

THE POWER OF PUBLICITY

Launch Party for Mike Conley's *Lethal Trajectories*



(St. Louis Park, Minn.) - More than 150 people filled a party room at the DoubleTree Hotel in St. Louis Park, Minn., the evening of Oct. 18, 2011, to celebrate the launch of Mike Conley's new novel, *Lethal Trajectories*, a methodically researched look into the future based on the chilling trajectory of events now in play.

Conley, a former financial services executive from Plymouth, Minn., wrote the novel to call attention to a pending global crisis. "A perfect storm of catastrophic proportions is in the making as colliding energy, economic, environmental and geopolitical forces approach critical mass," he told the crowd. "I've been telling people about these challenges for years, but it's a difficult message to convey via a PowerPoint presentation. That prompted me to write a novel as a more understandable way of showing how our very existence could be impacted by the looming catastrophe."

Above: Mike Conley shares details about his new company, *Weathering the Storm LLC*, during the launch party for his new book, *Lethal Trajectories*.

UPCOMING EVENTS

The Veil, The launch party for the book written by Cory Putnam Oakes and published by Octane Press takes place the evening of November 10, 2011 at Book People in Austin, Texas.

Running on a Mind Rewired. The launch party for the book written by Jennifer Cannon of Minneapolis and published by Soul Balance Press takes place on November 11, 2011 at Macalester College in St. Paul.

Snort's Special Gift

Suzann Yue will be signing copies of *Snort's Special Gift* at the following locations in November:

Saturday, Nov. 12, 2011, 1 p.m. - 3 p.m.
Apple Valley, Minn., Barnes & Noble

Saturday, November 19, 2011, 4 p.m. - 6 p.m.
[LuLu & Luigi Pet Boutique](#)

Grand Opening Event
2168 3rd Street
White Bear Lake, MN

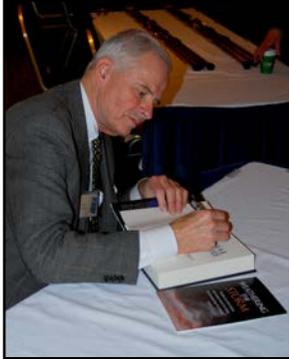
Friday, November 25, 2011, 1 p.m. - 4 p.m.
[Barnes & Noble Maple Grove](#)
8040 Wedgewood Lane
Maple Grove, MN 55369

Sunday, November 27, 2011, 2 p.m. - 4 p.m.
Barnes & Noble [Quad Cities](#)
320 W. Kimberly Road
Davenport, IA 52806

Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq

Mary Linda Sather, author, *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*, will share her family's story with children at 3 elementary schools in the Duluth-Superior area the week of Veteran's Day.

Lethal Trajectories takes place in the year 2017. In the story, a conflict over oil has brought China and Japan to the brink of war – igniting a global chain reaction; the Saudi government is overthrown by a regime using oil as an economic weapon of mass destruction to blackmail the world. The chaos is compounded by terrifying new climate change information, a floundering global economy and a terminally ill U.S. president. A traumatized citizenry seeks answers as the two superpowers, China and the United States, decide whether to approach this perfect storm as friends or adversaries.



Conley's characters – world leaders, opinion makers and everyday citizens – graphically portray the challenges we might someday face. He has differentiated his novel from others by including 35 pages of research notes and a selected bibliography for the more than casual reader.

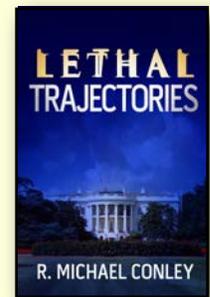
After explaining the plot of his book, inspired by such great storytellers as Tom Clancy and Vince Flynn, Conley went on to introduce his new Web-based company. *Weathering the Storm LLC* (www.weatheringthestorm.net) is intended to proactively respond to the challenges covered in his book. Conley closed his presentation by introducing several organizations now engaged in addressing these challenges. The Center for Energy and

Environment (CEE); Will Steger

Foundation; EnerChange; Great Plains Institute; and Summit Academy OIC all had display tables at the reception .

“Sadly, it might take such a catastrophe to ignite the nation, end the ideological gridlock and create the political will needed to effectively respond. For now, we are running on auto-pilot, oblivious to the dangers ahead and content with quick fixes and easy solutions – a sure prescription for disaster. Hopefully, this book will open a few eyes and spur folks into action while there is still time,” Conley said.

Lethal Trajectories was published by Beaver's Pond Press and retails for \$24.95. The book is available for purchase through the author's website, www.WeatheringTheStorm.net and direct from the publisher: www.BeaversPondBooks.com.



UPCOMING SEMINARS AND WORKSHOPS FOR AUTHORS

RMA Publicity to Lead Community Education Class on Book Marketing in November

Authors interested in learning the basics about book marketing can sign up for a class being taught by Marketing & PR Consultant/Publicist Rachel M. Anderson.

