

THE POWER OF PUBLICITY

Architecture Writer Bette Hammel Headlines Architecture Event at Her Local Barnes & Noble Booksellers Store

Architecture is a topic of interest to a lot of people and in celebration of expanding its collection of the LEGO® Skyline series, the Barnes & Noble Booksellers store in Minnetonka, Minn., hosted a Lego Build event on Jan. 30.

RMA Publicity arranged for local architecture writer Bette Hammel and photographer/publisher Karen Melvin to participate. In addition, we secured preview stories about the event in the Star Tribune, Lakeshore Weekly and [MN Sun Sailor](#) newspapers and on [KSTP-TV](#), the ABC affiliate in Minneapolis. The segment aired the morning of Jan. 30.

Karen Melvin, publisher of *Wild About Architecture* and *The Great Houses of Summit Avenue and the Hill District*, was joined by Theodore Evans from Barnes & Noble to preview the event. At the event itself, Melvin and Bette Hammel, the author of *Wild About Architecture*, were on hand to talk about their books and help customers build a model of the Venice skyline that will go on display at the store.



COMING UP IN FEBRUARY

Brenda Elsagher, author, ***Your Glasses are on Top of Your Head***, will be interviewed on the national radio show, "It's Your Health with Lisa Davis" on Feb. 2.

Melanie Reitz, author, ***Confused Woman: Tales & Advice on Love, Dating and Relationships***, debuts her new book just in time for Valentine's Day. The launch party takes place on Feb. 12 at The Brave New Workshop in Minneapolis. That morning she will be interviewed on KXAE-Radio in Grand Rapids, Minn.

Elliott Foster, author, ***Whispering Pines: Tales from a Northwoods Cabin***, has a book signing event at Magers and Quinn in Minneapolis on Feb. 18, then from Feb. 19-21 he will appear at the Lake Home & Cabin Show at the Minneapolis Convention Center.

Bette Hammel will lead a discussion related to her retrospective, ***Wild About Architecture***, on Feb. 22, beginning at 6:30 p.m. at the library in Wayzata, Minn.

Author of *Whispering Pines* Promotes Appearance at Lake Home & Cabin Show on Madison's WISC-TV



Spring may still be a few months away, but there's no better time than the present to start getting ready for cabin season. The Lake Home & Cabin Show took place at the Alliant Energy Center in Madison, Wisc., from Jan. 29-31, 2016.

The event featured everything from sporting gear and fishing equipment to cabin furniture, landscaping and information on how to buy or sell a cabin. Also taking part in the event, a UW-Madison alumn who writes about cabin country.

Elliott Foster, author of *Whispering Pines: Tales from a Northwoods Cabin*, previewed the show and talked about his book on [WISC-TV's morning show](#) on Fri., Jan. 29. He offered a 30-minute presentation on the importance of recording your cabin memories at the show the next day. Foster's book shares the stories of four generations of a fictional Midwestern family enjoying time at the family cabin. The story is based on the author's own family's experiences.

Learn more about the book at www.ElliottFoster.com.



Pierson's Novel, '89 Walls, In the News Weekend of Roe v. Wade Anniversary



Katie Pierson, author, '89 Walls, a young adult novel set in a political science classroom in the year 1989, appeared on the [FOX 9 Morning News](#) in Minneapolis on Jan. 23. She signed copies of her book later that day at the Barnes & Noble in Roseville, Minn., and on Jan. 24, appeared on the WCCO Radio show, [News and Views](#).



All the attention for '89 Walls coincides with the 43rd

anniversary of Roe vs. Wade, which was that weekend. Abortion is one of the tough issues explored in her novel. Learn more about the book at www.KatiePierson.net.

The Soulful CEO John B. Goodman Celebrates the West Coast Launch of His New Books



The Soulful CEO John B. Goodman knows the wellbeing of a company depends on the wellbeing of its individuals. As more people look to the workplace for purpose and personal fulfillment, his new books, *The Road to Self: Reflections from a Soulful CEO* and *Moments Matter: Everyday Inspiration from a Soulful CEO* offer timeless pieces of wisdom to help guide the way.

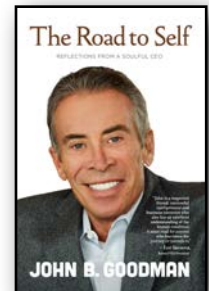
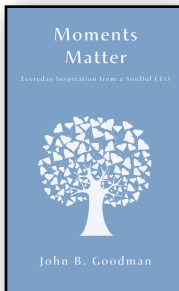
Goodman shared his wisdom with some of Seattle's most prominent businessmen and women during private events in January at The Columbia Tower Club (Jan. 26) and Seattle Tennis Club (Jan. 27).

