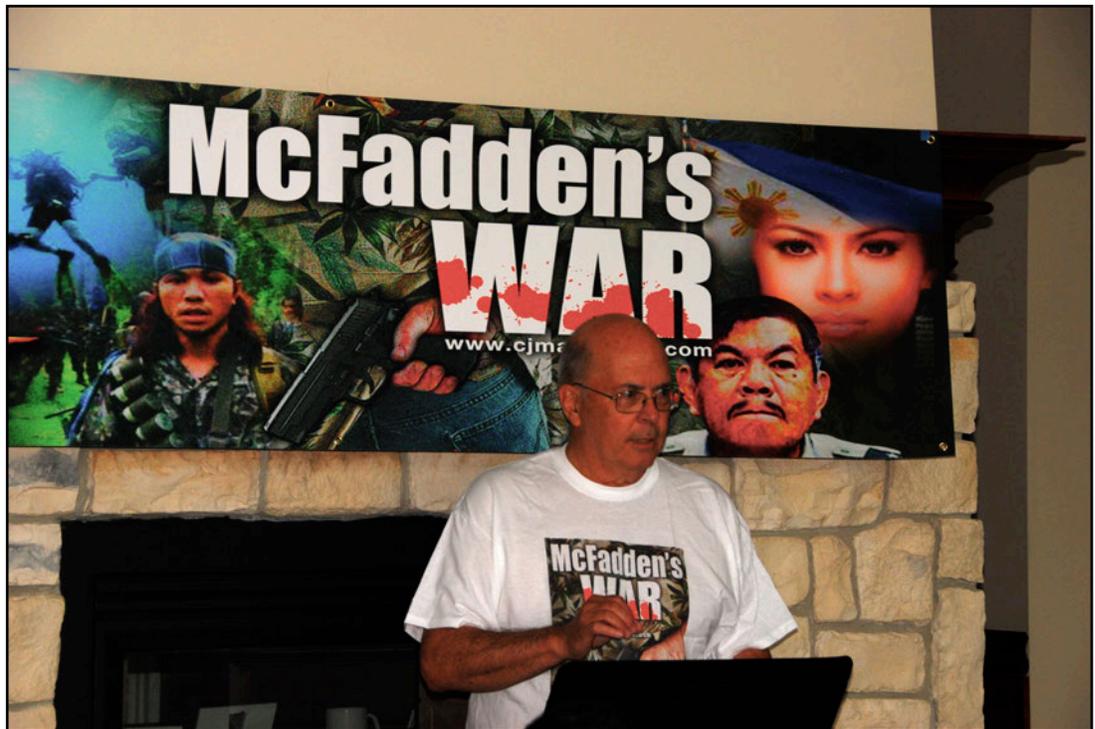


THE POWER OF PUBLICITY

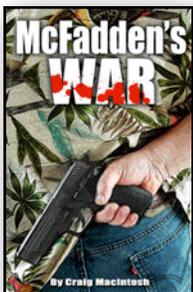
Launch Party for *McFadden's War* Draws a Big Crowd

Congratulations to Craig MacIntosh on a very successful launch party for *McFadden's War*.

About 50 people turned out to help the mystery writer celebrate the release of his latest novel on July 19. Set in the Philippines, the story follows an ex-Green Beret and former Navy SEAL through the dark, seedy crime filled underworld as they try to launch a deep-sea diving business. Needless to say, one thing after another goes wrong for the men and they find themselves needing to call in the reinforcements.



Above: Craig MacIntosh drew a good crowd to his book launch party in Rosemount on July 19. Here he is at the front of his room, sharing the story behind *McFadden's War*.



The author's next event is a talk at the Robert Trail Library in Dakota County, Minn., on Sept. 16 as part of the Rosemount Area Art Council's Authors Series. He also has a signing scheduled for Oct. 5 at the Barnes & Noble in Roseville, Minn.

Learn more about the book, or purchase a copy, at www.CJMacintosh.com.

COMING UP IN AUGUST

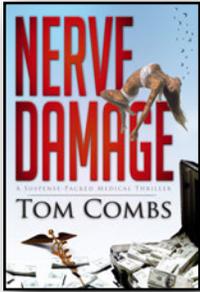
A story about Roseanne Cheng's new book, **The Takeback of Lincoln Junior High**, will appear in the August issue of Edina Magazine.

Award-winning mystery writer **Marilyn Jax** will sign books at the River City Days arts & crafts festival in Red Wing, Minn., on Aug. 2 & an interview she did with KERR-AM in Montana airs on Aug. 4.

