



# Signature

CIPA—Independent Publishers Working Together

Volume 15, Number 9 November 2006

## In this issue:

From the President:  
Motivation for Those  
Not-So-Busy Book Signings.....2  
Haven Books—Chapter Two.....3  
Judges Corner:  
New! Tech Awards.....4  
Rally Round the Flag:  
Stand Back for the Charge  
of the CIPA Brigade .....4  
Education & Literacy  
Foundation (ELF).....5  
Special Event: November Arm  
Chair: Successful Press Packets ...5  
2007 EVVY Awards: 13th Annual  
CIPA Book Competition .....6  
1st Annual Book Tech Awards.....7  
Young Author's League:  
YAL Welcomes New Speakers.....8  
The Pen and the Sword: We Hold  
These Truths to Be Self-Evident ....9

## November Meeting Agenda:

- 8:00–8:30 a.m.**  
Registration and  
Continental Breakfast
- 8:30–9:15 a.m.**  
Announcements, Star Time,  
Committee Chair Updates
- 9:15–10:00 a.m.**  
Networking
- 10:00–11:00 a.m.**  
Speaker Program
- 11:00 a.m.–Noon**  
Round Table Discussions

## Save! Register today!

Go to [www.cipabooks.com](http://www.cipabooks.com) for details about the Arm Chair Series and publishing happenings statewide.

**Register at:**  
[www.cipabooks.com](http://www.cipabooks.com)  
or call 303.365.CIPA  
(303.365.2472)

## SATURDAY, NOVEMBER 18 MEETING

# Expert Advice on How to Grow Your Company

Are you ready to take your business to the next level, but need cash to do it? Gale Connell will teach you how to raise funds to grow your company. His expertise will help you start the new year with plans to raise capital to produce new products, increase your marketing initiatives or fund new distribution efforts.

On any given Thursday night, you will likely find IBI Colorado Master of Ceremonies Gale Connell at the Butterfly Pavilion where he and other team members deliver business-relevant content, mixed with a healthy dose of inspiration and entertainment. But Connell is not all entertainer and inspirational speaker. He is also the CEO of Colorado Business Club, Inc. (dba IBI Colorado), a four-year-old Front Range business that is dedicated to helping Colorado entrepreneurs gain real wealth.

Most days are spent meeting with CEOs and coaching them on a variety of topics, especially capital. Connell has helped hundreds of Colorado business owners raise almost instant capital, and accounts overall for millions of dollars raised within Colorado by means of private placements.

Prior to founding the State Chapter of IBI Global, Connell spent more than 30 years as both entrepreneur and corporate executive. Most of those years were split



between the hospitality business and the automotive business. In both instances, his entrepreneurial spirit led to innovation, and inspired success.

Connell claims to have “whipped out” his first “millennial” novel, *Second Messenger* (published in 2000), in just 23 years. The wait may have been worth it—producer Richard Crawford of One Productions has selected it as the basis for a movie.

### LOCATION:

Red Lion, I-70 and Quebec, Denver, located south of I-70 on the east side of Quebec.

### MEETING COST:

Members – SAVE! Register online by NOON on the Wednesday before the meeting and pay \$15 (guests pay \$30). After that time, and at the door, the cost is \$20 for members (guests pay \$35). Register at: [www.cipabooks.com](http://www.cipabooks.com) or call 303-365-2472.

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## FROM THE PRESIDENT

# Motivation for Those Not-So-Busy Book Signings

By Lydia Griffin, CIPA President



Lydia Griffin

Book signings are just like chopping wood. Both are necessary and require motivation and courage to complete successfully.

I have been very lazy when it comes to chopping wood, and I don't even do the chopping! I am the stacker. Feeling a slight chill recently, I needed some firewood so I thought it was time to give it a try. Despite the fact that I had never swung an axe, confident that I didn't have the strength or accuracy, and sure I would swing the blade right through my body, I tried it. Once I forgot about my insecurities and mustered the motivation, I swung the axe and that log split right in two! Now it is definitely my favorite chore! I'm no city girl!

Similarly, I find traveling to book signings in areas where I do not know anyone extremely difficult and nerve-racking. It is a test of courage to be able to sit in the front of the store at my designated table. I wish I could tell you there was a LINE, but alas, that is not the case. Most customers walk in and try to avoid eye contact completely.

