

THE POWER OF PUBLICITY

Snort's Special Gift Launch Party



Above: *Suzann Yue and her daughter, Savy, share a quiet moment during the launch party for *Snort's Special Gift* -- their family story.*

Deficit Disorders," a book she has been working on for some time now. But a sermon given last year by Pastor Dan Johnson at Plymouth Covenant Church inspired her to write and publish *Snort's Special Gift* first.

More than 100 people attended the launch party for Wancket-Yue's children's book that helps kids cope with a very sad time in their lives.

Snort's Special Gift is the story of how Suzann and her family dealt with losing their boxer, Sensei, also known as Snort, and how they keep her memory alive every day.



Attendees wiped away tears as Savy Yue, Suzann's daughter, read the book that had been written about her and her brother, Sunne. Suzann then went on to explain

UPCOMING EVENTS

RMA Publicity will have a table at the Rain Taxi Twin Cities Book Festival Saturday, October 15, 2011
Minneapolis Community & Technical College
Minneapolis, Minnesota, 10 a.m. - 5 p.m.

Road to Omalos

By Marilyn Jax

Meet the Author and Book Signing
Rain Taxi Twin Cities Book Festival
Saturday, October 15, 2011
Minneapolis Community & Technical College
Minneapolis, Minnesota 10 a.m. - 5 p.m.

Meet the Author and Book Signing
Lioness Art & Craft Show
Saturday, October 22, 2011
Grace Church of Eden Prairie
Eden Prairie, Minnesota, 9 a.m. - 4 p.m.

Meet the Author and Book Signing
Cooper Arts & Crafts Fair
Saturday, October 29, 2011
Robbinsdale Cooper Senior High School
New Hope, Minnesota, 9 a.m. - 4 p.m.

A Song in My Heart

By Roma Calatayud Stocks
Sunday, Oct. 9, 2011

Signing/Presentation at The Beyond
Baroque Literary / Arts Center
Venice, California, 4:30 p.m.

Snort's Special Gift

By Suzann Yue

Sunday, Oct. 9, 2011

Interview on The Katie K9 show
107.1 FM, Minneapolis
(airing between 4 p.m. - 6 p.m.)

Saturday, Oct. 22, 2011

Interview on the Saturday Morning Show
KARE 11 News, Minneapolis
(show airs between 8 a.m. - 10 a.m.)

COR Retreat

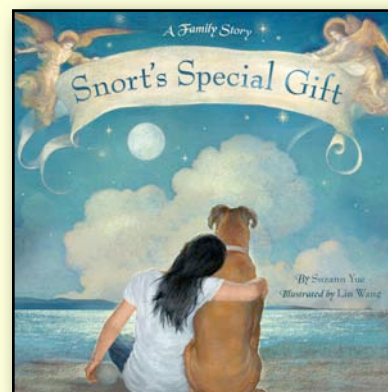
The food recovery program started up by Burt Nordstrand, author, *Living with the Enemy*, will have a booth at the American Diabetes Expo at the Minneapolis Convention Center.
Saturday, October 15, 2011
9 a.m. - 3 p.m.

how the family is hoping that Snort's story can inspire other families to do something special to keep the memory of their own lost pets alive.

"The book is wonderful. It made me cry which is a good thing. Kids need to grieve the loss of a pet and they need to have an outlet for expressing their feelings. This book will be a great resource to help kids cope with their loss. I plan on recommending this to my clients," said Dr. Carissa Williamson, the Yues' veterinarian.

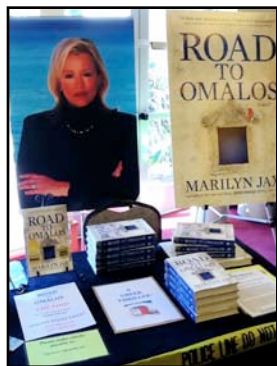
Snort's Special Gift was published by Beaver's Pond Press of Edina, Minn.

Snort's Special Gift retails for \$17.95. Copies are available via the author's website: www.suzannyue.com, direct from the publisher at www.BeaversPondPressBooks.com, at Barnes and Noble stores and BarnesandNoble.com and Amazon.com.



UPCOMING SEMINARS AND WORKSHOPS FOR AUTHORS

Mystery Novelist Marilyn Jax to Lead a Series of Mystery Writer's Workshops in October



Congratulations to Marilyn Jax on a great showing at the St. Mary's Taste of Greece festival in Minneapolis that ran from Sept. 9 - 11, 2011. Her mystery/thriller set in Greece, *Road to Omalos*, was a big hit.

"I sold a huge number of books, met amazing people, made many new friends, networked and made invaluable business connections, and of course ate wonderful Greek food all weekend," said Jax. Her book was also a strong seller at the 27th Annual Hayward Fall Festival in Hayward, Wisconsin on Saturday, Sept. 24, 2011.

In October, Jax will be busy teaching a series of Mystery Writer's Workshops throughout the Twin Cities Metro. October is the Month of Mystery and Jax is scheduled to lead workshops at three Twin Cities Community Education programs. A story about her scheduled events appeared in the Sept. 16, 2011, issue of [The American Jewish World](http://TheAmericanJewishWorld.com). There may still be time to sign up if you'd like to attend.

Wednesday, October 12, 2011

[Osseo Community Education Center](#)

Osseo, Minnesota

6:00 p.m. - 9:00 p.m.

Wednesday, October 19, 2011

[Wayzata Community Education Center](#)

Wayzata, Minnesota

6:00 p.m. - 9:00 p.m.

