

THE POWER OF PUBLICITY

Summer Book Tour Kicks Off for Author of *My Brave Little Man*



Above: Terry Degner shares his story with Northland's Newscenter anchor Courtney Godfrey during the morning show on June 15th.

Why do older adopted children have such a hard time adjusting to their new families? Terry Degner, author of *My Brave Little Man*, published by Bandi-Publishing of Eden Prairie, Minn., answered that question over and over again throughout the month of June.

He kicked off his summer book tour in Minnesota with appearances at Barnes & Noble bookstores in the Twin Cities and at Bookcase of Wayzata. He also appeared at Tobies Restaurant & Bakery in Hinckley, Minn., and the Duluth, Minn., Barnes & Noble.

Degner's memoir covers the years he spent in a Duluth orphanage after being abandoned by his birth mother. The book, which is rich in history, chronicles Terry's early years as he overcame a series of adversities.

His story has captured a lot of interest from the media in Minnesota. In June, stories about him appeared on television stations KBJR and WDIO, and radio stations KUMD and KDAL in Duluth, Minn., as well as in the Star Tribune, Pioneer Press, Eden Prairie News and Lakeshore Weekly in the Twin Cities.

Up next for Degner, appearances at Barnes & Noble/Rochester, Minn. on July 19th, Flekkefest in Elbow Lake, Minn., between August 3 – 5 and on August 11th, he'll be signing books at Harvest Fest in Hoffman, Minn.

COMING UP IN JULY

Beth Bednar, author, ***Dead Air – The Disappearance of Jodi Huisenruit***, will be interviewed on WJON-AM St. Cloud, Minn., on July 2nd.

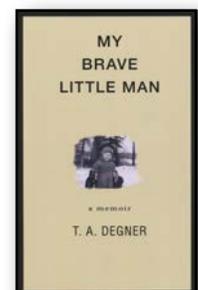
Allen Morford, author, ***The Incredible Dream World of Peter Daniel***, will share his story with preschoolers at The Circle of Friends Preschool in Scotts Valley, Calif., on July 6th.

On July 13th, Doug Cornelius will read from his book, ***Good News - I Failed: A Story of Inventing in Minnesota***, at the kick-off event for The Bakken Museum's 10 Best Days! The museum is in Minneapolis.

Christine Fournier, author, ***On the Sunny Side of the Street, An Alzheimer's Journey***, will appear at the B&N bookstore in Apple Valley, Minn., on July 28th, beginning at 1 p.m., to answer questions about her mother's Alzheimer's journey and to sign books.

An article about Tom Schuett's thriller, ***Collider*** appears in the July issue of the Minnesota Christian Examiner.

An article mentioning Suzann Yue's children's book, ***Snort's Special Gift***, appears in Definitive Woman Magazine's summer edition.



Minnesota Author Participates in Event that Calls Attention to the Case of Missing Iowa Anchorwoman Jodi Huisentrui

June 27th marked the 17th anniversary of Mason City, Iowa anchorwoman Jodi Huisentrui's disappearance, and those who knew her, including Beth Bednar, author of *Dead Air - The Disappearance of Jodi Huisentrui*, spent the week of her disappearance on efforts to call attention to the case.



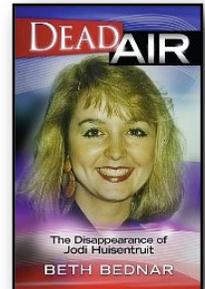
Above: Jodi Huisentrui's disappearance is a story that hit close to home for retired news anchor Beth Bednar.

Bednar sold books at the Brave Community Theater of Spring Valley, Minn., June 27 – 29, where the play, *Fade to Black* about the mystery that has haunted the small Iowa town for years, was put on. At the time Huisentrui disappeared, Bednar, who now lives in the Twin Cities, had just retired from a 20-year career as a news anchor at KAAL-TV, a competing station in the Rochester/Austin/Mason City television market.

"I don't believe for a moment it was a random act of violence," said Bednar. "I think she was abducted by someone she knew, someone she had met before, maybe even in a casual kind of situation like at a bar or restaurant or party or something like that. Somebody out there knows something."

