

THE POWER OF PUBLICITY

Media Blitz in The Days Leading Up to Father's Day Pays Off for *Jamie's Journey*



Above: Dr. Rick Goodman and his daughter, Jamie Goodman, on the set of Great Day St. Louis, which airs on KMOV-TV. Their June 10 appearance came just in time for Father's Day.

The June publicity campaign for *Jamie's Journey: Travels with My Dad* yielded some very strong results. Author Jamie Goodman and her father, Dr. Rick Goodman, were interviewed by several news outlets in Missouri and Florida in the days leading up to Father's Day.

Their week began with a series of interviews in St. Louis. On June 8 they were interviewed on [KMOX Radio/St. Louis...](#) On June 10 they appeared on Great Day St. Louis on [KMOV-TV...](#) On June 11 Jamie and Dr. Rick shared their story on [KTRS Radio/St. Louis](#) and [KFRU/Columbia, Mo...](#) On June 12, they were interviewed on [KYKY Radio/St. Louis...](#) on June 13 an article appeared in the [Columbia Daily Tribune](#) in Columbia, Missouri... and on June 15 (Father's Day), author Jamie Goodman and her father, Dr. Rick Goodman, were interviewed on the NBC affiliate in Miami.

COMING UP IN JULY

Bill Andrews, author, ***Daughters of the Dragons***, will be interviewed on KMA-AM in Omaha, Neb., on July 3.

Wood artist Patrick Plautz will be interviewed on WQOW-TV in Eau Claire, Wisc., on July 8.

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

Rob Severson, author, ***Achievers: Ordinary People Who Do Extraordinary Things***, will be interviewed on WWWI-AM in Brainerd, Minn., on July 9.

The launch party for ***McFadden's War***, the new novel by mystery writer Craig MacIntosh, takes place on July 19.

There is also an interview scheduled for this month. On July 14 the Goodmans will be on the Michael Blum radio show which airs on WNNN-Radio in Boca Raton, Fla.

Jamie's Journey: Travels with My Dad, written by recent high school graduate Jamie Goodman, shares what she learned during the 24 day trip to Europe she went on with her Dad, Dr. Rick Goodman, a few years ago. During the trip there was one important ground rule. They had to unplug and just spend time together. Setting aside technology had an amazing impact on their relationship.

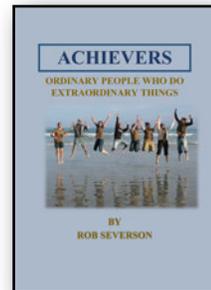
The book recently climbed to number 4 in the Parenting/Relationship category of books on Amazon.com. Learn more at www.JamieJourney.com.



A Book Intended to Inspire Young People to Do Great Things Launches in Minnesota



The launch party for a new book intended to encourage young people to strive for greatness took place on June 17. *Achievers: Ordinary People Who Do Extraordinary Things* by Rob Severson tells the stories of ordinary people throughout the country who, despite the obstacles they faced, have gone on to find success in business and in life.



The evening of the launch Jordana Green of WCCO-Radio in Minneapolis interviewed Severson. Articles also ran in the Minnesota Sun Sailor and Lakeshore Weekly Newspapers.

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

Twin Cities Mystery Writers Lead Free Writing Workshop



Award-winning Minnesota mystery writers Marilyn Jax and Craig MacIntosh teamed up to lead a free Mystery Writer's Workshop at the Barnes & Noble Booksellers store in Apple Valley, Minn. on Sat., June 28.

About 30 participants showed up to take advantage of the free instruction. In addition to discussion about the mystery genre and examination of this specific type of writing, the workshop featured all the elements of a good mystery—setting, plot, interesting characters, twists & turns, suspense, tension, etc. Fun and innovative writing exercises sparked participants' creative juices.

Marilyn and Craig had promoted the event during a live interview on Jordana Green's show on WCCO Radio on June 25. The event was also listed online: The Star Tribune, KARE 11 TV and KSTP TV.

Also in June, Jax led a Mystery Writer's Workshop at The Bemidji Library Book Festival in Bemidji, Minn. That event took place on June 16th.



Author of *Daughters of the Dragon* Interviewed on Several Minnesota Radio Stations in June



William Andrews, author, *Daughters of the Dragon: A Comfort Woman's Story*, was interviewed by Jordana Green on [WCCO-AM in Minneapolis](#) the evening of June 20. Also in June, Andrews was interviewed on WWVI-AM Brainerd (June 18) and [WJON-AM in St. Cloud \(June 16\)](#).

In each interview he discussed his new novel and the connection it has to World War II. There are several War related anniversaries during the summer months, including the June 21 anniversary of the end of the Battle of Okinawa. Andrews' novel is the story of a Korean "comfort woman," who was forced to be a sex slave for the Japanese army during the War.



More information about the book can be found at www.WilliamAndrewsBooks.com.

Program Manager for Minnesota College Savings Plan Appears on Almanac North in June

Robert Stern, Program Manager for the Minnesota College Savings Plan, appeared on [Almanac North](#) in Duluth on June 27th. Stern was also interviewed on WDIO-TV in Duluth on June 27.

During both interviews, he talked about the benefits of using a vehicle like the Minnesota College Savings Plan to save for college. Earlier in the month, on June 2, Stern was interviewed on KROC Radio in Rochester, Minn.