[How to Market Your Self-Published Book](#)

St. Louis Park, Minn., Community Education

November 7, 2011

7:00 p.m. – 9:00 p.m.

Lenox Community Center

6715 Minnetonka Blvd.

St. Louis Park, MN 55426

OCTOBER EVENTS & MEDIA PLACEMENTS

Snort’s Special Gift Goes into a Second Printing



Sales of *Snort’s Special Gift*, written by Suzann Yue of Wayzata, Minn., were so strong in October the book went into a second printing, just a month after being released by Beaver’s Pond Press.

Snort’s Special Gift is the story of how Suzann’s family said goodbye to their beloved Boxer, Snort, and how they keep her memory alive every day. The book has been a big hit with veterinarian’s offices. Several have purchased multiple copies that will be given to patients’ families when the time comes for them to say goodbye to their pet.



On October 9, 2011, Suzann was a guest on the Katie K9 show on 107.1. The topic that day was dealing with pet loss.

On October 22, 2011, she and her daughter, Savy, the main character in the book, appeared on KARE 11 News Saturday. Anchorman Eric Perkins said on air, “The illustrations jump off the page. They are phenomenal.... This will help in the healing process. It really is a moving story.”



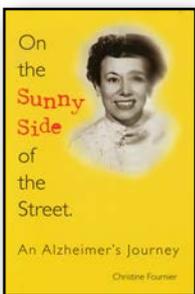
Above: Suzann Yue and her daughter, Savy, appeared on KARE 11 Saturday with Eric Perkins on Oct. 22, 2011, to talk about their new book.

Later that day, Yue participated in a well attended signing at the HarMar Mall Barnes and Noble in Roseville, Minn.

Also in October, the book received a gold medal in the picture book category of the Mom’s Choice Awards and a silver medal in the Moonbeam Children’s Book Awards in the category of religion and spirituality.

More information about the book and Suzann’s upcoming events can be found at www.SuzannYue.com (or on page 1 of this newsletter).

E-book Now Available for On the Sunny Side of the Street



November is National Alzheimer’s Awareness Month, a time to increase awareness about Alzheimer’s Disease and what the Alzheimer’s Association is doing to advance research and help patients, their families and caregivers.

It’s a cause near and dear to the hearts of everyone who has traveled an Alzheimer’s journey with a parent or other loved one, including Christine Fournier of New Brighton, Minnesota. She lost her mother, Helen Winter LaCaze, to the disease in 1996.

Her memoir about the journey she traveled, *On the Sunny Side of the Street*, was originally published in 2002, and recently re-released as both a print and eBook. While originally written as a way to help the author recover from her loss, the book is also a tribute to LaCaze and a guidebook for those traveling a similar journey.

On the Sunny Side of the Street. An Alzheimer’s Journey is available from BeaversPondBooks.com, BarnesandNoble.com and Amazon.com. The print book retails for \$18.95. The eBook version sells for \$9.99.

A portion of the proceeds from book sales will be donated to organizations that are searching for a cure for Alzheimer’s disease.

COR Retreat Has a Booth at the American Diabetes Association Expo



It hasn't been around long, but COR Retreat – A Food Recovery Program offered at the McIver Center in Wayzata, Minn., is starting to make a name for itself. Hundreds of people visited the COR Retreat booth at the American Diabetes Association Expo at the Minneapolis Convention Center on October 15, 2011.

Past Retreat attendees staffed the booth. In addition to answering the questions of everyone who stopped by, they handed out informational flyers, as well as copies of "Filling a Need – Nordstrand follows up on a successful career by starting a retreat for people who like him are addicted to food." The article, written by reporter Bill Stieger, was published by the Highland Villager newspaper a few days before the event – on October 12, 2011.

Dozens of copies of Nordstrand's award-winning book, *Living with the Enemy*, were sold at the show. To learn more about this low-cost program that helps people battling food addiction, log on to www.cormn.org.

Award-Winning Author Marilyn Jax Leads Mystery Writer's Workshop



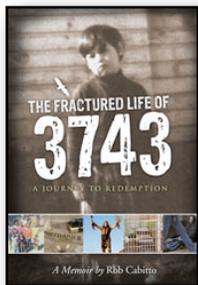
Above: The students at Marilyn Jax's Mystery Writer's Workshop took copious notes the evening of Oct. 26, 2011.

Award-winning mystery writer Marilyn Jax shared what she has learned about writing a riveting mystery with a classroom filled with students on Oct. 26, 2011 in St. Louis Park, Minnesota.

She has led numerous Mystery Writer's Workshops in the past, but this was her first time teaching community education. "The class was great. Edge-of-the-seat learning, while having a fun time. Students were eager to absorb the components of riveting mystery writing, asked great questions, and each participant seemed excited to try his or her hand at crafting an intriguing mystery," said Jax.

