



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 28 Issue 2 <https://ctauthorsandpublishers.com/>

February 2021

## CAPA-Central Virtual Speaker on February 20 -- Karen Strauss and her topic is: Seven Ways to Monetize Your Book (10:30—11:30 am)

Karen Strauss has been in publishing for over 30 years. She held management and marketing positions at major publishing houses that included Bantam Books, The Free Press, Crown, Random House and Avon. She is the founder of Strauss Consultants, Inc., an independent group that works with small publishers and organizations in the U.S. and abroad to help maximize their sales potential and meet their distribution

needs. She is also the founder of Hybrid Global Publishing .. a publishing company that supplies publishing and marketing services for brands, organizations, and indi-



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## Meet February's Member of the Month: Anastasia (Stasha) Mills Healy, Conjurer of Secrets By Joe Keeney

Did you know you can find a helicopter in a hotel room, a replica of a French palace and the smallest Native American Reservation – all in Connecticut? These are just some of Stasha's 84 off-beat stories in her *Secret Connecticut, A Guide to the Weird, Wonderful and Obscure*, which will be published on March 15.

To acquire this obscure information, the author used magazines and blogs to research and took out every book in the library with the word *Connecticut* in it.

This Herculean kind of research is fueled by more than just the desire to write. Stasha's motivation stems

from her desire to know the world, she explains, "I've been to 64 countries and 50 U.S. states. [I travel because] I'm curious about the world and particularly interested in art and culture."



Her see-the-world and cultural curiosity has led to more than the 'Secret' book when she was Managing Editor of *Travel Agent* magazine, Editor of Fodor's Travel Guides, and started her career at *Condé Nast Traveler*.

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## Contributors

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## SW CAPA Report By Joe Keeney

The SWCAPA meeting held on July 11th with 14 members in attendance. Brian Jud sponsored and moderated the online meeting.



Author Brian Feinblum's talk *Marketing Your Book Made Easy* showed how building a platform through branding was essential to successful marketing. Brian, who has promoted a thousand authors and many of them New York Times best-selling authors, answered questions.

Brian's blog, *BookMarketingBuzz Blog*, has been named one of the top book marketing blogs by *BookBaby*. With this blog, he has garnered 2.5 million page-views.

## SW CAPA February Speaker

Monday, February 8, 2021  
6:30 PM via Zoom

### What to Include in Your Memoir (and What to Leave Out)

By Sharon Dukett

**Topic:** If you are writing a memoir, or thinking about it, are you struggling with what to include and what to leave out? Where to start or where to end? In this session, you will learn techniques for identifying the content that belongs in your memoir, and how to part with the stories that do not.

Sharon Dukett is the author of *No Rules* (She Writes Press, 2020), named Finalist in Autobiography / Memoir by International Book

Awards (IBA), and a Best Book Awards Finalist in both Autobiography/Memoir and Women's Issues. *Salon* featured *No Rules* in an article along with an interview with Sharon, and *Women's eNews* named *No Rules* Book of the Week. Additionally, *No Rules* is being used in both Rhetoric and Gender classes at Rockford University in the spring 2021 semester.

Sharon Dukett is a retired Deputy Director in state government, a project manager, and was president of her consulting company Paradigm Associates LTD. She lives in Connecticut with her husband, driving distance to her three sons and four grandsons. You can find more information at <https://sharondukett.com/>.

The link to attend is <https://zoom.us/j/3671572517>

## 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 [brianjud@comcast.net](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com) or Barbara Meredith [dbmeredith@charter.net](mailto:dbmeredith@charter.net)

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

## CAPA Board of Directors

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**Anastasia Mills Healy**

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In addition to scouting locations, hiring writers, and producing hundreds of reviews, the author revealed learning most about writing from mentors at Fodor's Travel Publications.

Her education there served her well in future positions and assignments doing free-lance writing, copywriting, and blogging.

She's has written articles for *Time Out* about Connecticut's best hotels and museums. Other free-lance assignments are too many to list here.

On the academic side of her education, the author majored in English at Tulane University with post-graduate courses at Columbia School of Journalism and NYU.

Regarding the marketing of the Secret Connecticut book, the author takes time from her busy schedule to market with her publisher, *Reedy Press*.

Stasha's advice for the novice writer is to read well regarded publications in the genre you wish to write and note what works. Also, find someone qualified to edit your work and pay attention to the editor's process.

