

# THE POWER OF PUBLICITY

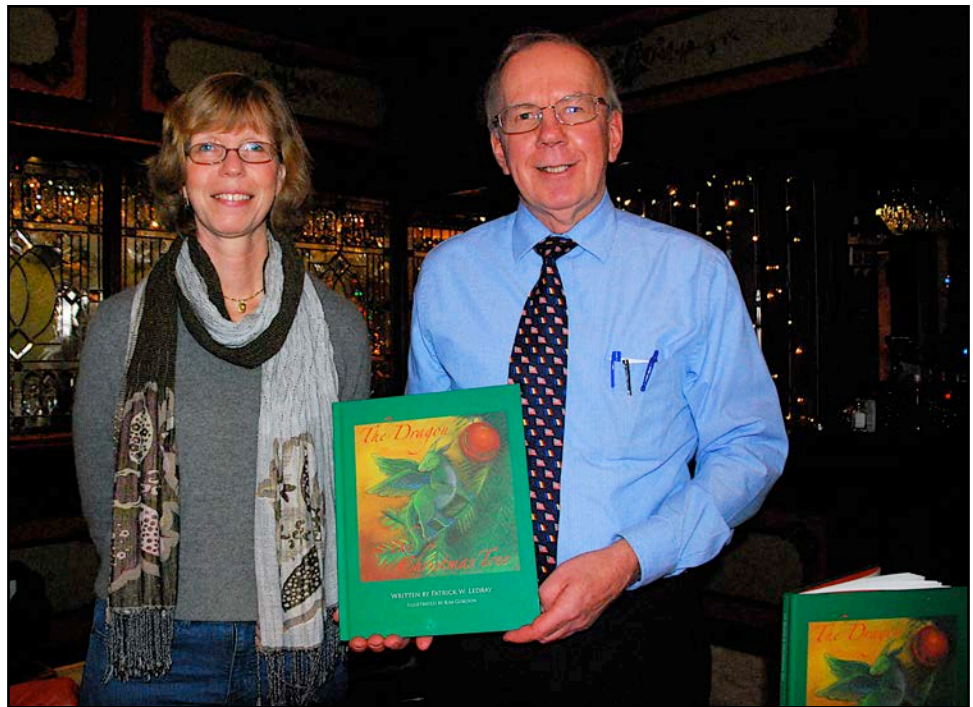
## RMA Publicity Helps Author of "The Dragon in the Christmas Tree" Spread the Word About His New Book

There's nothing like perfect timing to get media attention for a book! "The Dragon in the Christmas Tree" received plenty of media coverage in the Twin Cities in December.

The St. Paul [Pioneer Press](#) included the book in its Holiday 2012 Children's Book Roundup published on Dec. 23rd. Author Patrick Ledray's hometown paper in Brooklyn Park, Minn., [The MN Sun Post](#), ran a feature on Dec. 20th. [Channel 12 News](#) in the Twin Cities interviewed Ledray on Dec. 7th, the same day he and illustrator Kim Gordon did a public book signing at the Black Forest Inn in Minneapolis. On Dec. 4th, he was interviewed on [Lakes Radio](#) in Fergus Falls, Minn.

"The Dragon in the Christmas Tree" is the story of Sparky the dragon. The delightful holiday tale begins as the creature follows two young children into their home on a cold winter day. Before anyone can see the dragon, it finds a hiding spot and falls asleep.

It isn't long, however, before Sparky wakes up, trapped inside. Before the dragon can figure out what to do, the children discover the tiny creature. How they react is where the most important message in the beautifully illustrated book is captured.



*Above L-R: Kim Gordon, illustrator, and Patrick Ledray, author, introduced their new children's book, "The Dragon in the Christmas Tree," during a public signing event at the Black Forest Inn restaurant in Minneapolis in early Dec.*

### COMING UP IN JANUARY

Susan Myhre Hayes, author, "**Peace in the Puzzle: Becoming Your Intended Self,**" will be interviewed on KVOI-AM/Tucson on Jan. 2nd and KMA-AM/Omaha on Jan. 4th.

Doug Cornelius, author, "**Good News - I Failed: A Story of Inventing in Minnesota,**" will have a table at the Da Vinci Fest in Stillwater, Minn., on Jan. 5th.

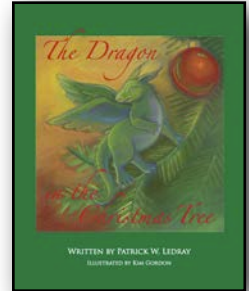
Tim Munkeby, author, "**If I Had \$1 Million: How to Achieve Financial Independence Before Your Parents Do,**" will be featured in a segment on Channel 12 News in the Twin Cities on Jan. 9th.

