

THE POWER OF PUBLICITY

Quentin Brent's *The Reason: It's About More than Just the Money* Launches in a Big Way in October

What could be better for a new author than a highly successful launch party attended by close to 100 people all there to support him? How about immediately following it up with a second launch halfway across the country?

The Reason: It's About More than Just the Money officially launched the evening of Oct. 26 at Open Book in Minneapolis. The highlight of the party was when the author shared details about how the book came to be and the close parallels between the plot and his own background.

Quentin Brent is a former bank president who also used to be involved in the sport of bare knuckle fighting. He actually participated in many of the fights described in the book. *The Reason* is the story of an insurance salesman whose family is kidnapped in order to keep him quiet about a conspiracy being orchestrated by the most powerful agency in America: The Federal Reserve.



After selling nearly 100 books at his launch, the author and his wife, Shannon, travelled to Southwest Florida for a second launch arranged by RMA Publicity. Brent appeared on [Southwest Florida's WINK TV](#) and WCCF-Radio on

Oct. 30. The appearances previewed his planned signings at The Sanibel Island Bookshop (Oct. 31) and The Beach Book Nook on Ft. Myers Beach (Nov. 3).

Learn more about the plot of *The Reason* in [The Lakeshore Weekly](#) newspaper story published on Oct. 20. Books are available for purchase at bookstores everywhere, or they can be purchased online at www.QuentinBrent.com.



(Above) Author Quentin Brent signs copies of his debut novel at Open Book in Minneapolis on Oct. 26.



COMING UP IN NOVEMBER

The new children's chapter book, **Drop the Puck: Shoot for the Cup**, launches at The River Centre in St. Paul on Nov. 7. The author and illustrator will be on FOX 9 news that morning.

Cynthia Trenshaw, author, **Meeting in the Margins: An Invitation to Encounter Society's Invisible People**, will speak on Nov. 9 and 10 at The Freeland Library on Whidbey Island, Washington.

A story about **Saving Stripes: A Kitty's Story** by teen author Justin M. Anderson has been published in the Nov. 2015 issue of Lake Minnetonka Magazine, and on Nov. 12, Justin will share his story with kids and seniors at the Intergenerational Learning Center in Eagan, Minn.

Phyllis Moore, author, **Pegasus Colony**, will sell books at the Dakota County Library Book Fair on Nov. 14.

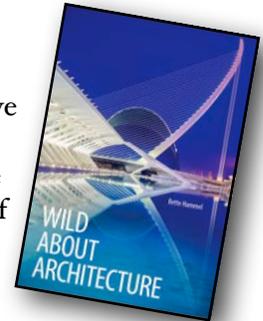
April Kirkwood, author, **Big Girls Do Cry: My Love Affair with Frankie Valli**, will sign books at The Palm Beach Bookstore in Florida on Nov. 14 and Bethany Beach Books in Delaware on Nov. 28.

Launch Party for Hammel's *Wild About Architecture* Held Oct. 29



Nearly 100 people attended the book launch party for 90-year-old Bette Hammel's retrospective, *Wild About Architecture*, published by her friend Karen Melvin. The party was held at Wayzata City Hall in Wayzata, Minn.

Hammel is the widow of famed Twin Cities architect Dick Hammel, founder of HGA, which is today one of Minnesota's largest architecture firms. The book shares Hamel's love of architecture, and features images of some of her favorite images of



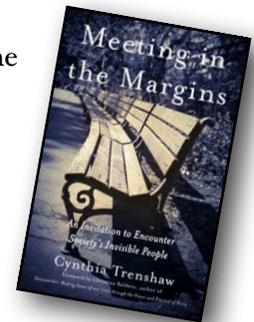
buildings in her home state of Minnesota and beyond.

Preview stories were published in the [Lakeshore Weekly](#) newspaper on Oct. 20, the [MN Sun Sailor](#) newspaper on Oct. 22 and the Star Tribune newspaper on Oct. 25. Stories are pending in the Lakeshore Weekly and Lake Minnetonka Magazine.

Launch Party for Trenshaw's *Meeting in the Margins* Held in the Seattle Area on Oct. 13

The launch party for *Meeting in the Margins: An Invitation to Encounter Society's Invisible People* by Cynthia Trenshaw took place on Oct. 13 on Whidbey Island, which is just off the coast of Seattle. A preview story was published in [The South Whidbey Record](#). At the event, Trenshaw spoke on her experiences with people who live life in the margins... the homeless, nursing home residents, seniors, etc. Book sales at the event were strong.

Next up are speaking events on Nov. 9 and 10 at The Freeland Library on Whidbey Island. Learn more about *Meeting in the Margins*, or purchase a copy, at www.CynthiaTrenshaw.com.