**Writing Tip**

"In expository prose, dump all qualifiers: rather, little, pretty, etc. In dialogue, it sounds unnatural not to use qualifiers, since everyone uses them in normal conversation."

John Long

**SE CAPA Speaker**  
**Monday, February 15, 2021**  
**6:30 PM via Zoom**

To date, Ellen has published 15 books primarily for the "tween" horse/ animal lover (9 - 12 ages). She established her own publishing company ([www.willowbendpublishin.com](http://www.willowbendpublishin.com)) shortly after her first book in 2001. To date Ellen has sold just over 100,000 copies of her print books.

In 2008, frustrated over various review sites to consider her books for review simply because she was self-published, she started a review site, Feathered Quill Book Reviews ([www.featheredquill.com](http://www.featheredquill.com)) which focused on indie authors equal recognition with mainstream published books. Feathered Quill has reviewed between three and four thousand books.

In 2015, Ellen expanded Feathered Quill to include a yearly awards program.

([www.Featheredquill.com//feathered-quill-book-awards](http://www.Featheredquill.com//feathered-quill-book-awards)) Publishers have recognized that Feather Quill Awards is one they want their authors to win so increasingly publishers are directly submitting what they consider to be their top performing books.

Ellen will talk about what she has seen over the years with books submitted for review. She'll discuss what works/doesn't work with queries, book topics that grab reviewers' attention as well as other things to consider when submitting a book for review. If time allows, Ellen will give an overview of the awards program, how books are judged, etc.

Here is your link for the Zoom meeting: <https://zoom.us/j/3671572517>

**Tips for Selling to Non-Bookstore Buyers**

By Guy Achtzehn

Invariably, there will be times when you will feel a deal approaching a disappointing conclusion. You may have tried every tactic you know to improve the pending agreement. But eventually you come to the decision point. Do you accept or decline the offer?



Another negotiating concept helps you answer the deal/no deal question. If the offer on the table does not meet the criteria you have set for yourself, it may be best to move on to the next prospect. Knowing that you have a potential "next deal" makes that decision much easier. That can relieve the pressure you may feel to take a large, but potentially unprofitable offer.

How do you know your alternatives? Before you sit down with your prospects, create a list of potential prospects that could purchase your book in large quantities. The reason you create that list is to provide a back-up plan when any negotiation goes sour. This is called your Best Alternative to a Negotiated Agreement (BATNA)

Invoke your BATNA at the point beyond which it is not profitable for you to accept an order. If prospects say they will place an order for 10,000 customized books at 75% off, with a nearby delivery date, it is tempting to accept the

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## Guy Achtzehn

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check even though you know the deal may not be profitable for you. But if you know there is another prospect on your list that could purchase the same books with more favorable terms, you will pass on the unprofitable deal.

How do you know when you have reached the point that will trigger taking your BATNA? Not being able to fulfill the terms of your initial objectives is one indicator. Or, you may just get a feeling that something is not right. Your intuition may be telling you that a particular deal could be difficult for you to fulfill and still make money. Having a BATNA benefits you in several ways:

- It keeps you focused on your best interests. Inexperienced negotiators become preoccupied with tactics, trying to improve the potential deal while neglecting their own objectives and BATNA. The real negotiation dance is “profitable conclusion and BATNA” not one or the other in isolation. It is more likely that the end result will conclude on favorable terms.
- It gives you confidence to decline an offer. If you know you have an alternative in your back pocket you can smile when they think they have you in a corner. You know that if this does not work, you have other potential customers that may be willing to meet your terms.
- It improves your negotiating position. The better your BATNA appears the more credible is your threat to walk away. Never reveal your BATNA, but let people know where you stand by accept-

ing or declining terms that do or do not meet your criteria. When the other party recognizes that you are not going to cave in to their demands they may be more willing to discuss options.

- It sets the threshold that an acceptable agreement must exceed. Once you decline an offer, you have drawn your line of demarcation beyond which you will not cross.
- It defines a zone of possible agreement. As you participate in the negotiation process, both parties begin to understand each other's upper and lower limits. The zone is established by each party's objectives on the upper level and each party's BATNA at the other extreme. Now you can both work within that framework.

However, do not be too quick to invoke it. If you sense you are sliding away from a mutually profitable solution, look first for ways to check the spiral. Retain your composure and search for solutions. Your prospects may be testing you to see how far they can go before you balk. Attempting to back out when there is still hope for a negotiated solution can cause irreparable loss of negotiating position.