They are afraid to talk to me. I smile at them because all I want is for someone — ANYONE — to talk to me, so I don't feel quite so alone.

To help alleviate this situation I have developed a list of things to do at every signing. All require courage and motivation, but after I have completed all five, I consider the signing a success.

### 1. SET THE STAGE:

Do not rely on the bookstore (or school etc.) to set the stage for you. It is important to bring props, posters, postcards, bookmarks, extra books, toys, cookies, or whatever else pertains to your topic. Make your table or stage look fun, active, and interesting. If your book doesn't bring them in, maybe the cookies will!

At one of my first book signings, several people approached me and asked, "Is Lydia Griffin here signing books?" My face turned bright red as I explained that *I was* Lydia Griffin. Board Member Nancy Mills suggested that I create a large poster with my book cover and face on it. Across the top in bold letters, I wrote, "Please stop by and meet author Lydia Griffin." It works. I don't go to a signing without it.

### 2. BOOKMARKS:

Bookmarks are the best. I now think of them as my security blanket. I hold them throughout my entire signing and give them away to anyone who walks by. I give a stack to the sales people in the children's book section, to the manager, to the customer service desk, and sometimes to the café staff. For the most part, everyone loves bookmarks! They are a great way to spread the word about your book.



Continued on page 11

# Haven Books — Chapter Two

By Mara Purl

When Cinderella looked at the tall, elegant clock standing regally on the dais of the ballroom, she grew anxious. Seeing the second hand approaching the straight-up position, she had good reason to hurry. After all, her coach was about to turn into a pumpkin.

The story seems to give new meaning to the phrase “timing is everything.” I know how she felt. Though publishers grew cold, my hit-radio-show audience was hot. Before they began to cool off I knew I better get books in their hands.

Here’s how it went. After three years in selected American test-markets, my radio drama *Milford-Haven U.S.A.* was suddenly licensed by BBC Radio 5, and “overnight” (two months into the broadcast schedule) had 4.5 million listeners. You might like to pop over, the BBC’s PR and Press department suggested. You’re doing rather well.

A flurry of press articles followed me as I appeared on Pebble Mill (one of the top morning TV magazine shows) and other shows. My office would later be papered with the myriad articles that appeared in everything up to and including the London *Sunday Times*.

It was at this point the fax machine in my borrowed London flat began spewing forth a page the length of the block. Rumors indicated there would be novels based on the show; publishers wanted to meet. My agent set up a schedule I could barely keep up with even traveling by tube (subway) and I had breathless meetings with the Majors and the Minors, outlining what the series would look like, providing trial chapters I’d already hammered out.

The offer we took most seriously came from Random House. Their London office was enamored of the project and the staff was already building Castles in the Air. I suggested we serialize in the *TV Guide*-like *Radio Times* during the radio show’s summer hiatus. We were all agreed.

Then came the contract. From their perspective, the rights would be all or nothing: future novels, T-shirts, mugs, logos, any and all future technologies, films, TV series, and, oh yes, radio. Therein lay the rub. Already

under contract to the BBC, I couldn’t double-promise the radio rights. Suddenly the super-heated air began to cool and the deal was off.

It seemed a harsh end to a whirlwind trip. Yet, this refusal would help to create the very foundation upon which I would later build a publishing venture. The press-flurry had done more than secure my built-in radio audience; it had whetted their appetites for books. Nothing would do, now, but that the books should appear.

I knew nothing about publishing, which had forever been the purview of those tall towers of glass in Manhattan from which emerged heavy tomes with glossy dust jackets. What I did know was my audience, and I set about finding a way to provide what they requested. I’d been running my own production company for ten years, so how hard could it be to start a publishing branch?

By this time, my coauthor Erin Gray and I were well along with our non-fiction book, *Act Right*. (See *Signature* September 2006 for details.) Hearing about our developing venture, two other authors decided to join the fledgling company. It would be an artists’ cooperative, a true Small Press. We would mentor and support each other. We would be utterly committed to one another’s success.

Tune in for chapter three of Haven Books in the January *Signature*.