Earlier in the month, on Jan. 17, The Soulful CEO appeared on the [Minnesota Military Radio](#)

[Hour](#) on AM 1130 in Minneapolis. Goodman talked about the early days of his family company, The Goodman Group, which has been named a Yellow Ribbon Company. He also talked about his books.

The Goodman Group is a recognized leader in developing and managing senior living and memory care communities, health care centers, residential communities and commercial properties. In addition to being CEO of The Goodman Group, John B. Goodman served in the Coast Guard.

Learn more about the books or pick up copies at www.TheSoulfulCEO.com.



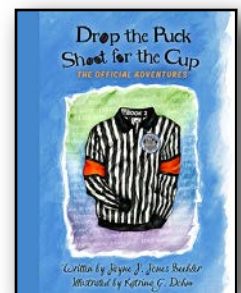
Jones Promotes *Drop the Puck: Shoot for the Cup* on WCCO Radio

Jayne Jones, author of the new children's chapter book, *Drop the Cup: Shoot for the Cup*, was interviewed on the [Jordana Green Show on WCCO Radio](#) the evening of Jan. 22.

Featured in the story are two girls who have made the boy's hockey team. The story is set during tournament time. It just so happens that the same night as the interview, The 2016 St. Paul Capitals Heart Breaker Hockey Tournament, featuring female hockey players from several Twin Cities suburbs, was getting underway at Charles M. Schulz Highland Arena in St. Paul.

Jones' book has won high praise from hockey professionals throughout the United States, including Jocelyne Lamoureux, 2010 Olympic Silver Medalist for Women's Ice Hockey Team USA, who says, "*Drop the Puck, Shoot for the Cup* is a story that really resonates with my upbringing in the great family of hockey. Growing up and playing hockey with boys taught me resiliency and compassion for others and treating all individuals with respect no matter their disabilities. This story illustrates to readers that lessons learned in sports, like sportsmanship, respect for others, and teamwork are lessons learned for life."

Learn more about the book or pick up your own copy at www.OfficialAdventures.org.



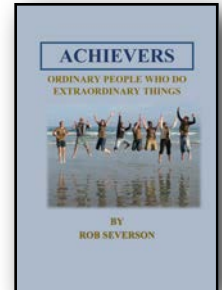
Retired Bank Executive on a Mission to Teach Young People What it Takes to be an Achiever

Who do you turn to when you have a question about life’s big decisions? For many that person is a mentor. January was National Mentoring Month, a time to celebrate... and thank... the people who go out of their way to make a difference in the lives of young people.

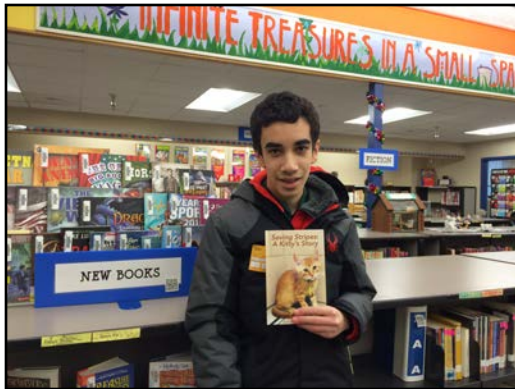
In honor of the celebration, retired bank executive and present day mentor Rob Severson was interviewed on [WCCO Radio's Jordana Green Show](#) the evening of Jan. 22.

Severson talked about the volunteer work he does in the community, and how his new book, *Achievers: Ordinary People Who have Done Extraordinary Things*, plays into it. A short time after the interview aired, Jordana Green passed along that someone sent her an email thanking her for highlighting Rob’s book, which he promptly purchased after the interview.

Now that’s the Power of Publicity!

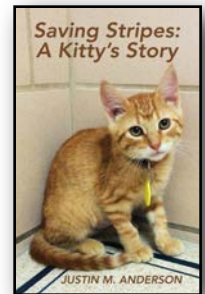


Teen Author's Debut Book Now on the Shelf at His Elementary School Library



Copies of *Saving Stripes: A Kitty's Story* by teen author Justin M. Anderson are now available for checkout at the Sunset Hill Elementary school library in Plymouth, Minn. In addition the school librarian is using the book as a teaching tool for a lesson she is working on with 4th graders about bringing stories to life.

Saving Stripes: A Kitty's Story is the true story of how the author's orange tabby came into his life. He found her, along with her mother and two siblings in the park near his home. With the help of his parents and neighbors, the author was able to save all four cats. His parents let him adopt Stripes as a reward for his good deed.