Dead Air - The Disappearance of Jodi Huisentrui is available for purchase at Barnes & Noble and Amazon.com, as well as directly through the publisher, Beaver's Pond Press.

On June 27, the article, [Does book on Huisentrui hold the key to solving one of the Midwest's biggest mysteries?](#) ran in the Spring Valley Times. Bednar will discuss her research into the case during a radio interview with WJON-AM in St. Cloud, Minn., the morning of July 2nd.



Author Shares Details of the Alzheimer's Journey She Traveled with Her Mother

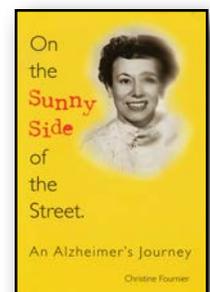


Above: Christine Fournier shares fond memories of her amazing mother during a discussion about Alzheimer's Disease.

Alzheimer's Disease is unfortunately a problem that is likely to affect just about everyone at one time or another. According to the National Alzheimer's Association, an estimated 5.4 million Americans of all ages have Alzheimer's disease. This figure includes 5.2 million people aged 65 and older and 200,000 individuals under age 65 who have familial or early-onset Alzheimer's.

Minnesota author Christine Fournier lost her mother to the disease in 1996, but still thinks about her every day. On June 16th she led a discussion at the Barnes & Noble bookstore in Roseville, Minn., where she shared how she dealt with the disease.

Fournier told the 30 or so people who attended her talk how she figured out that her mother had the disease, and also how she went about making difficult end-of-life decisions.



Fournier's book, *On the Sunny Side of the Street – An Alzheimer's Journey*, is a celebration of Helen Winter LaCaze's life. The book is available at bookstores everywhere and can also be purchased online through Barnes and Noble and Amazon.

The Three Authors of Quentin Avenue Share the Spotlight

Three neighbors and good friends from St. Louis Park, Minn., all with a zest for life, along with a message of hope, compassion inspiration and love, shared their collective works and signed copies of their books during a wine and cheese reception at Kokoro Visions Gallery in St. Louis Park, Minn., on June 8th.

Taking part in the event were Bob Wolfe, author, *A Drop of Life in the Sea of Time*, Pamela King-Rediger, author, *Loving Yourself Home*, and Charles Whittlesey, author, *The Islander*. The festivities were well attended thanks in part to the article, [St. Louis Park authors unite June 8](#), that appeared in the hometown paper, The Sun Sailor.

All three authors read from their books and answered questions from the audience. They also signed books.

Kokoro Visions is a pop-up gallery that Wolfe opened in mid-May and just closed on June 30th. While it was in operation, the gallery was a place for Wolfe to display, and offer for sale, a lifetime of pictures he had taken during his career as a professional photographer.



Above (L-R): Charles Whittlesey, Bob Wolfe and Pamela King-Rediger chat with a couple who came to meet them and buy books.

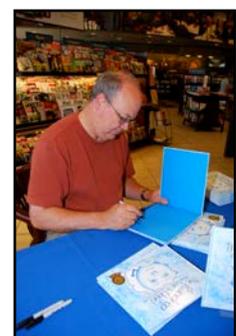


Barnes & Noble/Apple Valley's Summer Reading Kickoff Party

Every summer Barnes & Noble bookstores across the country invite kids to come into the store and pick up a summer reading form they can fill out and exchange for a free book. The Apple Valley, Minn., store invited three children's authors RMA Publicity works with to participate in their Summer Reading Kickoff Party on June 9th.



Colette Nicoletta (*Allison Investigates* and *There's a Frog on My Forehead*), Mark Toffle (*The Raindrop Who Lost His Cloud But Found His Purpose*.) and Jean Clausen (*Green. Wise Kids*) had an enjoyable day sharing their stories with the kids. Thank you to Julie and Renee for the invitation.



Left: Colette Nicoletta signs books after her reading. **Above Right:** Mark Toffle signs books. **Right:** Jean Clausen shows off a collection of recyclables.



RMA Publicity Welcomes Our Newest Author...

