

THE POWER OF PUBLICITY

Financial Empowerment for Women by Minnesota Wealth Coach Jayne Ellegard Launches in April



April is National Financial Literacy Month, a time when people across the country are encouraged to improve their financial literacy. It is also the perfect time for the launch of the new book, *Financial Empowerment for Women: Your Guide to Courage, Confidence & Wisdom!* by Minnesota Wealth Coach Jayne Ellegard.

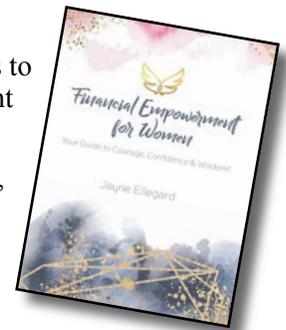
There will be a public launch party for the book via ZOOM the evening of Thursday, April 8, beginning at 6 p.m. The event, which will be emceed by Jasmine

Brett Stringer, one of the 100 People to Know in Minnesota for 2021, is free to attend and open to the public. [RSVP via this Eventbrite link](#) if you'd like to attend.

During the event, Jayne plans to discuss why learning about money doesn't have to be boring anymore – it can be enjoyable and even fun! She will also share what she considers to be the 6 pillars to financial empowerment, and why she believes they can have a significant impact on women's lives, creating courage, confidence & wisdom.

Preview interviews will take place on the KARE 11 Saturday Morning Show on April 3, and on KSTP's Twin Cities Live on April 6th. There are also stories pending in the MN Sun Sailor and International Falls Journal.

Learn more about the book and Jayne's work at EllegantWealth.com.



Regal House Publishing Releases Janet Graber's Latest Children's Book in March



Regal House Publishing has just released a new children's book by Minnesota author Janet Graber. *Malcolm Mouse, Explorer* is the story of a field mouse adopted into a community of house mice after the death of his parents.

Malcolm does not fit in. He is teased and bullied. But when the community is threatened, it is Malcolm who because he is different has the power to save the colony.

A story about the book written by RMA Publicity titled, [Apple Valley Author Pens Children's Book](#), appears in the March 25 issue of the Dakota County Tribune. Learn more about Janet Graber's work on her author website: JanetGrabber.com.

KSTP Television Shows Up at 105th Birthday Party of The Waters of White Bear Lake Resident

The Waters of White Bear Lake's resident pool shark, Leah Walbon, turned 105 years old on March 1st, and the entire community turned out to celebrate. Her party also attracted the attention of the ABC affiliate in Minneapolis. [KSTP Television](#) aired a story about her birthday party in its evening newscast. The White Bear Press published a mention about the party too.

Leah Walbon spent the majority of her life in Montana. She moved to The Waters of White Bear Lake in 2018 to be closer to her daughter, Sheryl, who lives nearby and visits often. Even though she is 105 years old, Leah still loves playing pool. In fact, it's one of her favorite things to do.



RMA Publicity Secures Two Front Page Stories in Minnesota Newspapers in March



RMA Publicity secured two front page newspaper stories for clients in March. The first placement was in the Star Tribune's Inspired section on March 20 for the work being done by Lori Myren Manbeck, founder of Inclusivi-Tee.

In the article, [Edina nonprofit CEO feels called to champion sustainability in her new book, podcast](#), reporter Kim Hyatt shares the inspiration behind Manbeck's company, and how she has made sustainability her life's mission. The article also previews the release of

Lori's new book, *You Can Save the World: In Fact, You're the Only One Who Can*, which just became available on March 21.

Learn more about Lori Myren Manbeck's work at Inclusivi-tee.com.

RMA Publicity also secured a front page story on March 25 for Jamie's Stoudt's debut novel, *Back Again*. The article we wrote for his book campaign was published in its entirety on the front page of the Stillwater Gazette newspaper. Check out the story, [Retiree Inks Novel](#).

Pick up your copy today at Valley Booksellers in Stillwater, Minnesota, or online through the website JamieStoudtBooks.com.



Author Bruce Ario Leads Workshop on Mental Illness for Augsburg College's Spring CEU Event

Author Bruce Ario of Minneapolis led the presentation, "What People with Mental Illnesses Wish Social Workers Knew," for Augsburg College's Spring CEU event on March 24. Ario has lived with mental illness since the 1970s, and has written several novels featuring characters living with mental illness.

RMA Publicity is happy to have helped secure the opportunity for Bruce.



Care Under Fire Author Featured in Video Commemorating Vietnam War Veterans Remembrance Day



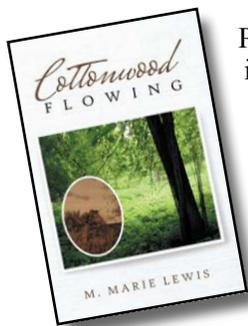
Bill Strusinski, author, *Care Under Fire*, is among the Vietnam War Veterans featured in a video put together by Lakes Area Television to commemorate Vietnam War Veterans Remembrance Day, which is observed annually on Mar. 29. Here is a link to the video posted on his website, CareUnderFire.us.