Always be aware of your BATNA, but do not be too quick to invoke it. If you sense you are sliding away from a mutually profitable solution, look first for ways to check the slide, regain your composure and search for solutions. Your prospects may be testing you to see how far they can go before you balk. Backing out when there is still hope for a negotiated solution can cause irreparable harm.

For example, the requested additional price discounts may not be the answer. If you give in it may give the impression you are willing

to cave on others. If nothing else, it may also destroy your margins to the point where you are losing money. Instead, apply assertive pacifism. Do not fight but do not let the prospect take advantage of you. Use your skills to control the direction of the discussion and move on to non-price, soft issues if everyone else is talking about your high price.

Be prepared with a variety of alternatives for each issue that might arise. The more variables you have them more options you have to work with and the more likely to close the deal. You can avoid “take it or leave it” situations and keep the discussion going as long as it is leading to a possible solution and not closer to deadlock.

Assume price is one area in which you will probably be at odds. Use the tactics described earlier to take the focus off price and place it on cost or non-price issues. Focus on variables where the customer's interests and yours have more in common. Find and agree upon the best package of product, terms and service that most increases the value for your prospect without sacrificing your needs.

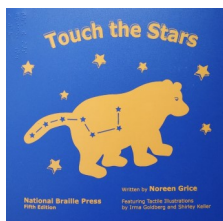
Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865.

### Marketing Tip

Your book's content does not sustain progress, it initiates progress. Have something people can buy from you to follow up (seminar, consult, mp4) and increase your revenue per person .

## CAPA Members Celebrating Success

Noreen Grice says, "The February 2021 issue of Sky & Telescope Magazine has a 2-page review of my latest tactile astronomy book, *Touch the Stars 5th edition*. The reviewer describes *Touch the Stars* as "so rich that it felt like a life-changing work with more details than one can possibly absorb in a single reading." *Touch the Stars 5th edition* is available through National Braille Press: <https://www.nbp.org/ic/nbp/TOUCH.html>



According to Dick Benton, "*Conflicts, Inside Caring 3* went live yesterday and the e-book should be live tomorrow. Now I start work on Volume 4."

## Amazing Pricing Strategies for Your Digital Product By Wendy Dessler

Online businesses are becoming more and more popular, and in particular, e-commerce websites and online stores. Over the last few years, e-commerce sales around the world have virtually doubled and they are expected to continue to grow going forward. However, just because a business is online only doesn't mean it's going to be easy or more simple to get going. You still need to have capital, know how to start up a business (more on that here: <https://blog.waveapps.com/how-to-start-a-business-a-complete-playbook/>) and be able to be okay with the uncertainty that comes along with starting a company.

When you have an online company or e-commerce store, there are many things to think about. You need to be sure to market correctly, create a good product and ensure there is a market for it. However, one of the most important things to consider when creating, selling and marketing a digital product is pricing. Not only how much you are going to sell it for, but also which pricing strategy you are going to use. With that in mind, this article is going to look at a few great pricing strategies for your digital products and tips to ensure you are pricing correctly.

### Know the Market and Test

When you create a digital product, there is a good chance you will have some competition. As a result, you need to do some research on the industry to discover what similar products are priced at. Depending on the quality of your product vs. the competition, you can decide to price the same, undercut them a little or have a higher price.

Once you have decided on a price that works within the market average, you should be sure to test it early and often. Make sure people are receptive to the price and if not, see if they recommend you raise or lower it. The market should dictate your price, not your own thoughts and feelings about what you have to offer.

### Offer Tiered Pricing Choices

While there are many different ways you can price, one of the most effective is to use tiered options. Different people will have different needs out of your product, so you should offer a variety of pricing options. You should clearly describe what each tier includes and the cost. Of course, the higher the price, the more options and features you should offer. You should use visuals or graphs to differentiate between the different tiers.

If you only offer one price, you will exclude those looking for an introductory option and those looking for a high-end option. Having more pricing options will surely increase the amount of products you sell, and also allows you to quickly and easily upsell customers if their needs grow.

Also, be sure to offer trial periods, no matter which tiered option is used. Many consumers nowadays want to test a product or service before they buy, so be sure to include that. The trial period you offer can vary, but should be between a week and a month or so.

### Use Scarcity

Scarcity is a marketing trick that has been around forever and still holds value to this day. If people believe an offer is running out of stock or is running low, they are more likely to make a purchase. So if you make a note that a certain deal or option will only be available for a short period of time, you are likely to sell more.