Robert Johnson and Janey Westin, authors, "**The Last Kings of Norse America- Runestone Keys to a Lost Empire,**" will speak at the Washington County Library's Oakdale Branch on Jan. 15th at 6:30 p.m.

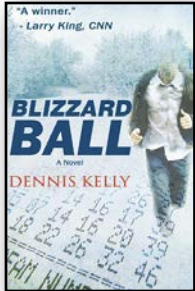
John Kriesel's book, "**Still Standing: The Story of SSG. John Kriesel,**" has been selected for the "One County, One Book" program for January 2013 at the Washington County Library. He will appear at the R. H. Stafford Library in Woodbury on Tuesday, Jan. 29th at 7:00 p.m.

The author and illustrator are already working on promotional materials for Christmas 2013. Along with the book, next year there will be Christmas ornaments available that feature Sparky the Dragon.

To learn more, or order copies of the book, log on to [www.RomanianDragons.com](http://www.RomanianDragons.com). In Minnesota, books are also available at Micawber's and Common Good Books in St. Paul, The Bookcase of Wayzata in Wayzata and Victor Lundeen Co. in Fergus Falls.



### Dennis Kelly Comes Up with a Clever Way to Promote "Blizzard Ball"



When you are a self published author, or if you publish through a small press, you need to pull out all the stops to promote your book. Congratulations to Dennis Kelly, the author of "Blizzard Ball," for creating a very unique – and newsworthy contest – related to his book.

Much like a cookbook author would offer cookies baked with a recipe from the book to promote it, he offered a lottery with a \$1 million cash prize to promote his novel about the corruption that can go on when jackpots get big. He appeared on [WCCO-AM](http://WCCO-AM) in Minneapolis on Dec. 23rd to promote the contest, and also signed books that afternoon at Common Good Books in St. Paul, Minn.

The winning numbers were drawn on December 31st. No word yet if there was a winner.

### Five-State Book Tour for the Author of "Anything Worth Doing" Wraps Up in December



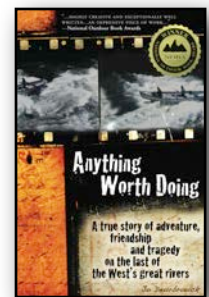
Jo Deurbrouck, the author of "Anything Worth Doing," wrapped up the first tour to promote her book in December with stops in Boise, Twin Falls and Idaho Falls, Idaho and Layton, Utah.

RMA Publicity secured interviews for her on [KIFI-TV](http://KIFI-TV) and [KBYI-AM](http://KBYI-AM) Public Radio in Idaho Falls, [KBAR-AM](http://KBAR-AM) in Burley, Idaho, and [KCPW](http://KCPW) Public Radio in Salt Lake City in December. During her interview on [KCPW's City Views](http://KCPW's City Views) show, Deurbrouck shared with host Jennifer Napier-Pearce why she decided to write the book. She also offered insight into the mind of an adventurer and why they do the things they do.

Also in December, a favorable review was published in [NW Adventures Magazine](http://NW Adventures Magazine).

"Anything Worth Doing," which just won a 2012 National Outdoor Book Award, is the story of Clancy Reece and Jon Barker, two adventurers who believe that anything worth doing is worth overdoing, and they spend ten years trying to prove it on Idaho's Salmon River.

To learn more about the book, or order a copy, log on to [www.AnythingWorthDoing.com](http://www.AnythingWorthDoing.com). Deurbrouck plans another tour to promote the book the Spring. She is planning to visit several cities in California.

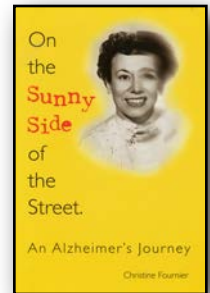


## Author of "On the Sunny Side of the Street" Quoted in an Article About Making It Through the Holidays When a Loved One Has Alzheimer's Disease

The holidays are supposed to be the most wonderful time of year, but they can be very stressful for families dealing with Alzheimer's Disease.

Christine Fournier, the author of "On the Sunny Side of the Street - An Alzheimer's Journey" has wonderful memories of the time spent with her mother both before and after she was diagnosed. They are chronicled in this book about her Alzheimer's journey. Originally published in 2002, the book was reprinted in 2012 and thanks to an article in the [Minneapolis Star Tribune](#) on Dec. 8th, helped a lot of people dealing with Alzheimer's make it through the holidays.

Fournier's latest project is a new fiction series based on her years as a Broadway dancer. "[Gypsy Nights Lives on Tour](#)" is available for purchase online through Amazon.com and Barnes and Noble.com. The book is available in printed form for \$9.95 and as an eBook for \$4.95.