Strusinski was a medic during the war, and recently released the memoir, *Care Under Fire*, which thrusts the reader squarely into moments of terror during firefights, the exhaustion of endless patrols, the anguish of losing buddies despite best efforts to save them, and the intimate bonds created during times of desperate need. This is a book about war, yes, but even more about how one man was transformed by his “sacred duty” to offer care under fire to the young soldiers he fought beside.

Learn more about the book or pick up a copy today at CareUnderFire.us.

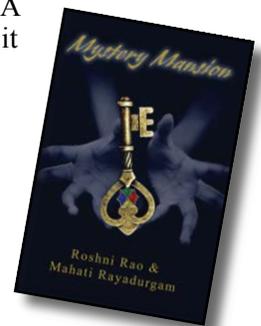


RMA Publicity Gets two More Books into Hennepin County Library System



A strong strategy for selling books is to get them into libraries, and RMA Publicity is happy to share that two more titles we work with have made it into the Hennepin County Library system in Minnesota.

The books are *Cottonwood Flowing* by M. Marie Lewis, and *Mystery Mansion*, the latest book released by my son's teen publishing company Sigma's Bookshelf.



RMA Publicity presents at the Virtual Rosemount Writers Festival

It sure has been an interesting 12 months for authors. Bookstores may not be hosting many events, but there are still plenty of tactics authors can engage in to sell books.

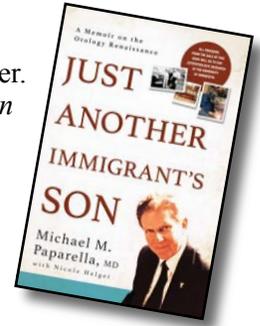
RMA Publicity shared some of them with authors who participated in this year’s virtual Rosemount Writers Festival on Sat. March 27. I led the workshop, "Pandemic-Proof Ideas for Promoting Your Book." Among the ideas shared, how to go about boosting social media activities at a time when it is not possible to do in person events, and the benefit of email marketing.

I also shared some tips for getting the attention of the traditional news media. If you missed the event and would like to receive the handout from the event, feel free to [send me an email request](mailto:sendmeanemailrequest).

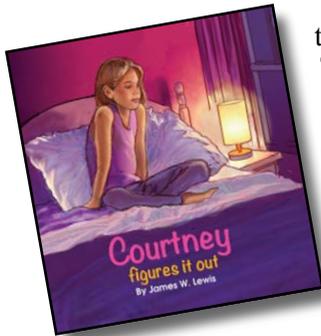
Minnesota Doctor's Memoir Wins Silver in Axiom Business Book Awards Contest

Book awards season is underway, and another author RMA Publicity works with is a winner. Congratulations to Dr. Michael Paparella, author, *Just Another Immigrant's Son: A Memoir on the Otolaryngology Renaissance*. His book just won Silver in the Memoir/Biography category of the Axiom Business Book Awards.

Pick up your copy of *Just Another Immigrant's Son* online through [Amazon.com](https://www.amazon.com), [BarnesandNoble.com](https://www.barnesandnoble.com) or [ItascaBooks.com](https://www.itascaBooks.com).



Courtney Figures it Out Named a Finalist in the 2020 Foreword Indies



Finalists have been named in the 2020 Foreword INDIES and I am happy to share that *Courtney Figures it Out* by Minnesota author James W. Lewis has made the list. The book is a finalist for the INDIE in the category: Picture Books, Early Reader.

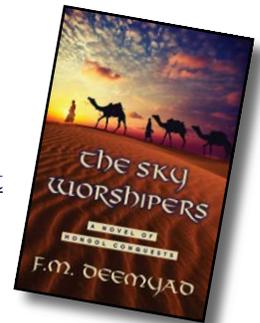
The story covers a day in Courtney's life with her best friend Aaron the Heron. Courtney has ADHD and has to learn to go to plan B when frustrated instead of having a meltdown. Although ADHD is not mentioned in the book her day with Aaron the Heron faces many situations which require calm and figuring things out.

Courtney Figures it Out is available for purchase through both [Amazon](https://www.amazon.com) and [Barnes and Noble](https://www.barnesandnoble.com).

Also in March....

History Through Fiction released its latest title, *The Sky Worshipers* by F.M. Deemyad. in March. The historic novel covers 50 years of Mongol conquests from the points of view of captured women.

RMA Publicity hosted the author's virtual book launch event, and also secured a Foreword Review for the book. If you would like to learn more about our book launch services, [contact me here](#).



RMA Publicity

How to Create a Book Marketing Timeline that Will Help You Keep Selling Books Well Beyond the Launch

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)

It seems like I've been having a lot of conversations lately with publishers and authors whose books have been out for a while and don't seem to be getting the attention they expected.