Also, considering using other marketing/psychological pricing methods. For example, products priced at \$9.99 are likely to sell better than those priced at \$10. This is because when people see the "9" at the front, they relate it more to \$9 than \$10, so it seems cheaper. These sorts of mind tricks are a foolproof way to get more sales.

In conclusion, we hope that this article has been able to help you come up with the best pricing strategy for your digital product.

## Ebook Pricing Tips – How to Assign the Right Value to Your Work

By Tanisha Williams

Self-publishing gives authors complete control over the writing and marketing process of their book. While



this feeling of power may bring a sense of peace during the writing phase of your project, your comfort may begin to unravel as you face numerous uncertainties about getting your masterpiece into the hands of the masses. And the first and foremost of marketing strategies to decipher will ultimately lay the foundation for your entire promotional plan – ebook pricing. How much should you charge for your book?

With ebook pricing, the waters are still a bit murky. Even successful indie authors can do little more than guess when it comes to breaking down the intricacies of assigning value to their work. Of course, as an indie you can always choose a price and change it as often as you see fit until you hit that sweet spot (where your ebooks are flying off the virtual shelves). But still, where do you begin?

### How to Assign the Right Value to Your Work

If the issue of ebook pricing has left you feeling dazed and confused, don't be discouraged. Here are some suggestions on how to make an informed choice when it comes to deciding the best price point for your book.

1. Offer Your Book for Free. At first glance the suggestion of a free book offering may sound strange given the topic of ebook pricing. However, if you "peel the banana back" you'll find that giving your book away can pave the way for collecting a lot of

helpful data on the best ebook price points. Simply distribute a questionnaire (to those whom you've graced with a free copy) asking the following: How much money would you pay for this ebook? How would you quantify the value you've received from the contents of this book? How much have you spent on other books in this same genre? If you can obtain feedback from at least 5 to 10 individuals, you should have a good starting point for pricing your ebook.

2. Set Goals. When determining ebook pricing, you should ask yourself what you want to achieve financially. Some authors hope to recoup all the money they've spent on expenses like editing and cover art in addition to making a hefty profit. Others just want to get their name out there and couldn't care less whether or not they make a dime. For them, the goal is to craft a reputation and then use that notoriety to sell their next book at a premium price. So, you should first figure out your financial goals and then set a price that helps you achieve those goals.

3. Consider the Medium. What medium are you going to use to sell your books? Different mediums tend to bring different ebook pricing considerations to the table. For instance, most major self-publishing companies will take a portion of the money you make on each sale. Amazon typically gives you 70 percent of your profit on each ebook sold as long as it's priced within the range of \$2.99 and \$9.99. Other platforms may not be so generous. Simply put, you must carefully select the medium through which your book will be sold because it will have a drastic impact on your pricing. Logically speaking, a medium that allows you to keep a larger percentage of your profits permits you to sell your book at a lower price. On the contrary, platforms that seize a sizeable portion of your profits leave you with little choice but to

hike your prices in order to meet your financial goals.

4. Consider Range Pricing. You do not have to restrict yourself to one price. Regardless of the price you chose at the start, you can always make changes in response to the demand. In my opinion, however, I think it would be better to start off at a low price and move towards increase rather than the other way around. You can set lower prices during the launch of your book to increase sales and notoriety, and then slowly but steadily raise the prices as interest builds. If you start high and later cut your book's price, it can either spark excitement in deal seekers or scream "not worth it" in those looking for value triggers. All in all, range pricing can be the best of both worlds if done correctly.

5. Price More than One Book. If you are struggling to price one book, consider throwing a second book into the mix. Price each book differently, with one book having a significantly lower price than the other. The rationale here is simple: some people will feel compelled to buy the cheaper book because it will appear a lot more attractive. On the other hand, you will find people buying the more expensive one because they think its heftier price tag proves that it is better. Track the number of sales for each book and settle on a price closest to the one with the most sales. This strategy might sound silly, but some it actually works, even if you are dealing with two different editions of the same book.

There is no magic bullet when it comes to ebook pricing. And while it would be a mistake to overprice your book, underpricing or undervaluing your work can be just as critical. The best thing you can do is to run a variety of pricing tests and track your results. Ultimately your final price should provide the perfect cost-benefit for your readers while helping you meet your financial goals.