*Mara Purl is the author of The Milford-Haven Novels. What the Heart Knows, (Book One) won a Silver Benjamin Franklin Award in June. Closer Than You Think (Book Two) appeared in September.*



Mara Purl

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See Book Signings on page 4**

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## **JUDGES CORNER**

# ***NEW! Tech Awards***

*By Rebecca Finkel & Herb Tabak, Co-Chairs*

The CIPA Awards Committee is pleased to announce a competition to recognize the importance of the support services needed to produce a quality book. The 1st Annual CIPA Technical Awards will recognize CIPA's Associate Members by providing a competition where a book may be entered by the Associate Member as well as the author/publisher member. These books will be judged and recognized for excellence in the category entered, not as a book as a whole.

While the rules are not yet finalized, the preliminary rules include: 1) preliminary categories are Cover Design, Editing, Layout and Interior Design, Printing, and Illustrations; 2) The competition is open to any CIPA member in good standing. Associate Members who are service providers but not the author or publisher may enter the book in the Tech Awards; 3) All submitted books must meet the entry requirements for EVVY Award competition for length and publication date; 4) A book does NOT have to be entered in the EVVY competition to qualify for Tech Award entry;

5) if a book IS entered in the 2007 EVVY competition additional copies are NOT required for the Tech Awards. The only requirements will be the completion of the Tech

Award entry form and payment of the entry fee; 6) If a book IS NOT entered in the 2007 EVVY competition, three copies will be required; 7) The preliminary entry fee is \$50.00 per book per category for books NOT entered in the 2007 EVVY competition and \$30.00 per book per category for books THAT ARE entered in the EVVY competition; 8) A book may be entered in only three Tech categories; 9) Tech Award entries will be accepted for 2007 EVVY competition entries in the LEGACY category.

The complete rules and submission procedure will be available shortly on the CIPA website and at CIPA meetings. The entries will each be judged by three independent judges and scored numerically similar to the method used to score the EVVY entries. The awards will be presented as part of the Book Competition dinner to be held at the CIPA College Friday, March 23, 2007. All entries receiving the minimum aggregate score needed to qualify for an award (70) will be notified prior to the start of the 2007 College.

*See pages 6 and 7 of this issue for the preliminary EVVYs and TECH Awards rules.*

## **RALLY ROUND THE FLAG**

# ***Stand Back for the Charge of the CIPA Brigade***

**Thursday, November 2, 2006, at 7:30 p.m.**

Boulder Bookstore  
1107 Pearl Street, Boulder, Colorado

Author Jan DeCourtney, CMT, will read from and sign *Recapture Your Health*. Relieve or eliminate most chronic symptoms, pain, or illness following this simple, low-cost, at-home health program that has helped thousands achieve vibrant health.

### **DIRECTIONS:**

Boulder Bookstore is located on the West end of Pearl Street Mall in Boulder. Boulder Bookstore's phone number is 303-447-0609.

**Monday, November 6, 2006, at 6:30 p.m.**

Boulder Bookstore  
1107 Pearl Street, Boulder, Colorado

Join author Chris Kauflin as she reads from and signs *Smiletown's Big Snow Day*.

Bring your children to hear about The Frownies, who want to live in Smiletown so they create a snow machine thinking it will cause those happy Frolics to pack up and move out of Smiletown.

# Education & Literacy Foundation (ELF)

By Dom Testa, Chair

## BOOK BENEFIT PROGRAM BENEFITS EVERYONE

For many of us in CIPA, the exchange of knowledge and the cooperation of the members are extremely rewarding. However, there's nothing quite as satisfying as the feeling of giving back to the community, of using our combined strength to help increase the access to good books.

CIPA began the Education and Literacy Foundation (ELF) to act as the charitable arm of the organization. Its basic purpose is to support such programs as the Young Authors League (YAL), Community Literacy Awareness, and more. Further, thanks to the hard work of Herb Tabak, ELF is now recognized by the IRS as a Section 509(a)(3) Public Charity.

However, there is another important element that ELF brings to our membership. It's called the Book Benefit

Program (BBP), a vehicle that not only allows you to reach out to the community, but also helps you when the taxman calls.

In the early days, BBP was used primarily to distribute EVVY entries to needy organizations around Colorado. Today, with ELF's new status, CIPA members are able to donate new books in good condition, and then deduct the cost of those books. As a writer and publisher, I have always kept my eyes open for ways to distribute a few extra copies of my books to deserving organizations.

