

# THE POWER OF PUBLICITY

## Author of a book about Minnesota Inventors Making the Rounds at Twin Cities Schools

During the spring semester most Minnesota elementary and middle school students do units on inventing, and what better person than the son of a famous inventor to come into the schools and share his story.

Doug Cornelius of Brooklyn Park, Minn., is wrapping up his spring book tour this month with appearances at Bancroft Elementary in Minneapolis and Weaver Lake Elementary in Maple Grove, Minn. Last month he visited with students at Heritage E-Stem Magnet School in West St. Paul, Rice Lake Elementary in Maple Grove and Bokeman Middle School in Farmington. An article ran in the [Farmington Independent](#) about his visit on Feb. 25.

When Doug was just a kid his father, Dick Cornelius, invented the drink dispenser still used in bars, stores and restaurants throughout the world. During his lifetime Dick Cornelius held 180 patents.

Having grown up around innovation, Doug was inspired to try his hand at inventing. None of the devices he invented ever made it to market, but the story he invented has.

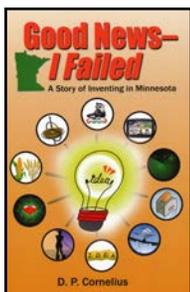
In "Good News - I Failed: A Story of Inventing in Minnesota," released by Mill City Press in 2012, a young man named Josh goes to visit his grandfather, who is a walking encyclopedia when it comes to information about Minnesota inventors. Josh's grandfather helps him invent an aquarium cleaner he had dreamed up. As they are working, Josh learns about many of the innovations Minnesota inventors came up with that may help with his own project.

In the back of the book is an index with detailed information about 80 different Minnesota inventors.

To learn more about "Good News - I Failed: A Story of Inventing in Minnesota," or purchase a copy, log on to [www.dpcornelius-author.com](http://www.dpcornelius-author.com).



***Above:** Doug Cornelius, author, "Good News - I Failed: A Story of Inventing in Minnesota," shared his story with 4th, 5th and 6th graders at Rice Lake Elementary in Maple Grove, Minn., on Feb. 22nd. Photo Courtesy of Jodie Erickson, Library Media Specialist*



### COMING UP IN MARCH

Scott Dominic Carpenter, author, "**This Jealous Earth Stories**," will appear at the Barnes & Noble in Apple Valley, Minn., on Thursday, March 7 at 6 p.m. and at Monkey See, Monkey Read in Northfield, Minn. on Friday, March 8th at 7:30 p.m.

Bruce Henriksen, author, "**Crooked Miles, Woven World**," will be at the Two Harbors Library in Two Harbors, Minn., Thursday, March 14, beginning at 6:30 p.m. and the Hallett Library in Crosby, Minn., on Thursday, March 21, beginning at 6:30 p.m.

Marilyn Jax, author, "**Sapphire Trails**," "**Road to Omalos**" and "**The Find**" will appear at Books & Books in the Cayman Islands on March 19th.

### Twin Cities College Professor's Book Tour in Full Swing

Scott Dominic Carpenter, author, "[This Jealous Earth Stories](#)," appeared at The Bookcase of Wayzata in Wayzata, Minn., on Feb. 2nd for a reading and signing. The Carleton College professor shared some of the tales from his recently released book of short stories and talked about his writing process.

The stories in his book all involve people faced with moments of decision. Carpenter's next event is on March 7th at the Barnes & Noble bookstore in Apple Valley, Minn. On March 8th he will be at Monkey See, Monkey Read in Northfield, Minn.



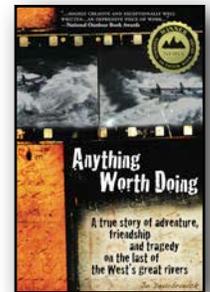
### Authors Kick off Book Tours on Opposite Coasts in March



Two of the authors RMA Publicity works with are going on book tours in March. Craig MacIntosh, author, "[The Last Lightning](#)" and "[The Fortunate Orphans](#)," both mysteries with strong connections to World War II, will be on a tour through the state of Florida this month. He has stops planned in Ft. Myers Beach (March 8), Tampa Bay (Mar. 16), Sarasota (Mar. 20), Jacksonville (Mar. 23) and Ocala (Mar. 27). The last week of February, he stopped in Spring Hill, which is North of Tampa, and was interviewed on [Mayhem in the Morning](#) which airs on WLKF-AM.



At the same time and on the opposite coast, Jo Deurbrouck, author, "[Anything Worth Doing](#)," begins a two-month book tour on March 4th at the Read Me Treasure Valley event at the Garden City Library in Boise, Idaho. Her other March stops include La Grande, Ore. (Mar. 7), Bend, Ore. (Mar. 16), Ashland, Ore. (Mar. 19), Redding, Calif. (Mar. 20), Rancho Cardova, Calif. (Mar. 21), Oakland, Calif. (Apr. 10), Lotus, Calif. (Apr. 13) and Reno, Nev. (Apr. 15).