## SE CAPA: How to Become an Amazon Bestseller (for a day)



By Elizabeth Saede



007 Dan Blanchard shared mountains of helpful advice to SE Chapter in January. The retired schoolteacher took a subject foreign to most

authors and broke it down into a clear step-by-step FREE system anyone may follow to become an Amazon/Kindle bestselling author, even for only a day. Identifying the best niche categories from thousands, pinpointing strategic search words and phrases, and strategically promoting FREE book downloads on specific days are at the heart of the system.

Social media, e-mail distribution,

and leveraging existing contacts are all vital for maximum success. If you don't already have an e-reader (Kindle) version of your book(s) or a vibrant social media presence, you may wish to delve into both. Posts within Facebook groups create an expanded distribution of your timely message to download a free book on a specific day.

Why give away books away for free? Capturing the bestseller status for a day in a niche category allows you to promote yourself with that attractive label. Those who enjoy your free book are more likely to post a review and buy additional books from you... especially if you give away the first book in a series. Updating the electronic version of the book to include a sneak preview of the next book in your series is genius! Bestselling novelists have been doing this for ages as a way to successfully boost book sales.

Please watch the January 18, 2021 meeting recording for key details: <https://bit.ly/3o2U9sK>

## February Speaker Continued from page one

vidual authors. She is the author of *Book Publishing For Entrepreneurs*

Here are the seven ways Karen will discuss to help you become more profitable selling your books:

1. Using your Book as A Business
2. Sponsorship
3. Developing Products
4. Expert Positioning
5. Speaking
6. Creating Multiple Streams of Income
7. Collaboration Books

It will be held here: <https://zoom.us/j/3671572517>

## Motivational Quotation

“It is good to be spontaneous. It is good to be thorough. It is good to have something that inspires you.”

Paul McCartney

## Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings. Links will be sent prior to each meeting.)

### CAPA CENTRAL (Avon)

(Until the Senior Center reopens these will be virtual meetings. Watch them live and ask questions of the speaker. For more info contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org))

February 20: Karen Strauss: “Seven Ways To Monetize Your Book

March 20: Katherine Pickett: “Crafting a Marketable Manuscript”

April 17: Sharon Dukett: Hybrid Publishing -



### CAPA SOUTHEAST (Groton)

(Until the meeting site reopens these will all be virtual meetings. Watch them live and ask questions of the speaker. For more info contact Elizabeth Saede, [Elizabeth@mysticcrest.com](mailto:Elizabeth@mysticcrest.com))

February 15: Ellen Feld: How to Sell 100,000 Copies of Your Books

March 15: Speaker and topic to be announced

April 19: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(Until the Library reopen these will all be virtual meetings. Watch them live and ask questions of the speaker. For more info contact Joe Keeney, [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com))

February 8: Sharon Dukett: What to Include in Your Memoir (and What to Leave Out),

March 8: Speaker and topic to be announced

April 12: Speaker and topic to be announced



## Monthly Media Tip

**Remote Broadcasts.** In some cases your media interviews will be live, but from a location outside the studio. The television interviewer may be the anchorperson of the news show, on camera in the studio. In this case, you will have a microphone placed in your ear so you can hear the questions. Make sure it is comfortable and secure. Your segment will be cut short if you have to hold your finger on the microphone to keep it in place or if the connection is poor. Look straight into the camera facing you, not at your image on the monitor. Answer the questions as you would if you were on the set with the interviewer.

“You may find yourself in a situation where you are not in the same room as the interviewer. In this case, look into the camera; talk to the camera.”

Benita Zahn



**CAPA**  
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**Avon, CT 06001-0715**

## Free Virtual Meetings In January

Brian Jud conducts **free consultations every Tuesday (3:30 – 4:30 pm ET) and Friday (Noon – 1:00 pm ET)**. He will answer your questions about non-bookstore marketing, and book marketing in general.

All events are here: <https://zoom.us/j/3671572517>

**February 8 (6:30—7:30 pm ET)**  
**What to Include in Your Memoir (and What to Leave Out)**, by Sharon Dukett. See Page 2 for description

**February 15: Ellen Feld (6:30—7:30 pm ET)**. See Page 3 for description

**February 20 (10:30 – 11:30 am, ET): Seven Ways To Monetize Your Book**, by Karen Strauss. See Page 1 for description

**February 25 (6:30 pm ET – 7:30 pm ET): "What Publicity Can REALLY Do for You -- and What it Can't,"** by Penny C. Sansevieri