The BBP has an exceptional list of partners. Your books will go directly from ELF to places like:

- YAL participating schools
- Children's Hospital
- Craig Hospital
- Presbyterian Hospital
- St. Joseph's Hospital
- Swedish Hospital
- Friends of Food For Thought

As a donor, you may value each book at actual cost, or use an amount between wholesale and retail prices. Currently we have around 100 books that will be distributed by year's end. I'd love to see that number increased substantially.

Additionally, there's yet another way you can help. We're actively encouraging CIPA members to volunteer to help deliver these books to the chosen recipients. Plus, you might know of other qualified organizations that could become future partners.

Yes, we're all busy. Yes, we all cherish our free time. I'm asking for each of us in CIPA to carve out a tiny slice of that time to do some good. What better way for an author and/or publisher to give back than by spreading the fruits of our labors? Imagine watching the faces of hospital volunteers as we walk in with cartons of books. That's why we're in this business in the first place, right?

Our CIPA membership continues to grow, and we're starting to get more and more recognition in the Colorado community. It's important that we maintain a healthy reputation in the hearts of that community, and ELF's Book Benefit Program is one of the best ways to do that. Your contributions, and your time, can make a huge difference.

We'll soon have a page on the CIPA web site for you to join our BBP committee, and to find out more about book donations. In the meantime, just send me an email: [elf@cipabooks.com](mailto:elf@cipabooks.com). And thanks!



Dom Testa

## SPECIAL EVENT

### November Arm Chair: Successful Press Packets

Wednesday, Nov. 14, 2006 7:00 PM



Come and learn from the experts how to put together a successful press packet.

Press packs are the first line in your marketing materials. They're your entre into a newspaper, magazine or television station. If you want someone to review your material or interview you, you need to separate yourself from the hundreds of writers and publishers who also send their information out every week. You have to be able to compete with the big publishing houses that have established relationships with the media. You have to get a reporter's attention before you can expect them to talk with you.

This month's Arm Chair will be on November 14 at 7:00 p.m. at the Lone Tree Borders, 9515 East County Line Road, 303-708-1735. We look forward to seeing you there.

*Additional information including location and directions are located on our web site at: [www.cipabooks.com/events/armchair/index.htm](http://www.cipabooks.com/events/armchair/index.htm)*

*Colorado Independent Publishers Association*  
& *CIPA Education and Literacy Foundation* present the  
**2007 EVVY AWARDS**

# **13th Annual CIPA Book Competition**

## CATEGORIES

Autobiography/Memoirs	How To	Parenting/Family
Biography/History	Humor	Poetry
Business/Finance	Inspirational/Self-Help	Political/Social
Children's*	Juvenile	Spirituality
Cookbooks	Legacy***	Travel**
Diet/Health/Fitness	Miscellaneous*****	Workbooks*****
Fiction	Non-Fiction/Experiences	

\* CHILDREN'S includes stories and picture books

\*\* TRAVEL includes travel guides and travel essays

\*\*\* LEGACY: Any independently published book that has not been entered in any prior EVVY competition AND has a publication date prior to 2006. Entry in this category is limited to one book per author.

\*\*\*\* All workbooks **MUST** be entered in the WORKBOOK category. Each workbook may also be entered in up to two other categories if desired. (See Rules.)

\*\*\*\*\* Entries will be accepted in the MISCELLANEOUS category only if no other category applies and the required written justification is approved by the Awards Committee. The entry fee for disapproved entries will not be refunded.

## **RULES**

1. The 2007 competition is open to any CIPA member who is in good standing and who is either the publisher or author of the entered book.
2. All submitted books must be in English and contain a minimum of 48 pages (except CHILDREN'S).
3. All submitted books must have an ISBN and a 2006 or 2007 publication date. (See Rule 13, LEGACY category, for exception.)
4. A book may be submitted to an EVVY competition only once. Prior years' entries will be disqualified.
5. The 2007 EVVY Awards competition is open to hard or soft cover independently or self-published books only.
6. A book may be entered in a maximum of three categories. A separate entry fee (\$75.00) must be paid for each category entered.
7. CIPA reserves the right to add, eliminate or subdivide categories based on number and types of entries received.
8. Only books attaining a minimum aggregate score of 70 will be eligible for award consideration.
9. All decisions made by the judges and/or CIPA are final.
10. CIPA is not responsible for any entry loss or damage.
11. All books submitted become the property of CIPA and will not be returned. One book will be donated to the CIPA Education and Literacy Foundation's Book Benefit Program.
12. The entry fee (\$75.00 per book per category) must be paid prior to or simultaneously with entry submission. No entries will be accepted without payment of entry fee.