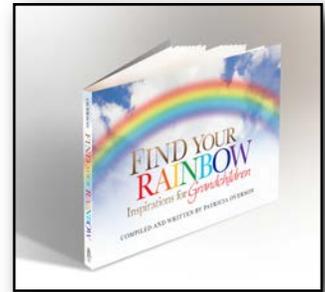
A special welcome to Patricia Overson, author of *The Find Your Rainbow Collection* of books. RMA Publicity is looking very forward to helping launch her book marketing campaign.

Find Your Rainbow – Inspirations for Grandchildren and the soon-to-be-released title, *Find Your Rainbow – Inspirations for Children* are gift books that help communicate the giver's values, beliefs and wisdom in a unique and enduring way.

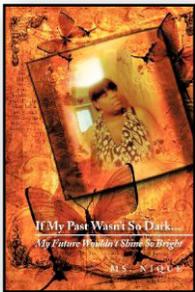
In the colorfully designed books, Overson, of Plymouth, Minn., shares her own poems and brief perspectives, as well as words to live by from figures ranging from Maya Angelou to Eleanor Roosevelt to Albert Einstein.

"These books are designed to be interactive," Overson said. "Before you give one, you can customize it in two ways. You can check the box next to any of the heartfelt messages and poems to signal that the sentiment particularly resonates with you. You can also write personal thoughts or special memories from the heart using the blank pages at the end of the book." There are also album pages so you can attach a few favorite photographs, she added.

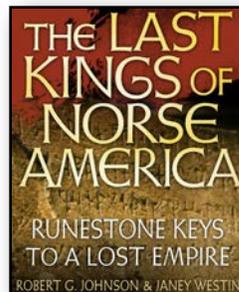
For more information log on to www.findyourrainbow123.com.



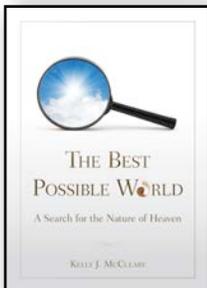
ALSO IN JUNE...



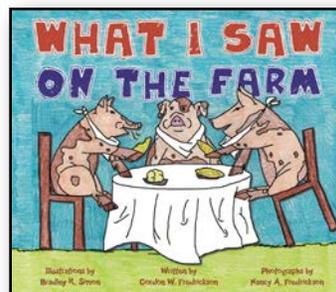
Ms. Nique, author, *If My Past Wasn't So Dark... My Future Wouldn't Shine So Bright*, was a guest speaker at the Sister Spokesman Healthy Families event in Bloomington, Minn., on June 2nd.



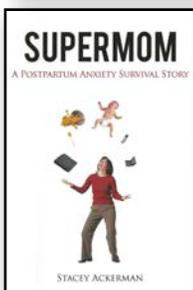
The Minneapolis Star Tribune ran a mention about the publication of *The Last Kings of Norse America* by Robert G. Johnson and Janey Westin in [The Bookmark](#) column published on June 9th.



Kelly McCleary, author, *The Best Possible World – A Search for the Nature of Heaven*, signed books at Hastings Books in Fayetteville, Ark., on June 23rd.



An article mentioning Gordon Fredrickson's new book, *What I Saw on the Farm*, appeared in the New Prague Times on [June 28th](#).

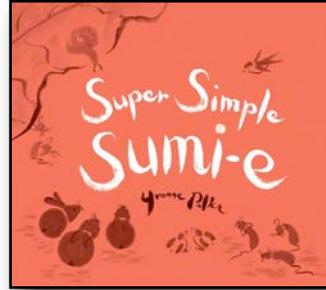


Stacey Ackerman, author, *Supermom – A Postpartum Anxiety Survival Story*, was interviewed on KLAS-TV Las Vegas on June 27th as part of a story about the Postpartum Support International Training Conference being held in that city.



Congratulations to Octane Press & John Huston and Tyler Fish, authors of *Forward The First American Unsupported Expedition to the North Pole*. Their book just won 1st place in the

Sports & Recreation category of the 2012 Benjamin Franklin Award competition. The winners were announced June 4th in New York City.



Yvonne Palka, author, *Super Simple Sumi-e*, painted and sold books at the Whidbey Festival of the Arts in Whidbey, Washington.