## COR Retreat's Program Director Interviewed on WCCO-AM in Minneapolis



December was a very busy month for COR Retreat Program Director Michelle Goldberger. She discussed how food addicts can make it through the holiday season on the Jordana Green Show on [WCCO-AM Minneapolis](#) the evening of Dec. 6th, and was quoted in an editorial that appeared in the [Minneapolis Star Tribune](#) on Dec. 16th.

It wasn't so long ago that Michelle was struggling with her weight and Christmas marked a time when she would over indulge. But this Christmas will mark her eighth avoiding sugar and white flour altogether. That means no Christmas cookies!

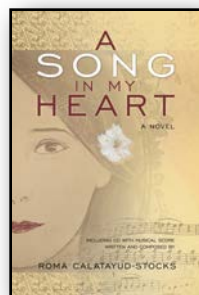
[COR Retreat](#) is a non-profit that offers a very low-cost 5-day, 4-night retreat monthly at the McIver Center in Wayzata, Minn. The program, launched in the

summer of 2011, was started up by Burt Nordstrand. He is the author of "[Living with the Enemy](#)" and the founder of SSG Corporation, owner of the Auto Stop gas stations.



## ALSO IN DECEMBER...

An interview with Roma Calatayud-Stocks, author of the historical novel, "A Song in My Heart," appeared on the website, [TheLatinoAuthor.com](#).



Congratulations to J.J. DiGeronimo, who got a mention about her new product, "Journey Charms," on her local news station in [Cleveland](#).

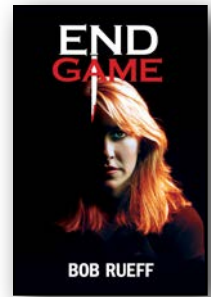




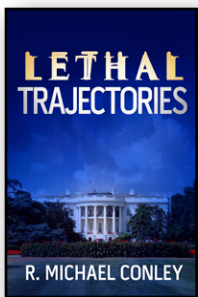
Bob Rueff, author, “Mind Game” and “Endgame,” signed books at Valley Bookseller in Stillwater, Minn. on Dec. 15th. His novels are mysteries set in Minnesota that involve serial killers. The plot of his latest novel, “Mind Game,” involves Minneapolis’ arts community. A killer is targeting prominent

members of the community and Bloomington cop Hank Hankenson is put in charge of a task force that is searching for the killer. Learn more at [www.BobRueff.com](http://www.BobRueff.com).

Also in December, Rueff was quoted in an article that appeared on the website, [Redstate.com](http://Redstate.com).

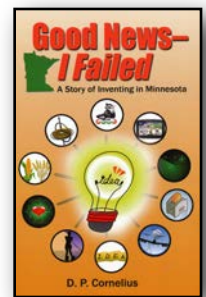


**RMA Publicity arranged interviews on KBRF-AM-1250’s Community Hour for 5 Authors**



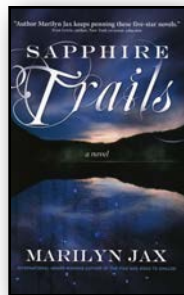
Mike Conley, author, “Lethal Trajectories,” a novel that came about as the result of his study of the issues of energy, environment and economics and how they are coming together and clashing to form the perfect storm. ([www.WeatheringTheStorm.net](http://www.WeatheringTheStorm.net))

Doug Cornelius, author, “Good News - I Failed: A Story of Inventing in Minnesota.” It’s a story about a young man who wants to invent an aquarium cleaner and learns about the great achievements of Minnesota inventors along the way.



Cornelius’ story was also featured in [Channel 12’s Year in Review story](#) that aired on Dec. 28th. ([www.DPCornelius-Author.com](http://www.DPCornelius-Author.com))

Mystery writer Marilyn Jax, author, “Sapphire Trails,” “Road to Omalos” and “The Find.” All three books feature cases that are eventually solved by a pair of private investigators from Miami, Gaston “Guy” Lombard and Claire Caswell. ([www.MarilynJax.com](http://www.MarilynJax.com)).



Craig MacIntosh, author, “The Last Lighting,” a mystery involving a World War II era plane that went down carrying some precious cargo worth millions. A woman who had befriended the granddaughter of the pilot pretends to be her in order to gain access to the wreckage. Her plan is to remove the precious cargo from the plane without anyone's knowledge, but can she pull it off... and is it even still there? ([www.TheLastLightning.com](http://www.TheLastLightning.com))



Suzann Yue, author, “Snort’s Special Gift,” a children’s book written to help kids deal with the loss of a beloved pet. ([www.SuzannYue.com](http://www.SuzannYue.com)).