*Continued on page 10*

*Colorado Independent Publishers Association  
& CIPA Education and Literacy Foundation present the*

**2007**

**1st Annual CIPA Tech Awards**

**CATEGORIES**

Editing	Layout and Design
Cover Design	Illustrations
Printing	

**RULES**

1. The 2007 competition is open to any current CIPA member in good standing who provided support in the listed categories in producing a book whose publisher and/or author is also a CIPA member.
2. A book entered in the 2007 EVVY Award competition but not entered in the Tech Award Competition by the author/publisher may be considered for a Tech Award by having the requesting CIPA Associate member complete a Tech Award Entry Form and pay the required entry fee. No additional books are required.
3. If a book is NOT entered in the 2007 EVVY Award competition, it may be entered in the Tech Award competition by a CIPA member (author, publisher or Associate member service provider) by submitting a Tech Award Entry Form, paying the required entry fee and submitting three (3) copies of the entered book.
4. All submitted books must meet the entry requirements for EVVY Award competition as to length and publication dates. (See Rule 13.)
5. A book may be submitted for a specific Tech category only once.
6. A book may be entered in a maximum of three Tech categories only. A separate entry fee must be paid for each category entered.
7. CIPA reserves the right to add, eliminate or subdivide categories based on number and types of entries received.

8. Only books attaining a minimum aggregate score of 70 will be eligible for award consideration.
9. All decisions made by the judges and/or CIPA are final.
10. CIPA is not responsible for any entry loss or damage.
11. All books submitted become the property of CIPA and will not be returned.
12. The appropriate entry fee (\$50.00 per book per category for books NOT ENTERED in the 2007 EVVY Awards, or \$30.00 per book per category for books ENTERED in the EVVY competition) must be paid prior to or simultaneously with entry submission. No entries will be accepted without payment of the entry fee.
13. LEGACY category Rules: Tech Award entry will be accepted for books entered in the LEGACY category of the 2007 EVVY Awards competition and may be made by the author/publisher or by the CIPA Associate member.

**SUBMISSION INFORMATION**

**IF THE BOOK HAS BEEN SUBMITTED FOR THE 2007 EVVY AWARDS:**

1. No additional books are required.
2. If the author/publisher has requested that the book be considered for a Tech Award and has paid the entry fee, no further action is required.
3. If the author/publisher has not requested Tech Award consideration, the CIPA Associate member/service provider may submit an Entry Form and pay the required fee. (\$30.00 per book per category.)

**IF THE BOOK HAS NOT BEEN SUBMITTED FOR THE 2007 EVVY AWARDS**

1. The CIPA member entering should send three (3) books to:  
Rebecca Finkel  
1709 Rolling Gate Road, Fort Collins, CO 80526  
970-223-1375

*Continued on page 11*

## YOUNG AUTHOR'S LEAGUE

# YAL Welcomes New Speakers

By Susie Mottashed, YAL Director

The 2006/07 YAL Book Contest is underway. Chairwoman Faye Quam Heimerl has been in contact with our six partnering schools. Faye has invited the schools to participate in this fun, challenging and creative project. She has also submitted the contest submission guidelines to the educators who will be involved with this process. It is up to each school to determine if they wish to participate. Two schools have already committed to this opportunity.

I am also happy to share with you that three more CIPA members have joined the YAL Speakers Team. Our newest volunteers are: **Jodine Broscovak**, author of *Call Me Joseph*. This is a biography of her father. Jodine teaches classes on life story writing and she is excited about sharing this with our young writers.

**Cameron Fay** has volunteered to share his knowledge of book manufacturing with our YAL students. Cameron works for Friesens (a book manufacturer.) He is excited about showing the students how a book is transformed from a digital file to a bound book. His visual aides of the different components will make a terrific show and tell.