Wynne Dalley, author, **Be Cool & Confident: A Guide for Girls** and **Be Cool & Confident: A Guide for Guys**, will present at a B&N store on Broadway in New York City on Aug. 20. On Aug. 22 she will sign books at the B&N in Norwalk, CT.

New Medical Thriller, *Nerve Damage*, Debuts at The Bookcase of Wayzata

Dr. Tom Combs debuted his new medical thriller, *Nerve Damage*, at [The Bookcase of Wayzata](#) on Tues., July 29. A great crowd turned out to help celebrate the book launch. Close to 50 people packed the store.



Nerve Damage is the story of an ER physician and medical researcher from Minnesota named Drake Cody. He has created an

experimental drug that may help the paralyzed walk. A diabolical predator has learned of the priceless research and will stop at nothing -- including murder -- to obtain it.



Above: Dr. Tom Combs has gone from emergency room physician to published author. Here he is at the book launch party for "Nerve Damage," his first novel. The event took place at Bookcase of Wayzata.

Learn more about the book at www.Tom-Combs.com.

Detroit Publisher Leads a Literary Walking Tour to Promote a Book

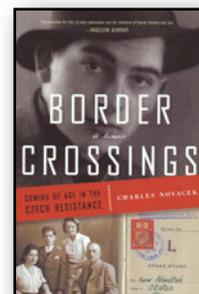


The City of Detroit marked its 313th birthday on July 24, and Midtown's Source Booksellers and publisher Ten 21 Press celebrated by hosting a literary walking tour of Cass Avenue.

This tour covered a slice of history along Detroit's historic avenue with selected landmarks from Willis to Old Main being highlighted with a literary twist. Participants learned about the early architects of this amazing avenue, heard the magnificent stories of buildings and tales of notable residents, discovered who the streets are named after and experienced what this vibrant area is like today.

Featured on the walk were the historic Venn Manor (c. 1904/1905), the place where Charles Novacek, Czechoslovak/Detroiter/immigrant/artist/writer/engineer wrote his award-winning memoir from 2000-2007 - *Border Crossings: Coming of Age in the Czech Resistance*, endorsed by Madeleine Albright.

The tour ended back at the bookstore with a slice of delicious birthday cake and for book lovers -- and a 10% discount off selected books on Detroit or by Detroiters.





Author of a Novel that Sheds Light on a WWII Atrocity Interviewed on 2 National Radio Shows in July

Bill Andrews, author, *Daughters of the Dragon*, was interviewed on [PowerTalk 1210](#) in Tucson, Ariz. on July 22 and on [KMA-AM](#) in Omaha, Neb., on July 3.

The novel tells the story of a young woman forced to be a sex slave for members of the Japanese army during World War II. Learn more about the book at www.WilliamAndrewsBooks.com.

Program Manager for the Minnesota College Savings Plan Interviewed on Duluth TV Station



RMA Publicity secured some more publicity for the Minnesota College Savings Plan in July. On July 14, [WDIO-TV](#) aired a story about the changes that are in store for the plan. Changes that Minnesota parents will be happy about!



Next month promises to deliver even more publicity. Major changes to the plan go into effect on Aug. 12, and several interviews are anticipated in newspapers, and on radio and television throughout the state.

Learn more about the Minnesota College Savings Plan at www.mnsaves.org.



Minnesota Technology Company Softuitive Featured in Local Paper

A story about technology company Softuitive of White Bear Lake, Minn., was published in the Business Briefs of the July 2 issue of the White Bear Vanda's Heights Press.

Softuitive took care of the IT needs of the White Bear Emergency Food Shelf. The company upgraded computers, installed new high-speed data cable for the offices and also put in a brand new robust server.

Softuitive was also responsible for setting up the technological infrastructure at the White Bear Lake Center for the Arts. Company founder Nathan Jewett launched his company in 2012 to provide a full spectrum of technology services to businesses in the Twin Cities area.

Learn more about the services Softuitive offers at www.softuitive.com.

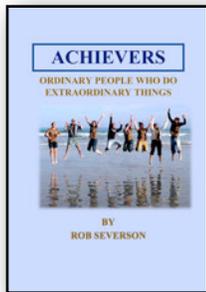
RMA Publicity

ALSO IN AUGUST ...

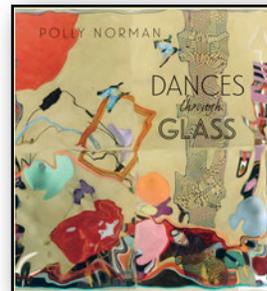
Wood artist Patrick Plautz was interviewed on [WQOW-TV](#) in Eau Claire, Wisc. on July 8.



