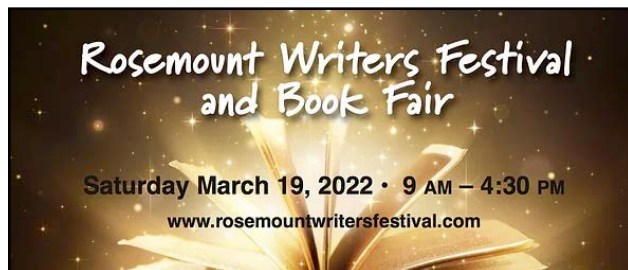


THE POWER OF PUBLICITY

Rachel M. Anderson to Lead 3 Presentations for Writers in March

I am happy to share details about three presentations I have scheduled for March. On Tuesday, March 1st, I will lead the virtual presentation, "How to Capitalize on PR to Promote Your Book" for the Twin Cities chapter of Sisters in Crime. Then later in the month I have my first two in-person events in a long time planned.



On Saturday, March 19, I will be leading the workshop, "The Key to Maximizing Book Sales" for the Rosemount Writer's Festival and Book Fair. The hour-long workshop will take place on Saturday, March 19, 2022 from 12:30 p.m. - 1:30 p.m., at the Steeple Center in Rosemount, Minnesota. I will be sharing 3 solid strategies for increasing the number of books you sell, no matter what category you write in: Fiction, Nonfiction, Business, Self-help, Children's, New age, etc. [Here is the link to sign up.](#)

The next day, on Sunday, March 20, I will be leading an all-day writing and publishing workshop for teens as part of the volunteer work I do for my son's nonprofit teen publishing company, Sigma's Bookshelf. Participants in this free workshop being sponsored by the White Bear Center for the Arts, will learn where story ideas come from, how to develop characters, story outlining and more. They will also get an in-depth look into the publishing process and how Sigma's Bookshelf works.



Sigma's Bookshelf is a project of Springboard for the Arts. All work done to bring teen authors' books to market is free for the young writers whose work is selected for publication. To make a donation to the project, visit our GiveMn page which can be accessed at SigmBooksshelf.com/Donate.

Minnesota Author Bruce Ario to Lead a Series of Presentations About Mental Illness in March

Bruce Ario, author, *City Boy* and a series of other novels featuring characters living with mental illness, has a busy month ahead. He has been invited to lead a presentation about the benefits of occupational therapy for students studying the topic at St. Catherine University in St. Paul on March 2nd.

Coming up in March...

Keith Loveland, author, *The End of the Empire*, will be interviewed on KFAI-AM's WriteOnRadio! in Minneapolis the evening of March 1.

Hudda Ibrahim, author, *Lula Wants to Wear A Badge and What Color is My Hijab?*, will share her stories with children at the Cop House in St. Cloud, Minnesota on March 23.

Anthony Puzzilla, author, *Hope Triumphs Over Chaos*, will talk about his soon-to-be-released book on WAMV-AM in Amherst, Virginia, on March 28.

Ario says one of his favorite activities while spending time in a psych ward was shifting his focus to making something tangible. “When you have a mental illness, it’s like being trapped in a psychosis. Any escape you can get is welcome, and I really enjoyed getting to do something creative,” he said. While in the hospital, he recalls making a wallet and a set of moccasins.



Ario was diagnosed with schizophrenia back in the 1970s, a condition he developed after suffering a severe head injury in a car accident.

Ario has also been invited to share his story of recovery at Great River Energy in St. Paul on March 9th. The topic of his discussion there will be sensitizing people to mental health issues. His latest novel is *Changing Ways*, which focuses on the relationship a Manhattan judge has with his daughter, who lives with a mental illness.

Learn more about his work at www.BruceArio.com.

RMA Publicity Helps Promote HORA’s Spring Traditions Exhibit

Opening day for the Heritage Organization of Romanian Americans in Minnesota or HORA's "Spring Traditions" exhibit at the Landmark Center in St. Paul is on March 6, 2022. KSTP Television is planning coverage of the event. Both [The Pioneer Press](#) and [Star Tribune](#) newspapers published preview stories about the exhibit.

The month-long exhibit will be introduced with an afternoon of music, dance and art from 1 p.m. to 4 p.m. on March 6. Learn more about the organization at HORA-MN.org.



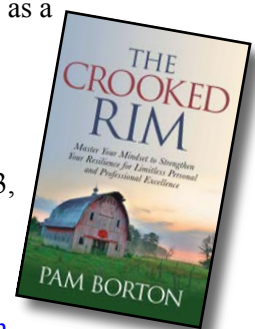
This image by photographer Gabriel Motica from Romania is included in the Romanian Spring Traditions Exhibit at Landmark Center. Published here with permission.