**Frederic Perrin** has also stepped forward to be a part of the speakers team. His book, *Rafi's Song and Stones of Erebus*, is a fictional adventure story for children ages 8-13. Frederic's expertise includes creative writing and mythology. His presentation is sure to be a hit with the kids as well.

Thank you all so much for the desire to share your time, talent and gifts. Each of our partnering schools has been contacted with information on the YAL Speakers

Team. They have been encouraged to visit our updated Speaker Directory and review the list of available speakers/authors. The individual educators will contact the speakers directly to set up their presentation.

We continue to look for more speakers. It is our goal to offer a wonderfully diverse selection of speakers for the teachers to choose from. If you would like to be a part of this exciting and fun opportunity, please email me at [yal@cipabooks.com](mailto:yal@cipabooks.com).

## CIPA Welcomes New Members A warm welcome to:

### COLORADO:

- Pat Reid, Golden, CO
- Joyce Lohse, Centennial, CO  
(Joyce is a Star Program participant through Filter Press & Doris Baker)
- Michele Renée Ledoux, Evergreen, CO
- Ann L. Ramsey, New Castle, CO
- P. Dombrowski-Wilson, Golden, CO
- Patricia Landaker, Aurora, CO
- Tori Roosevelt, Englewood, CO

### COUNTRY:

- Nikky Lee, Claremont, West Australia

### Award-winning Book Design

In the last four years, we've designed the covers of 15 CIPA EVVY award-winning books! Call us for exceptional service and competitive pricing on book covers, interior layout, packaging, logos and marketing materials.



**Karen Saunders**  
[Karen@macgraphics.net](mailto:Karen@macgraphics.net)  
[www.macgraphics.net](http://www.macgraphics.net)  
303-680-2330

### Get Book?



303-627-9179

### Let a "Book Shepherd" be your guide.

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Get Creative, Practical and Doable Publishing and Marketing Advice from Colorado's Book Shepherd!

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- Create the *platform* to move your books
- Put the *pizzazz* in your promotions

She's helped others save thousands of dollars and fast-forward their publishing learning and experience curves. Why not you?

**JUDITH BRILES CONSULTING** [Judith@Briles.com](mailto:Judith@Briles.com)

## THE PEN AND THE SWORD

# ***We Hold These Truths to Be Self-Evident...***

By Linda Lane

*All editors are not created equal. Nor is any editor a jack-of-all-genres. For the pen and the sword to form an effective alliance, the editor must be chosen with great care to meet the needs of the writer, the genre of the work, and the competency requirements of the industry. When this happens, writer and editor form a powerful team that can sculpt a mediocre manuscript into a masterpiece. When it doesn't...*

The wrong editor is like Mona Lisa without her subtle smile or Rodin's Thinker without an arm on which to rest his thoughtful head. The work of art falls short of being a masterpiece.

The last Pen and Sword column addressed editor choice, identifying several areas to explore before handing a check—likely a sizeable one—to anyone who calls him- or herself an editor. This month's column discusses the ramifications of choosing the *wrong* editor.

Recently, two Denver writers hired different editors to polish their books for publication. One "finished" manuscript read like a mundane high school term paper with numerous grammatical errors; the other contained *hundreds* of uncorrected mistakes—spelling, punctuation, word usage, subject/verb agreement, sentence structure, flow, transitions, and more. One of them overflowed with redundancies, lacking any hook to draw the reader into the piece. Neither came close to being ready to be published. Yet both writers paid thousands of dollars for these "edits."

Writing is a business. As a business person, would you pay thousands of dollars to a contractor who didn't perform or for a computer that didn't work? If not, *why* pay an editor who didn't edit any better than—or not as well as—a high school English student?

Editors should be competent professionals. Certainly, they charge like professionals. Why are they so expensive? Good editing requires a thorough knowledge of grammar, effective theme/plot development, and characterization; intense concentration; story sense and flow; a "feel" for realistic dialogue; and the ability to address multiple elements of writing at the same time. *Any* editor whose skills meet or exceed the quality requirements of the publishing industry will gladly provide appropriate credentials, edit-

ing samples, and references in the form of satisfied writers who have placed their work or at least found interest or who have received positive reader feedback if self-published. You pay well for this service. Get the most value for your dollars spent!

