

THE POWER OF PUBLICITY

Adventure Santa Makes His Debut in the Twin Cities



Congratulations to Sean and Catherine Green, inventors of a new holiday tradition.

There were stories about "Adventure Santa"

in the Dec. 21 edition of [The Rochester Post Bulletin](#), and the Dec. 12 edition of the Eagan, Minn., edition of [Sun This Week newspaper](#).

"Adventure Santa" is a stuffed Santa doll wearing a backpack that can be filled with recommendations for things families can do together to celebrate the holiday season. The idea is that the kids get to pick an adventure and they then go on that adventure with Santa, Mom and Dad.

The doll is sold in an Adventure Santa kit that also includes a book that tells the story behind how the tradition came to be.

Inventors Sean and Catherine Green introduced "Adventure Santa" to the world on [KARE 11's 4 p.m. newscast](#) on Nov. 9. RMA Publicity arranged all of the media opportunities.

For more information, go to www.AdventureSanta.com.



RMA Publicity's 2016 Results

The media placements RMA Publicity secured for Adventure Santa are among the 417 television, newspaper and radio stories RMA Publicity has achieved for clients since 2014. In 2016 alone, we secured 33 television appearances, 38 radio interviews and 24 newspaper articles. We also arranged and promoted a total of 44 events, mostly at bookstores. The New Year is already off to a good start as well, with two radio interviews and five events scheduled already. Ready to get your campaign started? [Contact us](#) today.

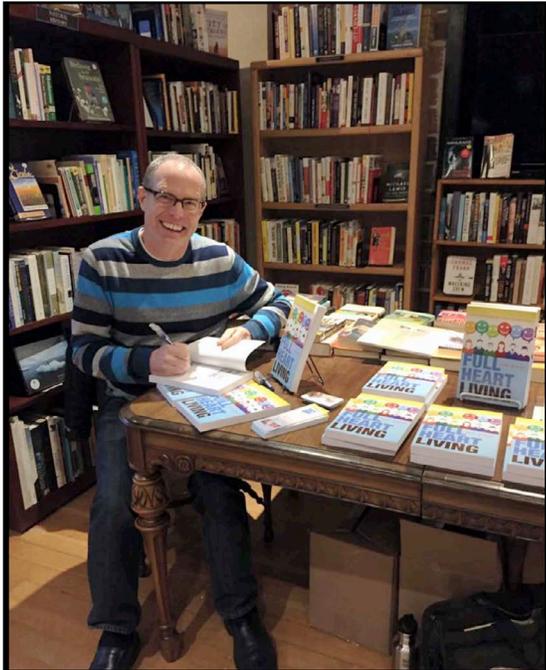
COMING UP IN JANUARY

Brenda DeMotte, author, ***Grief Demystified: A Companion Through Change***, will be interviewed on two Mankato, Minn., radio stations in January: KMSU-AM (Jan. 4) and KTOE-AM (Jan. 6).

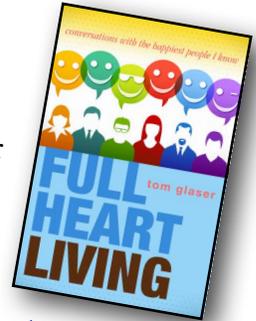
Justin M. Anderson, founder of ***Sigma's Bookshelf***, the first publishing company exclusively for teen authors, will participate in an educators workshop at the Barnes and Noble in Roseville, Minn., on Sat., Jan. 7.

Marianne McDonough, author, ***8 Steps to Getting Real with Cancer: Empowering Newly Diagnosed Patients and Those Who Love Them***, will appear at the Barnes and Noble in Eden Prairie, Minn., on Sun., Jan. 22.

Caryn Sullivan, author, ***Bitter or Better: Grappling with Life on the Op-Ed Page***, will sign books at the Barnes and Noble in Maple Grove, Minn., on Sat., Jan. 28.

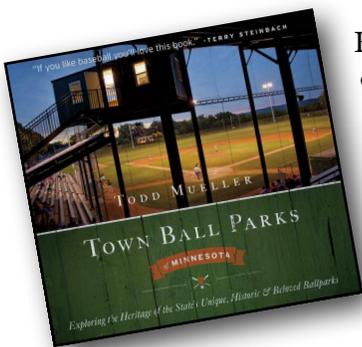
Author of *Full Heart Living* Signs Books on Christmas Eve

Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*, signed copies of his book at Fair Trade Books in Red Wing, Minn., on Christmas Eve. In the book, the author, who is also a psychologist, reveals the secrets to being happy. A preview of the event appeared in the [Red Wing Republican Eagle](#) newspaper.



Glaser is already hard at work planning book events for 2017. In February he has two book signings in Michigan. He will be at the Bean and Leaf Cafe in Rochester, Mich., on Feb. 4 and the Selby Township Barnes and Noble on Feb. 5. He will appear at the Barnes and Noble in Downtown Minneapolis on Feb. 13, and has a private event planned in Palm Springs, Calif., on Feb. 18. There is also a signing planned at the Barnes and Noble in Roseville, Minn., on March 5.

More information about *Full Heart Living: Conversations with the Happiest People I Know* can be found at www.FullHeartLiving.com.

