

THE POWER OF PUBLICITY

Minnesota Author Makes Several School Appearances in April

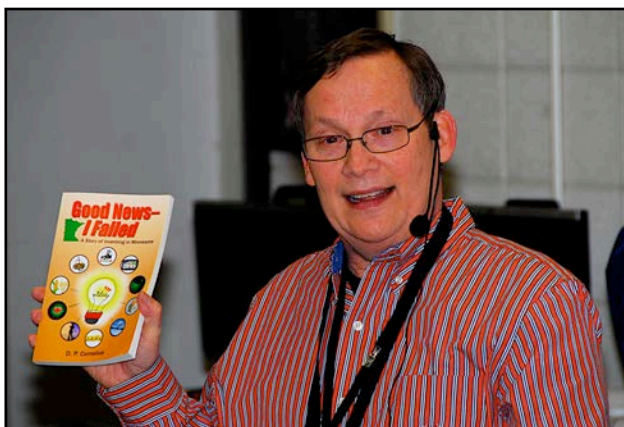


As the school year winds down, so do the book events for Doug Cornelius, author of *Good News - I Failed: A Story of Inventing in Minnesota*. And he is definitely ending the year on a high note. In April alone, he presented at four Twin Cities Schools.

On April 10th he appeared at Brooklyn Junior High in Brooklyn Park. On April 20th he shared his story with 5th graders at the Upper Blue House at

Heritage E-STEM Magnet School in West St. Paul. He was at Talmud Torah School in St. Paul on April 25th and at the St. Therese School in Deephaven on April 26th. Next month he will share his story with 5th graders at

Above: Doug Cornelius shares his story of inventing with students at Brooklyn Junior High in Brooklyn Park, Minn. He visited the school on April 10, 2012.



UPCOMING EVENTS

Tree Spirited Woman by Colleen Baldrica will be named the favorite book by a female author in the Minnesota Women's Press' 15th Annual "What Women Want" survey. The 2012 survey results will be printed in the magazine's May issue.

Stacey Ackerman, author, *Super Mom, A Postpartum Anxiety Survival Story*, will appear on KARE 11 Saturday in Minneapolis on Saturday, May 5, 2012.

Doug Cornelius, author, *Good News - I Failed: A Story of Inventing in Minnesota*, will lead the presentation "Anyone Can Be an Inventor" at the Minnesota Children's Museum on Sunday, May 6, 2012. The event is scheduled to begin at 10:30 a.m. He will also share his story with 5th graders at Carondelet Catholic School in Minneapolis on May 23, 2012.

On Monday, May 7, 2012, beginning at 1 p.m. Rachel M. Anderson, founder of **RMA Publicity**, will attend the monthly Great Rivers Authors Group meeting in St. Cloud, Minn., and share the presentation: "The Media: Tips for Getting Coverage and Grabbing Attention."

The 22nd Annual **Midwest Book Awards Gala** will be held the evening of Wednesday, May 9, 2012, from 6:30 p.m. – 8:30 p.m. Several authors who work with RMA Publicity are up for awards.

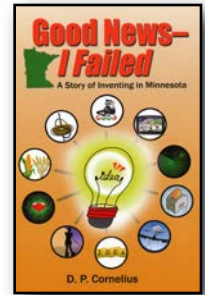
Bob Johnson and Janey Westin will officially launch their new book, *The Last Kings of Norse America, Runestone Keys to a Lost Empire*, at The Runestone Museum in Alexandria, Minn. on Thursday, May 10, 2012. The event is open to the public and begins at 1 p.m.

The grand opening of the **Kokoro Visions Gallery** is on Friday, May 11, 2012. The pop up gallery, which features the work of Twin Cities photographer Bob Wolfe, is located at 4416 Excelsior Blvd., St. Louis Park, Minn.

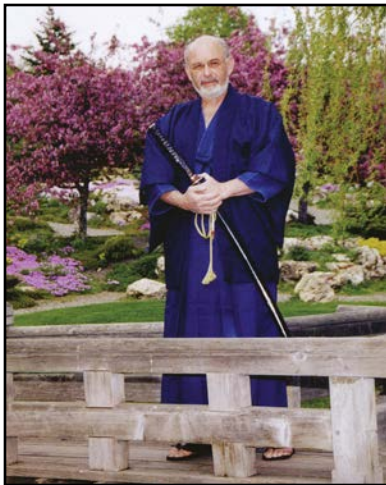
Carondelet Catholic School in Minneapolis and youngsters at the Minnesota Children's Museum.

Good News - I Failed: A Story of Inventing in Minnesota is the story of Josh Lindstrom, a young man who wants to invent an aquarium cleaner. He is helped by his Grandpa Ralph, who is a walking encyclopedia when it comes to knowledge about Minnesota inventors.

Every step of the way as he is working on his invention, Grandpa tells Josh and the readers stories about some of Minnesota's greatest inventors. In the back of the book, the author highlights 80 Minnesota inventors, including his father, Dick Cornelius, the inventor of the drink dispenser still used in bars and restaurants today.



Art Show that Has Been a Lifetime in the Making is Coming to St. Louis Park

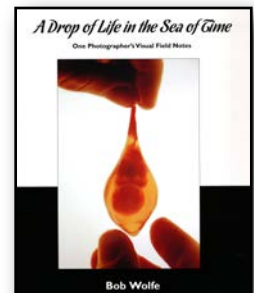


When he decided to do an art show to celebrate a long career as a professional photographer, Bob Wolfe of Minneapolis started the process of creating a catalog that would highlight his favorite pieces. Before he knew it he had the makings of a book.