One last recommendation: Make sure your editor knows your genre. A good technical editor may possess no knowledge of the elements required for a children's book. A romance could spell the downfall of a fine non-fiction editor. Great editors know their strengths *and* their limitations. Ask!

No one is perfect. A few errors will almost always be missed. For this reason, an editing team may be a good choice. But as one of the writers noted above learned, even a team of editors may not do the job right.

So, writers, beware! And editors, take note. Well-matched writing/editing teams create works of art; masterpieces result from the pairing of capable writer and competent editor. Just remember that all editors are *not* created equal.

*Linda Lane is a writer, editor, and publisher. A manuscript she edited—A Conversation on the Road to Eternity by Randy Tanner—placed second in the 2006 National Writers Association Novel Writing Contest. In addition, she teaches writing and editing workshops with the goal of encouraging excellence in the publishing field. Linda can be reached at 719-276-2311.*

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## 13th Annual CIPA Book Competition

Continued from page 6

13. LEGACY category additional Rules: (1) entry limited to one book per AUTHOR; (2) the book was never entered in any prior EVVY Awards competition; (3) the book was published prior to 2006; (4) the entry was independently or self-published; (5) a LEGACY category entry may NOT be entered in any other category; (6) a sub-category/genre (for judging purposes) must be listed on the entry form; (7) LEGACY entries may also be entered in the Tech Awards competition.

### SUBMISSION INFORMATION

1. Complete an Entry Form and make payment for each category entered by:
  - A. Paying with a credit card on line at [www.cipa-books.com](http://www.cipa-books.com) or
  - B. Paying by credit card or check by mailing info or check to:  
CIPA  
PO Box 101975  
Denver, CO 80250-1975
2. Send to arrive no later than January 31, 2007:
  - A. If entering one category:  
Four (4) books  
One FRONT cover (approx. 6 X 9 max), OR  
One printed (photo paper) 6 X 9 color scan of the FRONT cover  
An electronic file (disk) containing FRONT cover—300 dpi, actual size, in tif, jpg or pdf format
  - B. For each additional category entered send:  
Three (3) books  
FRONT cover(s) as in (A) above  
to  
Rebecca Finkel  
1709 Rolling Gate Road  
Fort Collins, CO 80526  
or  
Bring the required books and covers to any CIPA monthly meeting prior to February 1, 2007 or to the Red Lion Hotel on February 1, 2007 from 11:00 a.m. to 5:00 p.m.
3. A FULLY completed Entry Form must be taped to the inside front cover of EACH entered book.

4. Proof of payment of entry fees must accompany each entry.
5. All entries and additional material must be received by February 1, 2007 completed and in proper form.
6. Failure to comply with these requirements or rules may result in disqualification and forfeiture of Entry Fee.

### AWARDS

1. A First, Second and Third place will be awarded in each category, subject to the category receiving at least three (3) entries and the winning entries attaining a minimum aggregate score of 70.
2. Entries receiving a minimum aggregate average score of 70, at least 2 scores of 75 or higher, and recommendation of the judges but not receiving a place award may, in the sole discretion of the judges, be recognized as *Merit Books*.
3. All place and Merit Book winners are eligible to apply to the CIPA Star Program.
4. Each entry will receive a written evaluation from at least three independent judges.
5. All place winners will receive 50 CIPA “EVVY Award WINNER” book stickers and 25 postcards and bookmarks. Additional stickers, postcards and bookmarks will be available for purchase.
6. Entries receiving scores high enough for award consideration will be notified in advance with the winners being announced at the Awards dinner on March 23, 2007.

For further information, please contact:  
2007 EVVY Awards Committee  
Rebecca Finkel, Co-Chair  
Herb Tabak, Co-Chair  
[awards@cipabooks.com](mailto:awards@cipabooks.com)

*The 2007 Book Competition EVVY Awards  
are sponsored by:  
Colorado Independent Publishers Association (CIPA)  
and  
CIPA Education and Literacy Foundation (CIPA ELF)*

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## Motivation for Those Not-So-Busy Book Signings

Continued from page 2

### 3. STAND UP:

I never sit down. I feel like when I sit down, I am slacking off. Of course, I sit when I am signing and if there was a line, then I would be sitting down the entire time! But again, there is not normally a line. Therefore, I try to talk to people, greet them when they come in, discuss best-sellers, and smile; although sometimes I just want to sit down and read the bestseller displayed next to me. I also make it a goal to try to collect at least five business cards.