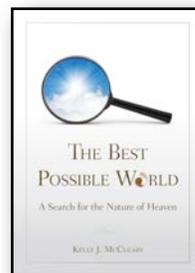
Questions raised by the students led to discussion on publishing choices, eBook formatting, marketing and competition, structuring a mystery novel and more. Jax shared her wisdom from experience. She has written two award-winning mysteries. *Road to Omalos* and *The Find* follow the adventures of private detectives Claire Caswell and Gaston Lombard. She is currently in the process of finishing up her third novel in the series. *Sapphire Trails* is due out early next year.

The Fractured Life of 3743



Rob Cabitto, author of *The Fractured Life of 3743*, was interviewed by reporter Paul Groessel for an [article](#) that appeared in the Eden Prairie edition of the MN Sun newspaper. He was talked about his book on WJON-AM Radio in St. Cloud, Minn.

The Best Possible World – A Search for the Nature of Heaven



Kelly McCleary, author of *The Best Possible World – A Search for the Nature of Heaven*, also kicked off the promotional campaign for her book in October. She appeared on the Jay Caldwell show on WJON-AM Radio, St. Cloud on October 31, 2011.

ALSO IN OCTOBER . . .

- RMA Publicity was one of the sponsors of this year's Twin Cities Book Festival held on Saturday, October 15, 2011, on the Minneapolis Community and Technical College campus in downtown Minneapolis. Thank you to everyone who stopped by our booth to chat and learn more about book publicity.
- Rachel M. Anderson spoke at the Midwest Independent Book Publisher's Association's monthly meeting on October 12, 2011. The topic of discussion was the value of applying for book awards and how to capitalize when a book is named a winner.

MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in October or November RMA Publicity may be able to help you get media coverage.

November Media Opportunities

American Diabetes Month
 Aviation History Month
 Diabetic Eye Disease Month
 Lung Cancer Awareness Month
 National Adoption Month
 National AIDS Awareness Month
 National Alzheimer's Disease Awareness Month
 National Family Caregivers Month
 National Inspirational Role Models Month
 National Long-term Care Awareness Month
 National Marrow Awareness Month

Other dates observed in November....

National Author's Day – Nov. 1
 Use Your Common Sense Day – Nov. 4
 National Young Reader's Week – Nov. 7-11
 National Parents as Teacher's Day – Nov. 8
 Veteran's Day – Nov. 11
 American Education Week Nov. 13-19
 World Kindness Day – Nov. 13
 National Girl's Day – Nov. 14
 National Great American Smokeout Day – Nov. 17
 National Flossing Day – Nov. 25

* Source: 2011 Chase Book of Events

December Media Opportunities

National Drunk and Drugged Driving Prevention Month
 Safe Toys and Gifts Month
 Spiritual Literacy Month
 Worldwide Food Service Safety Month

Other dates observed in December....

Special Education Day – Dec. 2
 Gluten Free Baking Week – Dec. 18 – 24

RMA Publicity

Creative ways to keep your book in the spotlight, even when it's not new anymore

Whether your book is hot off the presses or has been around for a year or two, if it's not selling as well as you had hoped it would, there's probably a good reason. No, it's not the cover, binding or the category you selected. It's the fact that not enough people know about it.



Hundreds of new titles come out every month across the United States. Some days it seems like the majority of them are printed in my home state of Minnesota alone. With so much competition, if you aren't working to market your book every day and in every way you can think of, you might as well throw in the towel and chalk your losses up to experience.

Here are five things you can and should be doing to get the word out about your book:

1. If you don't have a website for your book, get one!

These days, the majority of readers are spending time online seeking out titles they may like before placing an order on Amazon or heading to their local bookstore. When you take your site live, fill it with content related to your book. The more information the better!

2. Start blogging.

Blogging is one of the easiest ways to begin building a fan base. It's also one of the most direct ways to reach your target audience. People who are already interested in the topic you have written about will get to know you through your posts, and if they like what they read chances are good they'll buy your book.

3. Seek out media opportunities as often as possible.

When I begin working with a new author, one of the first things I do is develop a media outreach plan for them. I used to be a television newscast producer and have a pretty good feel for the needs of the media.

4. Tell as many people as you can about your book every day.

This is something I'm happy to report most of my book clients do every day. Congratulations go out to Sondra Goodkind, author of *Empowering Children to Save the Wildlife of Africa*. She just received a big order from a travel agency she had told about her book.

5. Invest some resources in book distribution

If your book is already available through one of the major distributors, Baker and Taylor www.btol.com and Ingram www.ingrambook.com, you've done a good job in this area. If it's only available via your personal website or on Amazon.com, you may want to expand your reach.

Major bookstores, like Barnes and Noble, for example, will only order books from vendors that offer the right of return. They won't even entertain the idea of bringing in a book on consignment, or buying it direct from the author.

Next month's article

Don't Miss the Boat – Make Sure You Are Capitalizing on the Holiday Season

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. If you would like to receive updates as they happen, please visit our page and "like" it.

RMA Publicity

www.RMAPublicity.com

rachel@RMAPublicity.com

(952) 240 - 2513