New Children's ABC Book Launches in the Twin Cities on Oct. 8

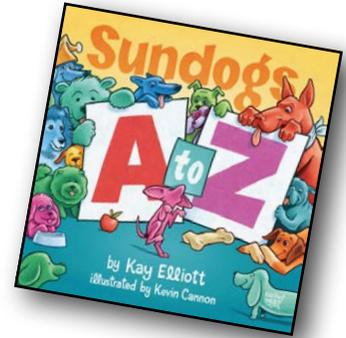


Congratulations to Kay Elliott, author, *Sundogs A to Z*. Her new children's board book officially launched during a party at the Fred Babcock VFW in Richfield, Minn. on Oct. 8, and a story about the book ran in the Richfield edition of the MN Sun Current on Oct. 15.

Sundogs A to Z was published by Wise Ink Creative Publishing of Minneapolis. The book includes a total of 26 mini-stories, one for each letter in the alphabet, starting with Auggie adds apples and ending with Zeke zigs and zags. Each page in the board book is brightly colored and features a Sundog at play.

The book was printed in the U.S.A. “I wanted to make sure I knew the books would be safe for babies to chew on, so I opted to use a printer here rather than overseas,” said Elliott.

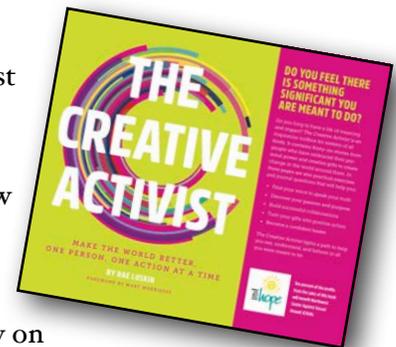
Sundogs A to Z retails for \$9.99 and for every copy purchased, a paperback version will be donated to North Star Therapy Animals, a nonprofit that sends volunteer teams to hospitals, elder care, assisted living centers and specialty care centers throughout the Twin Cities. For more information about the book, or to purchase a copy, visit www.SunDogsBooks.com.



Author of *The Creative Activist* Interviewed on WGN-TV in Chicago on Oct. 4



Rae Luskin's new book, *The Creative Activist: Make the World Better, One Person, One Action at a Time*, officially launched on Oct. 4, 2015, during the event, "Walk a Mile in Her Shoes," in which men are asked to put on high heels and walk a mile along the shores of Lake Michigan to help raise awareness about violence against women.



Luskin was interviewed by a crew from WGN-TV in Chicago during the event. Her book shares the stories of 36 people, including herself, who have embraced their personal power and creative gifts to create change in the world around them. Each story is accompanied by personal development questions that help readers get clarity on what their gifts and talents are, and how they can use them in service.

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

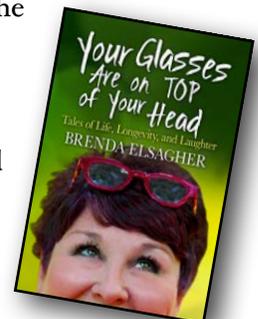
Twin Cities Comedian Brenda Elsagher's Latest Book Debuts at "Comics for A Cause" on Oct. 2



Humor isn't just for entertainment—it can be a lifesaver! Just ask Twin Cities' comedian Brenda Elsagher, a colo-rectal cancer survivor, celebrating 20 years cancer-free this October.

Along with local comedians David Goldman, Rox Tarrant, Karen Pickering Cahow, and Maxine Jeffris, Elsagher hosted and performed the comedy show "Comics for a Cause" on October 2 at the Knights of Columbus Hall in Bloomington, Minn.

The event was preceded by the launch party for Elsagher's latest book, *Your Glasses Are On Top of Your Head*. Elsagher and 14 of the contributing authors of her new anthology that makes fun of aging signed copies and answered questions from people who bought their book.



More than 300 people turned out for the event, which was previewed on WCCO Radio and in the Bloomington edition of the MN

Sun Current.

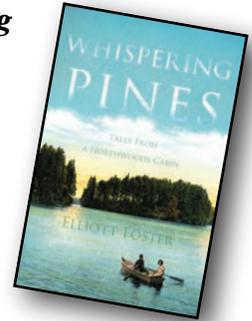
Visit www.LivingAndLaughing.com for more information. Partial proceeds from the event and book sales will go to Ostomy Associations and Association of Applied and Therapeutic Humor (AATH).

Foster Takes to the Airwaves in Duluth to Promote His New Book, *Whispering Pines: Tales From a Northwoods Cabin*



Elliott Foster, author, *Whispering Pines: Tales From a Northwoods Cabin*, signed books at The Bookstore at Fitgers in Duluth the evening of Oct. 8. That morning he previewed the event on both Duluth's [KBJR-TV \(NBC\)](http://www.KBJR-TV) and [KQDS-TV \(FOX\)](http://www.KQDS-TV).