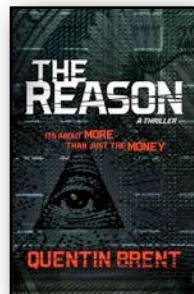


Sunset Hill is the Elementary School Justin attended for Kindergarten - 5th grade. He is in the 9th grade now at Wayzata High School.

Learn more about the book and some of the other attention it has gotten at www.facebook.com/savingstripesbook.

ALSO IN DECEMBER ...

Quentin Brent, author, *The Reason: It's About More than Just the Money*, had a book signing and speaking event at the Barnes & Noble in Roseville, Minn., on Dec. 21.



Hunkins Entertainment LLC announced a charitable contribution representing six percent of profit from sales of *No Such Thing as Evil*, book one in the Circle of Six trilogy. The donation comprises three percent to Wounded Warrior Project and three percent to Minnesotans’ Military Appreciation Fund. Also in Jan., an eBook version of the novel was released.



5 Things Authors Can Do As Their Book Publishing Date Grows Near

One of the most common calls I receive from new authors goes something like this: “My book is almost done with editing and will soon go to the printer. When should start up the promotion?”



My response, “Well, you should have actually started the day you made the decision to publish.”

There is often a long pause on the line after I say that followed something like this, “I haven’t really done anything yet.”

People are often relieved when I tell them, “Oh yes you have. You’ve no doubt told your circle of friends about your book, not to mention your family. Word of mouth marketing is the first step in any good PR campaign.

Here are five more things you can do to get your promotional campaign underway as your publication date grows near.

1) Review your social networks

These days, many people are active on social media platforms like Facebook, Linked-in, Twitter, Instagram and Pinterest, but do you have a presence in the places your target audience is hanging out?

If not, get busy seeking out and joining up with news groups, support groups, etc., in the space where you want to get attention, and start posting meaningful information. Once you have made some friends online, you will be able to naturally bring up the fact that you have a book coming out soon. Hopefully your new online friends will become supporters of your project.

But please note, it is my experience that while social media is great for building brand awareness, participating in this medium does not directly sell very many books.

2) Start building a mailing list

The Internet has been around for a while now and you likely have a pretty nice list of email addresses for your contacts. How often do you use them?

Probably not often enough. Start going through your contacts and build a list of people you know would be interested in reading newsletters and/or content related to your book.

The first contact you make can be sending out a mass email announcing the upcoming release of your book.

3) Identify Influencers

Who are the most influential people among those in your book’s target audience? Identify those people and start building relations with them.

If the contact lives in the same town as you, invite the person to meet with you one-on-one. Another way to connect would be to find out if the person will be attending a public event you too could attend and then connect with him or her in person. People who know you and are aware of your work are much likely to support you than those you cold call.

4) Start planning your book launch party

Are you going to host a private book launch party for your family and close friends and acquaintances, or do you want to have a public launch party at a book store or some other venue? No matter which option you choose, you will need several weeks to plan the event.

Not only do you need to make sure books will be available in time, you’ll need to select a venue, decide whether to cater or just serve cookies and drinks, etc.

You’ll also want to prepare a press release and invite the media. If a newsroom decides to preview or cover your event, you’re sure to expand your message exponentially.

5) Educate yourself on book marketing, promotion, and publicity

Whether your book is being traditionally published or you have decided to self publish, much of the responsibility for getting the word out

about your book will fall on you. Some traditional publishers will provide you with a press release, and maybe even send out review copies of your book to national reviewers, but that's it.

If you want your book to have a shelf life beyond the launch date, educate yourself on what is involved in book marketing, promotion and publicity. Plenty of information on these topics can be found on the [RMA Publicity website](http://www.RMAPublicity.com). Or you can contact us today for a [free marketing and publicity consult](#).

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our Facebook page and ["like" it](#).

Next month's publicity tips article:

5 Tips for Reaching Your Target Audience

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MEDIA OPPORTUNITIES

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

February is...

Low Vision Awareness Month
American Heart Month
International Boost Self Esteem Month
National Black History Month
National Mend a Broken Heart Month
Spay/Neuter Awareness Month

Also Observed in February...

Take Your Child to the Library Day – Feb.6
Love May Make the World Go Round But Laughter Keeps Us
From Getting Dizzy Week – Feb. 8 – 14
National Donor Day – Feb. 14
Random Acts of Kindness Week – Feb. 14 – 20
National Eating Disorders Awareness Week – Feb. 21 – 27

March is...

National Colorectal Cancer Awareness Month
Credit Education Month
International Listening Awareness Month
National Kidney Month
National Nutrition Month

Also Observed in March...

Read Across America Day – March 2
Genealogy Day – March 12
Earth Hour – March 19
Act Happy Week – March 20 – 26
World Down Syndrome Day – March 21

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