A Drop of Life in the Sea of Time – One Photographer's Visual Field Notes, written and photographed by Bob Wolfe has just been published by Kokoro Visions Publications of Minneapolis and is available for purchase online at www.bobwolfephoto.com.

Wolfe's book incorporates images taken throughout his career, including images from the Middle East taken in 1962 and 1967, biomedical photography, photographs of martial arts moves, portraits and images taken for some of the 70 plus children's books he has worked on during his career

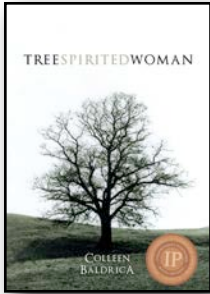
A Drop of Life in the Sea of Time – One Photographer's Visual Field Notes will be introduced simultaneously with the grand opening of The Kokoro Visions Gallery, located at 4416 Excelsior Boulevard in St. Louis Park, Minn., the evening of Friday, May 11, 2012. Hours will be from 6 p.m. – 11 p.m. that evening and the public is invited. Bob Wolfe's photographs, and copies of his book will be on display and for sale.



ALSO IN APRIL

RMA Publicity had a table at the Midwest Independent Publishers Association's (MIPAS) annual Vendor Fair, held on April 11, 2012, at Joule in Minneapolis. The vendors included Midwest publishers, printing companies and a variety of consultants who work with authors and publishers to help take books from concept to completion.

RMA Publicity



The article, [Stillwater Author's Novel Gets National Recognition](#), about Colleen Baldrica's book, *Tree Spirited Woman*, appeared in the Stillwater Gazette on Friday, April 20, 2012, and on April 29th, the article, [Local's Book in Oscar Night Goodie Bag](#), appeared in Press Publications' St. Croix Valley Press edition

The article, [Plymouth Man's Novel Garners Acclaim](#), about Michael Conley's book, *Lethal Trajectories*, being in the running for a Midwest Book Award was published in the April 26, 2012 edition of the MN Sun.

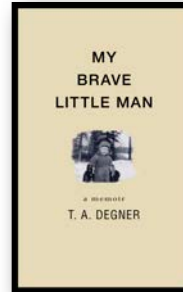


The article, [Man has Knack for Turning Wood into Works of Art](#) was published in the Marshfield News-Herald

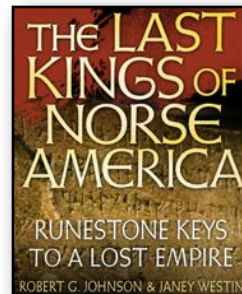


in Wisconsin in advance of the Clark County Studio Art Tour.

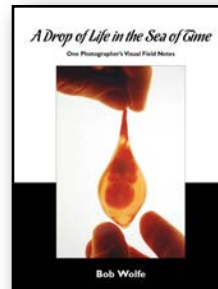
Welcome to the authors of these new books who have just started working with RMA Publicity



My Brave Little Man



The Last Kings of Norse America



A Drop of Life in the Sea of Time

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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 page and "like" it.

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Ten Tips for Creating Demand for Your Book Any Time of the Year

Whether your book is just coming out or has been available for a while now, if you self-published or went through a small press, you've probably figured out by now that marketing is a task that's going to fall on you. So how do you create demand for a book that wasn't written by a celebrity or New York Times best-selling author?



Here are 10 simple things you can do to create awareness about and demand for your book any time of the year. Many of them won't cost you anything but time.

- 1) Plan a contest or giveaway and promote the heck out of it on your Facebook page and via e-mail.
- 2) Google some topic-related online groups to see if you can network with them. Once you start making connections, let all of your new friends and acquaintances know about your book and where to find it.
- 3) Send your book out to at least ten book reviewers this week.
- 4) Do a quick Internet search for local writers' conferences or book festivals you can attend, and then sign up for them right away.
- 5) Create an email signature mentioning your book for every email you send. These are a great way to promote your book and message.
- 6) Start a Facebook Fan page. Fan Pages are much better than groups because they're searchable in Google.
- 7) Go around to your local retailers and see if they'll carry your book. Even if they'll only take it on consignment, the exposure will be worth it!
- 8) Research some authors with similar subjects and then offer to exchange links with them.
- 9) Ask friends and family to email five people they know and tell them about your book.

10) Pitch your story to the media or hire a publicist to do it for you.

Next month's article

5 Mistakes Authors Should Work Hard to Avoid

MEDIA OPPORTUNITIES

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

May Media Opportunities

Arthritis Awareness Month
 Better Hearing and Speech Month
 Family Wellness Month
 Get Caught Reading Month
 Heal the Children Month
 Healthy Vision Month
 Motorcycle Safety Month
 National Inventors' Month
 National Mental Health Month
 Strike Out Strokes Month

Other dates observed in May....

Be Kind to Animals Week – May 6 -12
 National Anxiety and Depression Awareness Week – May 6 – 12
 Children's Book Week – May 7 – 13
 Melanoma Monday – May 7
 Military Spouse Appreciation Day – May 11
 National Nursing Home Week – May 13 – 19

June Media Opportunities

Audio book Appreciation Month
 Cancer from the Sun Month
 Cataract Awareness Month
 Child Vision Awareness Month
 Children's Awareness Month
 Fireworks Safety Month
 International Childhood Cancer Awareness Month
 National Safety Month
 Professional Wellness Month
 Rebuild Your Life Month

Other dates observed in June....

Black Single Parents Week – June 2 – 8
 National Cancer Survivors Day – June 3
 Minnesota Inventors Congress Invention and Idea Show – June 8 & 9
 Abused Women & Children's Awareness Day – June 10
 Baby Boomers Recognition Day – June 23

* Source: 2012 Chase's Calendar of Events