Author of *Town Ball Parks of Minnesota* Appears on the FOX 9 BUZZ

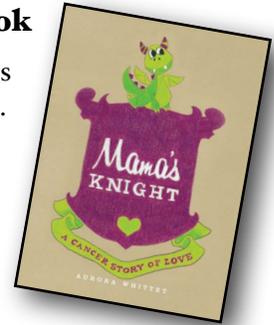
Todd Mueller, author, *Town Ball Parks of Minnesota*, appeared on the FOX 9 BUZZ in Minneapolis on Dec. 6. During his appearance, Mueller shared how he came up with the idea for his book, which features photographs and information about 27 different town ball parks, as well as the Minnesota cities they are located in.

Pick up your copy of the book, which makes a great gift for the baseball aficionado, at www.TownBallParksofMN.com.

Whittet's Hometown Newspaper Publishes Story About Her New Book

Aurora Whittet, author, *Mama's Knight: A Cancer Story of Love*, lives in the Twin Cities now, but returned to her hometown of Benson, Minn., to launch her new book on Dec. 8. Her hometown newspaper, the West Central Tribune, previewed the event in the story, [Benson, Minn., native pens: "Mama's Knight: A Cancer Story of Love."](#)

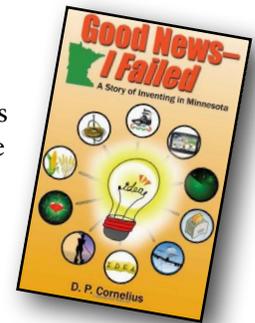
Mama's Knight: A Cancer Story of Love is a customizable children's book mothers who have been diagnosed with cancer can use to explain what is happening to young children. Books are available for purchase at www.TheMamaVillage.com/MamasKnight.



Author of Book About Inventing in Minnesota Shares His Story with Elementary School Students in Minneapolis

Doug Cornelius, author, *Good News, I Failed: A Story of Inventing in Minnesota*, shared his book with students at Bancroft Elementary in Minneapolis on Dec. 7. His novel tells the story of a young boy who wants to invent an aquarium cleaner, and his grandfather, who is a walking encyclopedia when it comes to knowledge about Minnesota inventors. In the back of the book there is information about 50 of Minnesota's most famous inventors.

Copies of the book are available for purchase on [Amazon at this link](#).



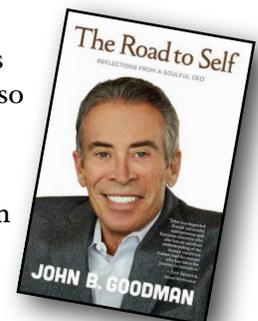
Audiobook Version of The Soulful CEO's Memoir is Now Available

The Goodman Group, a senior living and health care industry leader, has released founder John B. Goodman's memoir on audiobook. His book, *The Road to Self: Reflections from a Soulful CEO*, was published in Oct. 2015 to help readers discover how a deep connection to inner self can bring happiness to personal life and professional life. After his unexpected passing in early 2016, Goodman's legacy lives on with the new release of this 3-disc audiobook set.

"John's always said that writing *The Road to Self* would be worth it if it helped one person," said Craig Edinger, dear friend of John and CEO of The Goodman Group. "His spirit, his generosity and his willingness to share these lessons have touched the lives of so many. John would be pleased to know his vision is being carried on with this easily accessible audiobook."

Copies are available for purchase online at www.Amazon.com for \$13.95 with a portion of the net proceeds from sales being donated to nonprofits Intergenerational Living & Health Care, Inc., d/b/a Intergenerational Learning Center® and Caregivers Support Network™, a charity Goodman founded to support the wellbeing of seniors and support the educational advancement of youth caregiver.

For more information, go to www.TheSoulfulCEO.com.



Get the New Year Off to a Good Start with 10 Tips for Creating Your 2017 Book Marketing & PR Plan

Happy New Year! I hope you enjoyed the holiday season.

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 one already. A good place to start is with an understanding of the difference between the two.



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 platforms as possible – reviews, TV, newspaper, radio, online, etc.

If your book was published in 2016 or earlier, you likely have experience at this already and need only refine your plan for 2017. If your book is scheduled for release in 2017, 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 who 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 Authorearnings.com, indie published ebooks accounted for nearly 45 percent of the market share between Feb. 2014 and May 2016. eBooks published by the Big 5 accounted for a little more than 20 percent of sales during the same period.

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.

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 launch parties, book signings and other author events. [Contact us](#) for more information.

Next month's publicity tips article:

Some of the Best Sales Tools Out There for Self-Published and Small Press Authors.

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](#).

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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 is...

Get Organized Month
International Creativity Month
International Child-Centered Divorce Month
National Mentoring Month
National Personal Self-Defense Awareness Month
Teen Driving Awareness Month

Also Observed in January...

New Year's Resolutions Week – Jan. 1 – 7
Diet Resolutions Week – Jan. 1-7
Dating and Life Coach Recognition Week – Jan. 8 – 14
Healthy Weight Week – Jan. 16 – 20
Data Privacy Day – Jan. 28

February is...

American Heart Month
International Boost Self Esteem Month
National Mend a Broken Heart Month
National Teen Dating Violence Awareness and Prevention Month

Also Observed in February...

Children's Authors and Illustrators Week – Jan. 5 – 11
Random Acts of Kindness Week – Feb. 12 – 18
Madly in Love with Me Day – Feb. 13
National Donor Day/Saint Valentine's Day – Feb. 14
National Eating Disorders Awareness Week – Feb. 19 – 25

* Source: 2016 Chase's Calendar of Events

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