light unless darkness is alongside it, too.

Having a story with both light and shadow can transport readers to our story world, give them an opportunity to learn what we've learned from our fact-finding, and provide a more satisfying experience. And isn't that what writing and reading are all about.

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

Continued from Page One

Publishers Weekly said, *Scrooge's Folly is wild, comic, sexually frank, relentlessly inventive. A bold playful riff on the Dicken's classic, bursting with ghosts and ideas.*

The review is not surprising as David did significant research on Victorian England and tried to emulate Dicken's narration...especially the narrator heard in *A Christmas Carol*. He is genre agnostic, but he will not write horror.

"The real world is plenty horrific" are his own words. He hired an incredibly good developmental editor for *Scrooge's Folly*, which led him to rewriting 40% of the book. Once rewritten, a line editor was employed to catch mistakes.

David released the book under his publishing title 'Old Fezziwig Press' in April. He has spoken to

lots of women at craft fairs and puts 30-second cat-talking videos on Instagram and Tik Tok every day. His efforts have gained him 2700 followers and 3500 likes. He hired Chicago Actress Amy Gorelow to narrate the audiobook, and it is David's favorite version. The book can be found online in lots of stores. The kindle version is \$4.99.

David states publicity is tough to come by and is still puzzling out what sells books. The videos are to raise awareness of the title, so he can get a movie produced. He will be giving a book-talk as part of a charity raising event in November. A sequel to *Scrooges Folly*, entitled *Jacob Marley on Broadway*, is slowly being written.

The author's writing and publicity is in addition to his full-time job: Environmental Safety Manager for two power plants.

His formal education is a B.S. in Environmental Health from Quinnipiac, and a M.L.S in Environmen-

tal Studies from Wesleyan. He has also taken several screenwriting and film production courses.

David is also a songwriter and guitar player. His song 'The 11th of September' was written as a memorial to 911. David is divorced and shares his house with two big-boy cats, who graciously let him live there.

This talented writer's advice for the novice is to make characters relatable. Find an agent at a conference – one who has a good roldex with names of editors at major publishers.

Contact information: David can be reached through his website. www.davidweinbergauthor.com. Or by sending an email to; iconoquest@gmail.com

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 Selling 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](mailto: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

- 11/18/2023 Bristol Home & Business Expo
- 11/19/2023 Autumn Craft Festival -- Southbury
- 11/26/2023 Holiday Craft Festival -- Newton
- 11/26/2023 Southington Arts & Crafts Show

The Benefits of Selling at Local Events By Guy Achtzehn

Selling books at local events such as craft fairs, gift shows and Holiday celebrations can help you make some money as it provides additional benefits. Here are several reasons you might want to attend these events.

- You can sell personally autographed books on a non-returnable basis at full price
 - If you sell 50 books, each at \$14.95, you will take home about \$750 for the day
 - You may find the networking beneficial. I know of people who made contacts at local events that led to large-quantity corporate sales and media appearances
 - Get increased exposure. Some events expect 5,000 or more attendees
 - Display your books with other authors to share the costs and have a fun time
- Regular sales at local events give you a rewarding sense of momentum and activity while working toward long-term, larger sales.
 - As appropriate, have event planners buy and use your book as a premium -- an incentive to attend ("The first 500 people to attend get a free copy of ...")
 - Some books (fiction, poetry, memoirs) are not destined for large corporate sales, but can sell well at local events.
 - Authors may also participate in the event as a speaker, generating more exposure and sales

There are numerous local festivals, expos, showcases and bazaars that offer authors excellent opportunities to sell books, network and have an enjoyable day or two outdoors.

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.

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) or Brian Jud (brianjud@comcast.net)

Writing Tip

"A character without inner turmoil or contradictions belongs in vestments or in a coffin, not in a story."

John Long