They want to know if I can get them on Good Morning America, Ellen, or some other big show so they can get the word out to as broad an audience as possible. It is at that point in the conversation I explain that appearances on the big shows don't just happen. It takes time to build a platform and garner attention.

Think back to the first time you heard about the iPhone or the iPad. Apple is a master at the publicity game. Each time the company releases a new product, it starts generating buzz early—sometimes more than a year before the product hits the market.

The big publishers do the same thing for upcoming titles from big name authors like Stephen King, J. K. Rowling and Dean Koontz. Oftentimes you'll see advertisements in USA Today or in the Parade Magazine with the book cover and a release date, or perhaps an interview on The Late Show with Stephen Colbert, months before the author's next book actually comes out.

No question about it, your book will perform a lot better if you start your publicity efforts early rather than if you wait until after it's published to start getting the word out. This holds true whether your title is being published by a traditional publishing house, or you've chosen to self publish through Amazon or Ingram Spark, or with the aid of a hybrid publisher.

So when should you get started on executing a publicity campaign? As soon as possible. In fact, a year in advance of the publication date is not too early.

There are a lot of things you can do that far out. Here is a recommended timeline to consider:

6 months to 1 year before publication

Start researching possible organizations and associations to partner with that will help promote the book, and reach out to them to ask if they are willing to partner with you. It's also a good idea to engage a publicist to work with at this point and have some marketing materials created for the book.

4-to-6 months before publication

Have galleys or advanced review copies created for the purpose of sending out review copies, and build a list of potential reviewers. You need to get started early if you want to secure reviews that will help build buzz for your launch date. The big reviewers, Publisher's Weekly, Library Journal, Book Page, and Booklist to name a few, want to receive books at least three months before the publish date. Foreword Reviews wants to receive books four months prior to the month of publication.

This means you will need to invest in some advance reading copies (ARCS). There is no guarantee they will select your title for review, but if the book has already come out when you send it in, they will turn you down for sure.

Please note; Kirkus Reviews, one of the larger players in the review space, does not offer free reviews for independently published or small press books, but you can purchase one. The regular price is \$575, and there are often discounts offered.

In addition to sending review copies to the trade publications, it is also a good idea to send copies to bookstores, other authors, newspapers and associations on your review list. Now is also a good time to start talking about your book on social media platforms if you haven't already.

3-to-4 months before publication

Start researching launch event possibilities. In this age of COVID, pretty much all launch events being done by authors are either virtual or held outdoors. Hopefully, now that people are getting vaccinated, bookstores and event spaces will soon begin holding in person events again soon.

This is also a good time to begin putting together an invitation list, and contacting bookstores to notify them about the coming title. The book probably hasn't started showing up in distribution channels yet, but it will soon.

2 to 3 months before publication

Begin planning your launch event, and get an invitation designed so it will be all ready to send out when you're about 6 weeks from launch. This is also a good time to send notification about the coming title to people on your contact list through some kind of email newsletter. Mail Chimp and Constant Contact are good platforms to use for sending the e-mail out.

6-weeks before publication

Decide exactly what will be happening at your launch event, and start practicing the presentation. Send out invitations to your launch event, and continue posting updates on social media. Now is also a good time to begin the media outreach to promote your upcoming launch in hopes of getting preview stories published or aired by the news media.

2-weeks before publication

Follow-up with the people you have invited to the launch party who have not yet responded to remind them about the upcoming event. Now is also a good time to follow-up with any media outlets that have not yet responded, and to start putting up marketing materials everywhere you go—the library, the coffee shop, school, the office, etc.

The week of publication

Continue posting social media updates about the upcoming launch, finalize details about the launch event, and practice the presentation a few more times.

For more book publicity tips, check out the feature article section of www.RMAPublicity.com.

Next Month's Publicity Tips Article:

The Biggest Benefits of Virtual Events... and Why They are Likely Here to Stay.

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in April or May 2021, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

April is...

Alcohol Awareness Month
 Distracted Driving Awareness Month
 Informed Woman Month
 National Autism Awareness Month
 National Humor Month
 National Financial Literacy Month
 Prevention of Cruelty to Animals Month
 Stress Awareness Month

Also Observed in April...

National Library Week – April 4 – 10
 National Stress Awareness Day – April 16
 National Volunteer Week – April 18. – 24
 Earth Day – April 22
 Independent Bookstore Day – April 24

Source: 2021 Chase's Calendar of Events

May is...

Gardening for Wildlife Month
 Heal the Children Month
 Mental Health Month
 Mystery Month
 National Meditation Month
 National Military Appreciation Month
 Older Americans Month
 Skin Cancer Awareness Month
 Spiritual Literacy Month
 Women's Healthcare Month

Also Observed in May...

Be Kind to Animals Week – May 2 – 8
 Teacher Appreciation Week – May 3 – 7
 Military Spouse Appreciation Day – May 7
 National Train Day – May 8
 National Etiquette Week – May 10 – 14
 National Missing Children's Day – May 25