Learn more about his book at www.ElliottFoster.com.



Author of *Saving Stripes A Kitty's Story* Appears on WCCO-TV in Minneapolis on Oct. 25



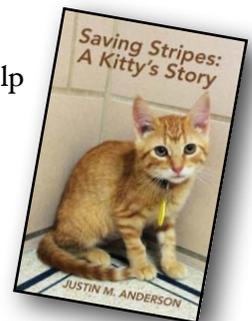
National Cat Day was observed across the country on Oct. 29, but the celebration got started early at Chuck & Dons in Wayzata. On Oct. 25, the author of *Saving Stripes: A Kitty's Story* appeared at the store to help kick off a week-long celebration. During the event, a crew from [WCCO Television](http://www.WCCO-TV) stopped by to interview Justin for a story that aired the next morning.

At the event, Wayzata High School freshman Justin M.

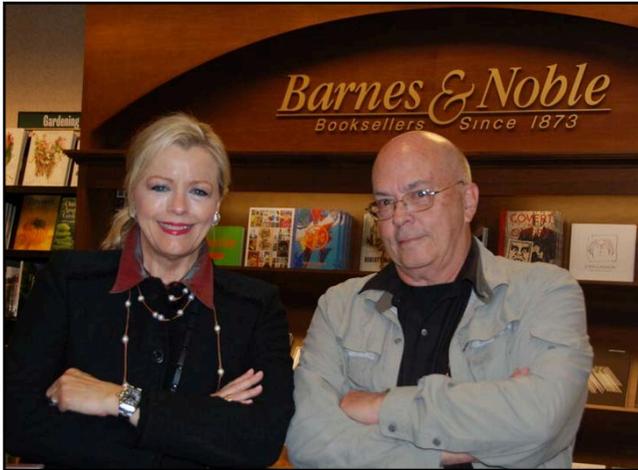
Anderson, 14, of Minnetonka, signed copies of his book, and shared his story about the animal rescue he and his family were involved in. During the Summer of 2014, he and his mother were out for a walk in their neighborhood park when they came across a mother cat and her three kittens.

Rather than walk away as many people may have done, Justin insisted that he needed to do something to help the cats. With the help of neighbors they caught all four cats and got them to The Animal Humane Society in Golden Valley, Minn. When they returned a few days later to take pictures of the kittens on the adoption floor, they made the decision to bring Stripes home. Then when the Animal Humane Society deemed the mother unadoptable, they turned to S.O.S. Rescue Relief, Inc., for help. The organization took the mother cat in, rehabbed her, and was able to help her find a home too a few months later.

Since the release of *Saving Stripes: A Kitty's Story* in late June 2015, more than 100 copies of the book have been sold. One-hundred percent of the proceeds benefit S.O.S. Rescue Relief, Inc., a 501-C-3 non profit whose mission is to prevent euthanasia in animals that can be saved.



Free Mystery Writers Workshops Held at Twin Cities Barnes & Noble Stores in October



In honor of The Month of Mystery, which is observed every October, Twin Cities mystery authors Marilyn Jax and Craig MacIntosh led a free Mystery Writer's Workshop at the Barnes & Noble store in Edina, Minn. The Oct. 24 event drew nearly 20 people curious about what it takes to put a good mystery together.

During the workshop, both authors shared their secrets for crafting the perfect mystery. Attendees also had the chance to hone their new skills through writing exercises.

Earlier in the month, Jax led a similar workshop at the Barnes & Noble in Eagan (Oct. 10), attended by about 20 people. Jax also taught at the Barnes & Noble

in Eden Prairie in late September. Those workshops were co-taught by Minneapolis Homicide Detective Sgt. Robert Dale.

The community newspapers in each of the communities published preview stories about the events.

Preferred Speakers Featured in the Minneapolis-St. Paul Business Journal and MN Sun Sailor

RMA Publicity helped a sisters-owned Twin Cities speaking business land feature articles in two Twin Cities publications in October: the Minneapolis St. Paul Business Journal and MN Sun Sailor.



Preferred Speakers is a national speakers bureau started up by Katy Burke and Sheila Harris' parents, Nancy McGarvey Burke and J. Warren Burke. Sheila Harris has worked at the family business since 1986. Her vast knowledge of exceptional talent, and quick study of business, is a great asset when searching for the right talent.

Katy Burke runs Preferred Speakers Management, the talent management division of the business. This division includes a select group of talent the sisters actively market. Their sister, Annie runs things behind the scenes.

Speakers fees range in price from \$3,500 - \$200,000. There is no fee for the service Preferred Speakers provides. The bureau is a sales arm of the speaker's business.