Former University of Minnesota Basketball Coach Pam Borton Appears on KARE TV in Minneapolis on February 11

Former University of Minnesota basketball coach Pam Borton talked about her new book, *The Crooked Rim: Master Your Mindset to Strengthen Your Resilience for Limitless Personal and Professional Excellence*, and her new profession on KARE 11 Sunrise in Minneapolis the morning of February 11. Borton is now working as a business consultant.



This is the latest interview arranged by RMA Publicity for Borton. On January 18, Borton was interviewed on the [StribSports Daily Delivery Podcast](#) with reporter Michael Rand. On January 13, she appeared on [FOX 9 Good Day in Minneapolis](#). The week before her story was featured in [The](#)



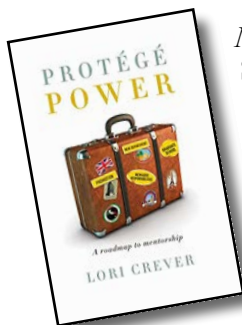
[Minneapolis St. Paul Business Journal](#).

Learn more about Pam Borton's business on her company website: OnPointNextLevel.com.

Founder of One of the Largest Mentoring Programs in Corporate America Interviewed on Cleveland's WDPN-AM on February 16

We've been hearing a lot lately about "The Great Resignation," but not so much about what the future holds. There is a changing of the guard underway, which means companies are going to have a significant need for mentors to get the next generation of leaders up to speed fast.

Lori Crever of Minneapolis, who established one of the most successful mentoring programs in Corporate America, was interviewed on [WDPN-AM in Cleveland, Ohio](#), on February 16. She discussed the benefits mentoring programs offer to organizations and businesses.



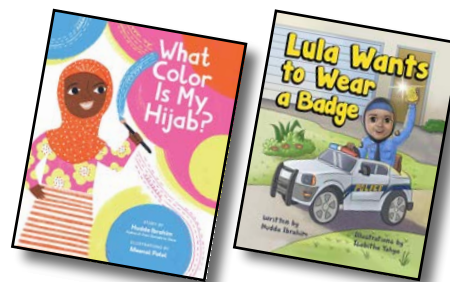
Lori is the author of *Protégé Power: A Roadmap for Mentorship*, available in hard cover, audio, and eReader. She worked for two decades inside a Fortune 500 company where she managed communications and employee engagement programs for its international division. She also oversaw a formal mentor program that helped hundreds of people to expand their careers, and she constructed a workshop delivering mentoring know-how that reached hundreds of others in major U.S. cities, such as San Francisco, New York, Minneapolis, and St. Louis.

Learn more about Lori Crever's work at [ProtegePower.com](#).

Diversity and Inclusion Consultant and Children's Book Author Hudda Ibrahim Presents at Minnesota School and Library in February



RMA Publicity set up and promoted two events for diversity and inclusion expert and children's book author Hudda Ibrahim in February. She shared her stories, *What Color is My Hijab?* and *Lula Wants to Wear A Badge* with children at the Willmar Public Library on February 23, and at Gateway Stem Academy in Burnsville, Minnesota on February 24. There was a preview story about her Willmar event in the [West Central Tribune](#) newspaper on February 23.



Learn more about Hudda's work on her website, [Huddalbrahim.com](#).

Bud's Jacket Author Leads a Book Club Event, and Participates in a Radio Interview in February

Jim Wojcik, co-author of the World War II survival story, *Bud's Jacket*, was interviewed on [KFAI-AM's WriteOn Radio](#), which airs in Minneapolis, the evening of February 22. *Bud's Jacket* is the story of Bud's six-month fight for survival after being shot down over Nazi-occupied France during World War II. Bud was the uncle of Jim's wife, Barbara. The couple uncovered his story with the help of memorabilia he left behind.

Also in February, on the morning of the 12th, Jim led the Wadena County Historical Society's "Bookends Online Edition" Book Club. Here is a link to an article published in the Park Rapids Enterprise previewing the event, and another one in The Pioneer Journal.

In January, Jim led the Lunch & Learn event for the Illinois Holocaust Museum & Education Center. Learn more about the book, or pick up your copy today at [www.BudsJacket.com](#).



Duluth News Tribune Highlights Minnesota Author Judith Brenner's Forthcoming Novel, *The Moments Between Dreams*

There are still a few months to go until the release of *The Moments Between Dreams* by Minnesota author Judith Brenner, but word is starting to get out about the book, which is set for release on May 3, 2022. [The Duluth News Tribune](#) highlighted the book recently in its Readings and Writers column.



The novel takes place in the 1940s-50s. Lake Geneva, Wisconsin is the setting near the climax and end of the novel, and the characters deal with a lot of the same issues people are facing due to the worldwide pandemic today. The protagonist's daughter is hospitalized in isolation with polio and her husband is about to head off to war, but before he leaves, his temper flares with an impulsive and dangerous need for control. Challenges escalate from there until the hopeful ending.