A story about the new business book, *Growing Your Leaders: A Fable that Will Change How You Value Talent and Leadership Development*, was published on [Patch.com](#) on July 22.

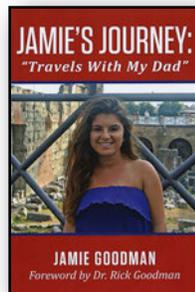


Rob Severson, author, *Achievers: Ordinary People Who Do Extraordinary Things*, was interviewed on WWVI-AM in Brainerd, Minn., on July 9 and he signed books at Crazy Days in Excelsior, Minn., on July 17.



Author and artist Polly Norman, whose book, *Dances Through Glass*, won a Midwest Book Award, signed books at Gallery 360 in Minneapolis on July 24.

Jamie Goodman and her father, Rick, were interviewed about their book, *Jamie's Journey: Travels with My Dad*, on the Michael Blum Radio Show in South Florida on July 14.



St. Paul author Linda Morganstein is in the final stages of getting her next two books published. Here is an article about her work on [Patch.com](#).



MEDIA OPPORTUNITIES

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

August is...

- American Adventures Month
- Bystander Awareness Month
- Children's Vision and Learning Month

Specific dates observed in August...

- Assistance Dog Week – Aug. 3 – 9
- Happiness Happens Day – Aug. 8
- National Relaxation Day – Aug. 15
- Be an Angel Day – Aug. 22
- Be Kind to Humankind Week – Aug. 25 – 31

* Source: 2014 Chase's Calendar of Events

September is...

- AKC Responsible Dog Ownership Month
- Attention Deficit Hyperactivity Month
- Baby Safety Month
- Backpack Safety Awareness Month
- Childhood Cancer Awareness Month
- College Savings Month
- Happy Cat Month
- National Childhood Obesity Awareness Month
- National Prostate Cancer Awareness Month
- Healthy Aging Month

Specific dates observed in September...

- National Grandparents Day – Sept. 7
- National Assisted Living Week – Sept. 7 – 13
- National Suicide Prevention Week – Sept. 7-13
- National Hispanic Heritage Month – Sept. 15 – Oct. 15
- National Keep Kids Creative Week – Sept. 21 – 27
- Family Health & Fitness Day – Sept. 27
- R.E.A.D. in America Day – Sept. 27

How to prepare a marketing plan that will deliver results

When you decided to write a book, you did it because you had something to say. Some people write to entertain. Others to share their expertise or experiences.



The one thing all published writers have in common is the desire to sell books, but if you don't develop a marketing plan well before you bring your book to market, securing the number of sales you are hoping for will be close to impossible. The major publishers develop marketing plans for their books, and so should you.

So what should a marketing plan include? A good starting point is to write a short synopsis of what your book is about and who you think would be most interested in reading it, a.k.a. your target audience.

Once you have this done, you can begin developing strategies on how to reach the audience most likely to be interested in your book. And no, everyone who can read is not your target audience. Assuming that is a mistake many authors make. As a result, they fail to come up with a solid strategy to reach those most likely to want to pick up a copy of their books.

Once you establish who your audience is, make a list of all the places you can find those people. For example, if you have a book about tennis, come up with a list of organizations people who play may have memberships in: United States Tennis Association (USTA), American Tennis Association, Women's Tennis Association (WTA), etc.

Once you have that list created, determine who the best contact person would be to inform about your book's availability. It may be the editor of the association's monthly magazine. Write down the person's name, address, phone number and email address, then schedule a time to reach out to that individual.

Next, begin looking into the places the people you are trying to reach spend time. For tennis players that would be country clubs, tennis

tournaments, training academies, etc. Lovers of romance novels, meantime, are likely spending time at libraries, coffee shops and/or the gym.

Once you determine where the people you want to reach are spending time, the next step is to come up with a budget—how much money you have available to spend to reach them. While buying an ad in the local newspaper may be too expensive for you, placing ads on Facebook or in the local gym's newsletter may be doable.

Another solid strategy for those on a budget is to support community events the people you want to reach are attending. You can usually secure tables at local craft fairs or in the annual city festival in the community where you live by making a small donation.

Remember the old adage, you have to spend money to make money. The more often people see you and your book, the better.

Next month's publicity tips article:

How Best to Determine the Target Audience(s) for Your Book

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

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