### An Opportunity to Learn About The Role Marketing and Publicity Play in a Book's Success

March is going to be a very busy month for RMA Publicity. We will be leading two public seminars on book publicity.



The first is a free event sponsored by the Midwest Independent Publishing Association (MIPA) the evening of Wednesday, March 13, beginning at 6:30 p.m. Join Rachel M. Anderson, Marketing & PR Consultant/Publicist from [RMA Publicity](#) and Dara Bevas, author, "The Indie Author Revolution – An Insider's Guide to Self-Publishing," for a

lively discussion about what works and what doesn't when it comes to getting the word out and selling books. They will talk about their experience with both traditional and social media. The event will be held at Joule in Minneapolis, which is located at 1200 Washington Avenue South.

## RMA Publicity to Lead a Seminar on Book Marketing & Publicity at the Bloomington Writer's Festival



[The Bloomington Writer's Festival](#) is scheduled to take place on Saturday, March 23, at the Bloomington Theatre and Art Center in Bloomington, Minn. The book fair, which runs from 10:30 a.m. – 3:30 p.m. is free, as are rapid readings by participating authors.

Tickets are required for the keynote address and workshops, one of which will be led by Rachel M. Anderson, founder of RMA Publicity. Rachel will speak from 1 p.m. to 2 p.m. on the role book marketing and publicity play in selling books. She'll also offer advice on how to prepare a press kit and make recommendations on what should be included in one, then talk about how to make use of one.

Rachel will share some insight into the kinds of stories journalists are most interested in, how to best reach out to them and discuss the various opportunities that exist to get media's attention.

Log on to [www.bloomingtonwritersfestival.org](http://www.bloomingtonwritersfestival.org) to register for this workshop, and check out the others being held throughout the day.



### Like us on Facebook please

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

## MEDIA OPPORTUNITIES

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

### March Media Opportunities

Colic Awareness Month  
Colorectal Cancer Education and Awareness Month  
Credit Education Month  
International Listening Awareness Month  
National Kidney Month  
National Nutrition Month  
Optimism Month

### Other dates observed in March...

National Sleep Awareness Week – Mar. 3 - 10  
National Agriculture Day – Mar. 7  
World Kidney Day – Mar. 14  
National Poison Prevention Week – Mar. 17 - 23  
National Biodiesel Day – Mar. 18  
As Young As You Feel Day – Mar. 22

### April Media Opportunities

Alcohol Awareness Month  
Child Abuse Prevention Month  
Defeat Diabetes Month  
Emotional Overeating Awareness Month  
National Autism Awareness Month  
National Sexual Assault Awareness and Prevention Month  
Prevention of Animal Cruelty Month  
Stress Awareness Month  
Worldwide Bereaved Spouses Awareness Month

### Other dates observed in April....

Medication Safety week – April 1 - 7  
Drowsy Driver Awareness Day – April 6  
National Siblings Day – April 10  
National Volunteer Week – April 21 – 27  
National Teach Children to Save Day – April 23

\* Source: 2013 Chase's Calendar of Events

## Why You May Want to Give Article Marketing a Try

When you sat down to write your book, did you have a goal in mind? Many non-fiction writers publish books because they want to share their expertise on a certain topic with the world. Fiction writers, meantime, typically write to entertain.



No matter what your motivation, unless you're a celebrity or politician, or published through one of the major publishers, chances are you're going to have a hard time getting word out about your book. So what's an author to do?

How about giving article marketing a try! According to Wikipedia, this is the practice by which a business or individual writes an article and submits it to the newspaper or an online editor for publication.

Due to budget cuts in recent years, free content is something a lot of newspapers and websites are happy to receive. If you are thinking about giving it a try here are some tips to keep in mind.

1. Identify your audience before you begin writing articles. If you have written a memoir about your time as a teacher, for example, your audience will likely be made up of current and former teachers. Customize articles to suit that particular demographic.
2. Avoid writing articles that are too self promotional. They aren't nearly as valuable as those that provide readers with new and valuable information. That said, always be sure to end each article with a short biography that mentions the fact you are an author. If people like your articles, chances are they will seek out your book.
3. Make sure the content you are putting out there is of good quality and provides useful information.
4. Write often. This is how you will build a reader-base.
5. Make sure your articles are keyword rich. This will help improve the chances that they will show up in a Google search once posted to the Internet.

6. Make sure your headlines are descriptive and capable of grabbing your readers' attention.

If you are struggling to come up with a subject to write about, think about the people in your target audience. What do they like to do? What are their interests? A good way to find out is to spend time on websites where your target audience hangs out.

In fact, those sites would be good places to submit your content for publication as well. Many websites, academic ones in particular, have entire sections devoted to instructions for sharing content with their communities.

### Next month's article:

How to Determine the Success of a Publicity Campaign

### 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 and/or producers every day in the newsroom.

## RMA Publicity

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