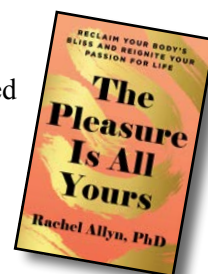


Learn more about the book and author at JudithBrenner.com.

Also in February...



Holistic psychologist Dr. Rachel Allyn was interviewed on the podcast, "Evolve Your Intimacy with Stephanie and Fox" the afternoon of February 25. Rachel talked about her book, *The Pleasure is All Yours: Reclaim Your Body's Bliss and Reignite Your Passion for Life*. Learn more about her work at DrRachelAllyn.com.



MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in March 2022 or April 2022, 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 is...

Brain Injury Awareness Month
Credit Education Month
Employee Spirit Month
International Ideas Month
National Kidney Month
National Nutrition Month
National Women's History Month
Save Your Vision Month

Also Observed in March...

Refired Not Retired Day – March 1
Read Across America Day – March 2
World Birth Defects Day – March 3
Forgive Mom and Dad Day – March 18
Saints and Sinners Literary Festival – March 25 – 27

Source: 2022 Chase's Calendar of Events

April is...

Alcohol Awareness Month
Autism Acceptance Month
Distracted Driving Awareness Month
Informed Woman Month
National Donate Life Month
National Humor Month
National Sexual Assault Awareness Month
School Library Month
Stress Awareness Month
National Bereaved Spouses Awareness Month

Also Observed in April...

Drowsy Driver Awareness Day – April 6
National Sibling Day April 10
Earth Day – April 22
World Immunization Week – April 24 – 30
National Independent Bookstore Day – April 30

The Key to Maximizing Book Sales

By Rachel M. Anderson, Publicist, [RMA Publicity](#)

How many copies does the average book sell in the United States? Not anywhere the near number most authors are anticipating when their books get released. According to Publisher's Weekly, most books don't sell more than 200 copies per year or 1,000 books over their lifetime.



There are a number of reasons for the lack of success. The most obvious one: all the competition. Between 600,000 and 1,000,000 books are published each year in the United States alone. More than half of them are self-published.

Another reason, lack of a big marketing budget and access to the distribution channels the big publishers have in place. There is a reason a John Grisham novel makes it onto the New York Times Bestsellers list the day it gets released.

While you may not be able to compete with the major publishers, there are things you as a small press or self-published author can do to maximize book sales. Here are three solid strategies for increasing the number of books you sell.

1) Make the book available in multiple formats.

The authors who only release a paperback are leaving money on the table. These days, people are consuming content in a lot of different ways.

Younger readers have been brought up on tablets, and don't even have physical textbooks in school anymore. If you want to reach Millennials, you need to have your book available in all the eBook formats. While Amazon's Kindle is the most popular eBook format, others include Barnes and Noble's Nook, Apple's iBook, Kobo, Scribd, Overdrive, Hoopla.

Many older readers are still nostalgic, and like the feel of a hardcover book, while professionals and people on the go tend to gravitate towards audio books. If you want to make sure your book can and will be accessed by a wide variety of people, making it available in all the formats is a good step to take.

2) Increase the number of places the book is available.

Bookstores are no longer the only game in town. These days, books are being sold in a much wider

variety of places. Among them, grocery stores, coffee shops, boutiques, schools, libraries, and of course the Internet.

According to the article, "Sales Are Up Nearly 9% for Print Books—But Who's Reading Them?" published in Forbes Magazine on January 7, 2022, "U.S. publishers sold 825.7 million print books in 2021, up 8.9 percent over the previous year, but Pew data shows the share of Americans who read print books remained flat, with readers increasingly picking up e-books and audiobooks."

3) Take the time to determine your book's ideal audience.

When I ask most of the writers who contact me asking for Marketing & PR services who their ideal reader or target audience is, the majority will say, "I don't know, everyone who knows how to read I guess."

I quickly correct them by pointing out that the ideal audience is a specific group of consumers who are most likely to be interested in their stories. For example, if you have written a memoir about how you went about finding the baby you gave up for adoption and reconnecting with him or her, your ideal reader or target audience would be people who have experience with adoption themselves.

That's not to say a more general audience wouldn't be interested in your book. My point is that if you focus the majority of your marketing strategy on reaching your ideal readers, you are a lot more likely to have success selling books, and connecting with people who will want to help get the word out about it.

Need help developing a strategy for reaching those ideal readers? [Contact me today](#) for a free publicity consult.

Next Month's Publicity Tips Article:

Getting Ready for the Upcoming Book Award Season

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