



**Connecticut Authors and Publishers Association (CAPA)**  
**CAPA Mini-U: A One Day Intensive University Workshop**

**Saturday April 30, 2016 – 10:00am – 4:00pm**

**Location: The Loop Event Venue, 311 East Street, (RT 10) Plainville, CT 06062**

**1 Day - 3 Workshops - Price = \$40.**

**Workshop Is Limited To A Maximum of 50 People – First Come, First Serve –**

**Sign Up Now To Reserve Your Spot!**

**CAPA University Workshop Presenter: Tara Alemany**

**10:15AM-11:45AM - Failing Faster to Succeed as an Author** – Wouldn't it be great if you knew, before investing all that time and effort, that there was an eager market willing to pay for your book? A little bit of market research can go a long way toward ensuring the financial success of your work. Learn how to test out topic ideas and to refine them into ready-to-sell titles with eager markets.

1. Research estimated monthly sales of Top 100 Paid titles in your niche.
2. Settle on relevant keywords.
3. Map out the content and fill in the gaps.
4. Position the work for explosive sales.

**12:30PM-1:30PM - Putting Your Best Book Forward** – Your book is a product. There's no denying it. So how do you create the best quality product possible? Print-on-demand is a popular option because it's easy. Limited choices mean you only need a limited understanding of the options. But to create the best book possible, those options may be too limiting! Learn how to navigate the world of offset printing with confidence.

1. Understand common ISBN pitfalls.
2. Learn the jargon of printers.
3. Explore the mystery of color spaces.

**1:45PM-3:30PM - The Plan that Launched a Thousand Books** - Most self-published authors sell fewer than 150 copies of their books. Don't let your book become a statistic! Marketing your book doesn't have to be difficult. You just need a plan. Explore a variety of marketing strategies that you can implement yourself no matter the size of your marketing budget. This talk is loosely based on Tara's book of the same name, and will outline ideas and considerations for developing your own book marketing plan, based on proven, real-world techniques.

1. A book marketing plan is the difference between a basement full of books and book sales success.
2. It's never too early to consider your book marketing plan.
3. Marketing plans come in all shapes and sizes. Start with what's realistic for you and grow from there.
4. Know what to consider in putting together your book marketing plan.

Send your payment check of **\$40**. Made out to **CAPA** along with this form to:

**CAPA Mini-U  
Debbie & Mike Kilday  
54 Tosun Road  
Wolcott, CT 06716**

\* **Write 4-30-2016 CAPA Mini-U on the memo line of your check**

As soon as your information and payment is received, you will receive a paid receipt via e-mail.

**Please Print In ALL CAPITAL LETTERS & PRINT NUMBERS CLEARLY**

The numeral zero should be represented with a slash through it (Ø), so as not to confuse it with the letter O.

Name: \_\_\_\_\_

Street Address (No P.O. Box): \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Visa, Master Card, Discover, American Express = \$40. + \$5 Credit Card Handling Fee = \$45.

Credit Card # \_\_\_\_\_

3 or 4 digit security code \_\_\_\_\_ Expiration Date (Month & Year): \_\_\_\_\_

Name as shown on card: \_\_\_\_\_

Signature: \_\_\_\_\_

If you have any questions e-mail:

Debbie T. Kilday, Mike L. Kilday – CAPA Special Event Directors

E-mail: [aboutcapa94@gmail.com](mailto:aboutcapa94@gmail.com)

OR CALL 203-982-6838, LEAVE A MESSAGE WITH YOUR NAME, PHONE NUMBER

\*No refunds once payment is received, \*No refunds for no-shows or cancellations

SCHEDULE FOR SATURDAY APRIL 30, 2016:

You will receive printed materials to take home for reference after attending this workshop

10:00AM-10:15AM	CAPA Welcome, Announcements
10:15AM-11:4AM	<b>Class - Failing Faster to Succeed as an Author</b>
11:45AM-12:30PM	45 Minute Lunch Break
12:30PM-1:30PM	<b>Class - Putting Your Best Book Forward</b>
1:30PM-1:45PM	15 Minute Break
1:45PM-3:30PM	<b>Class - The Plan that Launched a Thousand Books</b>
3:30PM-4:00PM	Book sales, networking, MUST LEAVE THE LOOP NO LATER THEN 4:00PM

COFFEE, TEA, & WATER WILL BE INCLUDED AND AVAILABLE FROM 10:00AM-3:00PM

Address: The Loop Event Venue, 311 East St (Route 10) Plainville, CT 06062

Directions: From Northern CT & MA, West I-84, to exit 32, (Queen St) left at end of ramp, Sno-White Plaza is approx. 2 miles from highway on the left In Plainville on Route 10.

Directions: From Western CT and NY, East I-84, exit 32, right at end of ramp, Sno-White Plaza is approx. 2 miles from highway on the left in Plainville on Route 10.



### **TARA ALEMANY**

**Tara Alemany** defies a simple definition. She is an award-winning author and speaker, as well as a serial entrepreneur. Her publishing company, **Emerald Lake Books**, benefits experts and thought leaders as they grow their business by taking their words from manuscript to masterpiece. Her consulting company, **Aleweb Social Marketing** helps authors and speakers to get found online, on-stage and on-the-shelf. The two companies combined provide a full-service agency feel, while retaining the personalized touch that only a smaller organization can bestow.

In addition to publishing, consulting, writing and speaking, Tara serves on the Boards of Directors for a Christian writers' critique group, as well as acting as co-president and chaplain of the group. In her spare time, she is a novice winemaker, a martial artist, a juggler, a military Mom to 2 teenagers (one of each), step-Mom to 2 dogs (one of each) and is owned by a black cat.