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## Putting a Marketing / Publicity Plan in Place for the New Year

Now that another New Year has arrived, it is time to put a marketing and publicity plan in place for your book if you haven't done so already.

A publicity plan is similar to the marketing plan you are required to develop to get your book into bookstores. The most significant difference between the two is that in a marketing plan you determine your target audience and how to reach them. A publicity plan is for determining how to get your book – and you – mentioned in as many media forms as possible – reviews, TV, newspaper, radio, online, etc.

If your book was published in 2012 or earlier, you likely have experience at this already and need only refine your plan for 2013. If your book is scheduled for release in 2013, don't wait until it comes back from the printer. Now is the time to start thinking about marketing and publicity.

Here are ten tips that will help get you started:

1. Create a Website for your book. If you don't have one, it will be hard for potential readers to find you and the media to promote you.
2. Launch a social media campaign. This is something you can and should do well before your book is in print to create a following/fan-base. An easy way to do this is to create a Facebook Fan Page for your book and contribute entries to it regularly. Fan pages are totally free to set up and offer a viral method of making contact with potential customers. The average user is connected to 80 community pages, groups and events. (Make sure you mention that you have a Facebook Fan Page on your Website.)
3. Develop a list of places where your potential readers spend time and make plans to visit with them on their "home turf" throughout the year. If, for example, your book is about dieting or recovering from drug addiction, you should be attending regular support group meetings and telling people about your book. If you have a



business book, join the local Chamber of Commerce and regularly attend meetings.

4. Seek out non-profits and other organizations that would be most interested in your book and/or expertise and let them know about your title. If your book is about organ donation, for example, Life Source, the American Organ Transplant Association and the United Network for Organ Sharing (UNOS), are good organizations to get to know.

5. If you haven't done it yet, ask your friends and people you know have purchased your book to write a review and post it on Amazon.com. The more reviews and activity you have, the higher you move in the searchable listings.

6. A lot of authors who started out by publishing just a traditional printed book have found that having their title available as an eBook as well significantly impacts the number of sales they get. According to a recent survey released by the American Association of Publishers (AAP) the market share of eBooks grew more than 1,200 percent from 2008 to 2010.

7. Start a blog and contribute to it regularly, making reference to your book as often as you can. If people like what you have to say, they are likely to purchase your book.

8. Pay attention to stories making their way through the news cycle. They may offer you opportunities to get on the news. Remember last July when the announcement was made that scientists had discovered the so-called "God Particle?" Well, that announcement marked the perfect opportunity to get attention for Plymouth, Minn., author Tom Schuett's novel, "Collider."

He became an expert of sorts on the work going on at CERN while doing research for his novel, and shared it with the audience of the [FOX 9 News](#) in Minneapolis the evening of July 5th.

9. Prepare regular press releases and distribute them to the media, or hire a publicist to handle this task for you. When you see a story in the news that you would like to comment on, don't just think about it, do it! Those authors who send out regular press releases are more likely to become sources for reporters than those who don't. The release of your book should mark the first time you reach out to the media, not the last.

10. Spend some time researching the editorial calendar reporters use to determine where your story would fit best.

Need help executing your plan? RMA Publicity would be happy to help. We develop marketing and publicity plans for authors, offer writing and pitching services, and can also help with setting up book tours, book signings and other author events. Call 952-240-2513 or send an e-mail to [rachel@rmapublicity.com](mailto:rachel@rmapublicity.com) for more information.

### Next month's article:

Factors that determine whether a journalist will cover your story

## MEDIA OPPORTUNITIES

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

### January Media Opportunities

Celebration of Life Month  
Financial Wellness Month  
Get Organized Month  
National Mentoring Month  
National Poverty in America Awareness Month

### Other dates observed in January...

Diet Resolution Week – Jan 1-7  
Appreciate a Dragon Day – Jan. 16  
Kid Inventors Day – Jan. 17  
Get to Know Your Customer Day – Jan. 17

## February Media Opportunities

Low Vision Awareness Month  
American Heart Month  
International Boost Self Esteem Month  
International Expect Success Month  
Wise Health Care Consumer Month

### Other dates observed in February....

Women's Heart Week - Feb. 1 -7  
Take Your Child to the Library Day – Feb. 2  
Children's Authors and Illustrators Week – Feb. 3 – 9  
International Networking Week – Feb. 4 – 8  
National Pancake Week – Feb. 10 – 16  
Random Acts of Kindness Week – Feb. 11 – 17  
National Donor Day – Feb. 14  
National Eating Disorders Week – Feb. 24 – Mar. 2

\* Source: 2013 Chase's Calendar of Events

## 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).

## The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors or producers every day in the newsroom.

# RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)

[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)

(952) 240 - 2513