MEDIA OPPORTUNITIES

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

July Media Opportunities

Bereaved Parents Awareness Month
 Bioterrorism/Disaster Education and Awareness Month
 National Make a Difference to Children Month
 Sandwich Generation Month

August Media Opportunities

American Adventures Month
 Children's Eye Health and Safety Month
 Get Ready for Kindergarten Month
 National Immunization Awareness Month
 National Minority Donor Awareness Month
 What Will Be Your Legacy Month

Other dates observed in August....

Single Working Women's Day – Aug. 4
 Assistance Dog Week – Aug. 5-11
 Exercise with Your Child Week – Aug. 6-12
 National Bargain Hunting Week – Aug. 6-12
 Professional Speakers Day – Aug. 7
 National Aviation Week – Aug. 15-21
 National Relaxation Day- Aug. 15
 International Geocaching Day – Aug. 18
 Be an Angel Day – Aug. 22
 Be Kind to Human Kind Week – Aug. 25-31

* Source: 2012 Chase's Calendar of Events

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RMA Publicity

www.RMAPublicity.com

rachel@RMAPublicity.com

(952) 240 - 2513

How to Go About Finding New Markets for Your Books

If you're one of the many authors out there who do their own book marketing, you're probably wondering why you haven't sold as many books as you thought you would by now. The answer is simple. It's because you haven't done a good job of getting the word out about its availability.



Unless you've been picked up by a publisher that puts a lot of emphasis on marketing – and few do these days – the task falls on you, and as you know by now it's a big job. With all the books out there competing for people's attention, you can't expect readers to just find your book on the shelf without help. You need to come up with ways to make your book stand out.

A good place to start is by developing a strategy for finding new markets. Here are 10 ideas to help you get started.

1. State and county fairs – Every fall, states and counties throughout our nation host fairs that draw large crowds. Why not become a vendor at one or more of these fairs? Sure, you may have to pay a table fee, but due to the sheer volume of people present, you're likely to recover your costs quickly, and you may even made a profit.

2. Summer craft fairs and holiday bazaars – Again, these are events that attract large crowds. Some will require table fees. Others will offer the space for free as a thank you for helping round out their offerings.

3. Gift shops – Wouldn't it be great if every time someone was looking for a special gift for a friend or loved one, your book was a gift they had the opportunity to consider? Independent gift shops are often very supportive of local authors and artists. Stop by and ask the store manager if he or she would be willing to take a few copies on consignment. Offer to do a book signing to help drive traffic to the store.

4. Beauty salons and barbershops – Another place where you're likely to reach your target

audience by default is at the beauty salon or barbershop. Ask the shop manager if they'd be willing to take a few books on consignment and sell them at the front counter. The typical split is either 70/30 or 60/40 in favor of the author.

5. Doctor's offices – Because people spend so much time in waiting rooms at doctor's offices, these are perfect places to have some good reading material available. Do a Google search for doctor's offices in your community and you'll be surprised how many there are. Pick an area to target and make the rounds. When you arrive, ask to speak with the office manager. Offer to sell them a book or two for the waiting room at a discount. At each office you visit, be sure to leave behind bookmarks or business cards with order information for the patients.

6. The local coffee shop – A similar approach can be made at local coffee shops. Many are more than willing to support local authors. All you have to do is ask.

7. Your college – Many college bookstores have special sections where they offer books written by their graduates for sale. Don't assume the school will find out about your book on their own. Take the initiative to let them know about your title.

8. The place where you work – Don't be secretive about "your other life." Tell everyone you know that you've written a book – this includes your co-workers. People who know you are likely to be very supportive.

9. Local independent bookstores – Don't forget to make the rounds at the local independent bookstores as well. They will often take books on consignment.

10. The media – Reporters are always looking for a good story. Maybe it's the topic of your book, your unlikely road to becoming an author, or the expertise you can offer regarding current events. Either way, don't be afraid to approach the media and see if you can interest them in your story. Not sure where to begin? RMA Publicity would be happy to help.

Next month's article

How to Build Your Book's Promotional Platform