### 4. INTRODUCE YOURSELF:

At first, I thought that everyone on the staff should approach me and introduce herself, as I am the guest in their store. I would love to talk to some of the staff, and I would love to get to know the managers. However, I have found that most of the staff just smile and walk by. So . . . now . . . I put out my hand and introduce myself! Cultivate relationships! Get to know the staff. Seek out the manager. The more they know you and your book, the more helpful they will be. I make an effort to send thank you notes to the managers after my signing. It helps reinforce my name, book title, and brand. Networking always results in more book sales!

### 5. DON'T GET SKUNKED:

Surprisingly, store managers have informed me that they have tons of book signings when not a single book is sold. For CIPA members, I think that should *never* happen. If you are going to be skunked and have a zero day . . . buy your own book! As painful as it is to purchase your own book, it helps show that there is some circulation, and the store manager may be happy with that one sale. Keep managers happy. Most likely, you will end up getting returns anyway, so suck it up. Make it a donation, send it to a friend, ask your friend to buy it from you, whatever . . . just don't get skunked!

Motivation is the key. You never know when you will meet that person that "tips" your book. We are all aware of how competitive the market is, how difficult it is to compete with the large houses, and how we face an uphill battle. Nevertheless, we believe in ourselves, in the success stories (Grisham), and in the world of possibilities.

Anything can happen! Therefore, we absolutely *must try*.

Hell, if I had never tried chopping wood . . . just think of how cold and miserable I would be right now!

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## 1st Annual CIPA Tech Awards

Continued from page 7

OR

Personally deliver the books to Herb Tabak or Rebecca Finkel at any CIPA meeting prior to January 31, 2007

OR

Personally deliver the books to Herb Tabak or Rebecca Finkel at the Red Lion Hotel on February 1, 2007, from 11:00 a.m. to 5:00 p.m.

2. A fully completed entry form must be taped to the inside front cover of EACH book.
3. The entry fee of \$50.00 per book per category must be paid and proof of payment available on request.

### AWARDS

1. A First, Second and Third place will be awarded in each category, subject to the category receiving at least three (3) entries, the winning entries attaining a minimum aggregate score of 70 and receiving the judges' recommendation.
2. Entries receiving a minimum aggregate score of 70, and being recommended by the judges but not receiving a place award may, in the sole discretion of the judges, be recognized as Honorable Mention.
3. All place winners will receive 25 CIPA TECH AWARD book stickers. Additional stickers will be available for purchase.
4. Entries attaining a score high enough for award consideration will be notified in advance with the winners being announced at the CIPA College Awards dinner.

For further information, please contact:  
 2007 CIPA Awards Committee  
 Rebecca Finkel, Co-Chair  
 Herb Tabak, Co-Chair  
 awards@cipabooks.com

*The 2007 TECH Awards are sponsored by:  
 Colorado Independent Publishers Association (CIPA)  
 and  
 CIPA Education and Literacy Foundation (CIPA ELF)*

## CIPA Calendar

CIPA monthly meetings are held on the third Saturday of the month, September through May, except March (when CIPA College and EVVY Awards are held), and December.

### IN 2006:

- November 18

### IN 2007:

- January 20
- February 17
- March 22–24 – CIPA College/ EVVY Awards
- April 21
- May 19

Support our CIPA members—  
Check for scheduled book signings  
and events at [www.cipabooks.com](http://www.cipabooks.com)  
and be sure to attend.

## Who We Are

We are the Colorado Independent Publishers Association (CIPA), a nonprofit statewide cooperative of independent book publishers. CIPA was created in 1992 for the express purpose of exchanging information on publishing-related topics and organizing cooperative marketing programs. CIPA also acts as a clearinghouse for information of interest to independent publishers. It is an affiliate of Publishers Marketing Association (PMA) and a partner with Small Publishers Association of North America (SPAN).

**CIPA Phone Number:  
303-365-CIPA  
(or 303-365-2472)**

**CIPA—Independent Publishers Working Together**

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Contact her at [www.munsoncommunications.com](http://www.munsoncommunications.com).*

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