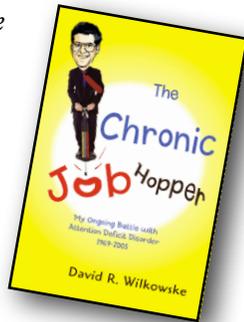
The company recently brought comedian Jay Leno to the Twin Cities to highlight the Gillette Children's Specialty Healthcare fundraiser, "Come Fly with Me 2015." A story about the Leno event will be in an upcoming issue of Deephaven Life magazine.

Up next for Preferred Speakers, events being headlined by Celebrity Apprentice winner Leeza Gibbons and record setting long distance swimmer, author and speaker Diana Nyad.

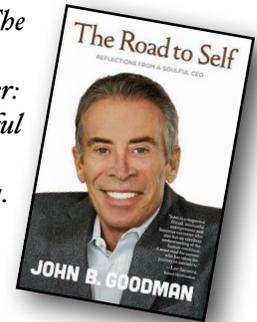
For access to a list of speakers currently represented by Preferred Speakers, visit the company website, www.PreferredSpeakers.com, or call 612-929-2277.

ALSO IN OCTOBER ...

Dave Wilkowske, author, *The Chronic Job Hopper*, was interviewed on the national radio show It's Your Health on Oct. 9 and WCCO Radio in Minneapolis on xxxxx.



John B. Goodman, author, *The Road to Self: Reflections from a Soulful CEO and Moments Matter: Everyday Inspiration from a Soulful CEO*, had a table at The Twin Cities Book Festival on Oct. 17.



Doug Cornelius, author, *Good News—I Failed: A Story of Inventing in Minnesota*, presented at Bancroft Elementary in Minneapolis on Oct. 12.

MEDIA OPPORTUNITIES

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

November is...

- American Diabetes Month
- Lung Cancer Awareness Month
- National Adoption Month
- National Alzheimer's Awareness Month
- National Family Caregivers Month
- National Long-term Care Awareness Month
- National Memoir Writing Month
- National Novel Writing Month
- National Patient Accessibility Month

Also Observed in November...

- National Author's Day – Nov. 1
- National Parents as Teachers Day – Nov. 8
- National Young Readers Week – Nov. 9-13
- World Kindness Day – Nov. 13
- National Family Week – Nov. 22-28
- Small Business Saturday – Nov. 28
- Computer Security Day – Nov. 30
- Cyber Month – Nov. 30

December is...

- National Write a Business Plan Month
- Operation Santa Paws Month

Also Observed in December...

- Giving Tuesday – Dec. 1
- Special Kids Day – Dec. 2
- Underdog Day – Dec. 18
- Celebrate Short Fiction Day – Dec. 21

What Authors Can Do Now to Start Planning for a Successful New Year

It won't be long before all of us are caught up in the holiday season, but because 2016 will be here before you know it, now is a good time to take a few moments to put your book marketing plan for the New Year into place.



Here are a few ideas to get you started.

1) Learn from 2015

Did you do a good job of keeping track of your sales in 2015? The most successful small presses and self-published authors know exactly how many books they've sold during a given time period. Tracking the numbers allows you to easily determine whether marketing and publicity efforts have helped drive sales or not. Make a list of all the marketing and publicity efforts you did and match them up with the sales figures to determine what did and did not work.

2) Stop Doing Things that Don't Work

Did that ad you bought in the local newspaper lead to any sales? Perhaps, but if the resulting sales didn't cover the cost of the ad, advertising didn't work for you. While an ad may feature a nice picture of your book, it doesn't tell the reader what the story is about or why they may want to purchase the book. The only ads that I've seen deliver are those accompanied by articles about the author. One approach you may want to consider in 2016 is to ask the sales person you've worked with at the newspaper if he or she can help get an article about you or your book placed in the same publication you are advertising in.

3) Hire a publicist

Instead of budgeting dollars towards advertising next year, consider hiring a publicist who will help you get stories into the newspapers and interviews on radio and TV. In addition to understanding how the media works, a good publicist will have established relationships with the news people you want to reach with your story. RMA Publicity has already achieved more than 140 media placements

for clients in 2015 and the year isn't over yet. Many more are pending.

4) Have press materials created if you don't have them already

Have marketing materials been prepared for your book? If not, I strongly suggest you have a press release, feature article or press kit created right away. This will be your ticket to getting the attention of the news media. Reporters and assignment editors are way too busy to pay attention to, much less read an unsolicited manuscript. So, don't even bother sending a book.

5) Develop a marketing plan

If you don't have one already, develop a marketing plan for 2016 so the things you do to promote your book will be proactive, not reactive. The most successful books are those whose publishers have done a good job anticipating the needs and desires of their target audience.

RMA Publicity is accepting new clients for 2016. For a quote on marketing and publicity services, [contact us](#) today.

Next month's publicity tips article:

Tips for Securing Media Attention for Your Book in the New Year

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 Facebook page and ["like" it](#).



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