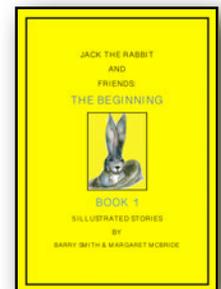
Learn more about saving for college at www.mnsaves.org.



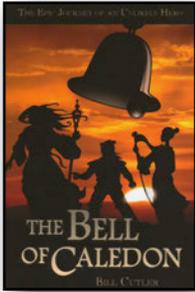
Above: Robert Stern, Program Manager of the Minnesota College Savings Plan, on the set of *Almanac North* in Duluth, Minn. He appeared on the live show on June 27th.

Launch Party for *Jack the Rabbit and Friends* Held on June 6

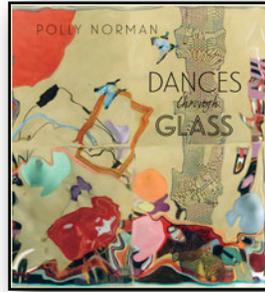
The launch party for *Jack the Rabbit and Friends*, written by Barry Smith and Margaret McBride, took place on June 6 at the [Stillwater Art Guild Gallery](#) in Stillwater, Minn. *Jack the Rabbit and Friends* is a collection of children's books that teach life lessons with the help of forest animals. An article previewing the event ran in the [Stillwater Gazette](#) newspaper on June 5.



ALSO IN JUNE ...



Bill Cutler, author, *The Bell of Caledon*, signed books at [Valley Booksellers](#) in Stillwater, Minn., on June 21; and a story about his book ran in the [Stillwater Gazette](#) on June 19.

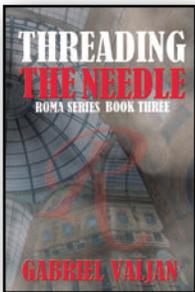


Polly Norman, author of the art book, *Dances Through Glass*, participated in the group show, "Subconscious" at Flow Art Space, in St. Paul, Minn. on June 6.

Lee Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, took part in an author's panel at the B&N in Norwalk, CT on June 14.



Sara Glassman, owner, *Vine Dining in Philadelphia*, was interviewed on the national radio show, "It's Your Health with Lisa Davis," on June 3.



Gabriel Valjan, author, *Threading the Needle*, signed books at the Barnes & Noble in Manchester, N.H. on June 14 and The Book Stall in Chicago, Ill., on June 20.

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 is...

- Bioterrorism/Disaster Awareness Month
- Cell Phone Courtesy Month
- National Make a Difference to Children Month
- Worldwide Bereaved Parents Awareness Month

Specific dates observed in July...

- Tell the Truth Day – July 7
- Parents Day – July 27

* Source: 2014 Chase's Calendar of Events

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

How to make sure your book marketing and publicity efforts will compliment each other

How are you doing on your book marketing and publicity efforts? If you just don't seem to be getting the sales results you expected, it may be time to change your strategy, but where should you begin?



A good starting point is to make sure you understand the difference between marketing and publicity. Many writers think they are one in the same, but in reality, one is actually a subset of the other.

Marketing is all about creating impressions. This can be done through advertising, in-store placement, banner ads online, reviews, contests, etc. Publicity, meantime, is about actually engaging with the reader. This can be done through radio, television and newspaper interviews, book signing events and via all forms of social media.

Another way of thinking about it is marketing is paid media. Publicity or P. R. is earned media. I believe the two go hand-in-hand, and while you can have one without the other, you really shouldn't because they compliment each other so well. After all, the more often you get the chance to engage with potential readers, the more likely they are to seek out and read your book.

So how do you make sure your book marketing and publicity efforts will compliment each other? A good place to start is by determining your goals and budget.

While the major publishers typically will have \$25,000 or more to spend on marketing and publicity efforts for a lead title, most small presses only have a small budget. Some presses have no budget at all and it becomes the author's responsibility to spend money if they want to see their books sell.

If your budget is small, purchasing an advertisement in the local paper, or buying an ad on radio or TV may be too expensive for you, but don't count out spending on media altogether. One option is to buy Web ads on the media outlet's

website. While a 30 second TV commercial may cost more than \$1,000, and radio ads are several hundred dollars, many stations are now selling advertisement space on their websites, and have set prices pretty low.

An even lower cost way you can market your book is by investing in postcards or bookmarks, then strategically placing them in establishments around town.

Seeking publicity is another way to get attention. Contact your local newspaper, or have a publicist do it for you, to see if you can interest the editor in telling your story. You can also set the word out about your book through word of mouth; by donating some copies of your book to the local library, etc.

Not having much luck getting attention for the book itself? Try setting up an event that can be promoted through both earned and paid media. Promoting an event is a lot easier than just promoting the fact that a book is available for purchase.

For example, the mystery writer's workshop mentioned earlier in this newsletter was first set up, then promoted via newspaper stories and a radio interview. In that case, there was no budget for advertising, but that's okay because the power of publicity delivered.

Not only did the authors have a great time sharing their knowledge with their fellow writers, the book store where the event was held ordered copies of each of their books. Several people who attended the event purchased copies.

If you have additional questions about launching a marketing and/or publicity campaign for your book or business, [contact RMA Publicity](http://www.RMAPublicity.com) today.

Next month's publicity tips article:

How to prepare a marketing plan that will deliver results.

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