Wednesday, October 26, 2011

[St. Louis Park Community Education Center](#)

St. Louis Park, Minnesota

6:00 p.m. - 9:00 p.m.

RMA Publicity

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 this fall.

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

St. Louis Park, Minn., Community Education

November 7, 2011

7:00 p.m. – 9:00 p.m.

Lexox Community Center

6715 Minnetonka Blvd.

St. Louis Park, MN 55426

SEPTEMBER EVENTS & MEDIA PLACEMENTS

Still Standing The Story of SSG John Kriesel Gets Some Strong National Publicity

Golf played a huge role in MN Rep John Kriesel's rehabilitation after losing both of his legs to a roadside bomb while serving in Iraq. In fact, there's an entire section of his book, *Still Standing The Story of SSG John Kriesel*, devoted to it.

RMA Publicity got the attention of the editor at PGA Magazine, the official publication of the Professional Golfer's Association of America, and they ran an article in their October 2011 issue about how golf is helping our wounded warriors. John's story is featured in the [article](#), Golf's therapeutic powers on display in a pair of books.



And when Voice America, an Internet radio show with international reach, let it

be known they wanted to interview a soldier home from War about what it's like to readjust to civilian life, RMA Publicity [introduced](#) them to John.

On the radio show, he talked about what it was like to re-acclimate after returning home with a debilitating injury. He said there have been a number of dark and tough days, but what gets him through it was having a positive attitude. "On tough days particularly, I take a step back and look at my wife and kids and realize that despite the fact that I don't have legs anymore and am injured, life is good. I got a second chance at life that my buddies didn't. I better not waste it."



About John Kriesel

Minnesota Rep. John Kriesel is an Iraq War veteran who lost both of his legs in a humvee explosion in Fallujah, Iraq in Dec. 2006. Despite dying three times on the operating table, he fought his way back. Today he gets around just fine on prosthetic legs.

In addition to working in the marketing department at the Minnesota National Guard, and as an occasional contributor on KFAN Radio in Minneapolis, John is an elected official. Last November Rep. John Kriesel was elected to represent the people of Cottage Grove in the State House.



ALSO IN SEPTEMBER . . .

The Author of *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq* Appears on the Minnesota Military Radio Hour

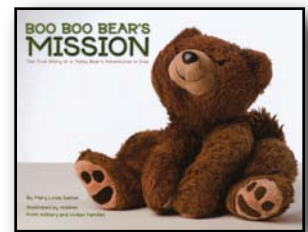


Mary Linda Sather, author of *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*, appeared on the Minnesota Military Radio Hour on NewsTalk 1130 AM in the Twin Cities on Sept. 18, 2011.

She shared with military families throughout Minnesota the story of how her granddaughter, Shea Leigh, had sent her beloved teddy bear to Iraq to take care of her Dad, SMSgt. Ron Waterhouse, while they were apart during his second of three deployments to Iraq. When they both returned home safely, Sather decided to share her family's story through a book to help other military families. *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq* was published in June 2009.

On the show Sather said, "In addition to having a story that kids would enjoy I wanted for children to know it's okay to feel whatever they feel. Certainly, there is a range of feelings they experience when a parent leaves for a long time." The Minnesota Military Radio Hour airs every Sunday on AM 1130.

Also in September, Sather led a children's story time at the Babbitt, Minnesota public library.

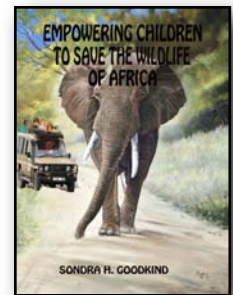


Author of *Empowering Children to Save the Wildlife of Africa* Appears on KARE 11 in Minneapolis



Sondra Goodkind, the author of *Empowering Children to Save the Wildlife of Africa*, [appeared](#) on KARE 11 Saturday in Minneapolis on Sept. 24, 2011, to talk about her mission to try and help save the animals of Africa from extinction.

She wrote her book after returning home from an African safari with the knowledge that the animals over there are in grave danger due to poaching and development. It is her hope that the book will

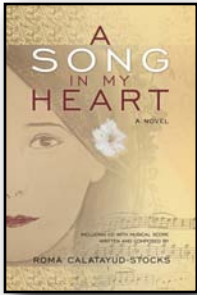


inspire children to take action to help save the animals for future generations.

More information about *Empowering Children to Save the Wildlife of Africa* can be found at www.SondraSavesAfrica.com

Afterwards, she sold books at the St. Louis Park, Minn., Byerly's.

***A Song in My Heart* is Prominently featured at National Hispanic Heritage Month Events Across the Country**



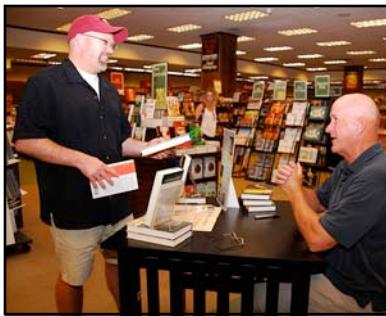
National Hispanic Heritage month is observed from September 15 – October 15, and serves as the perfect time for the author of *A Song in My Heart*, Roma Calatayud Stocks to go on a national book tour. Her campaign kicked off at the Bookcase of Wayzata in Wayzata, Minn., on Sept. 11th where her book was featured during the James J. Hill Days festival, then it was on to the University of Minnesota's Coffman Union on Sept. 14th where she shared her story and research with students and faculty.

Also in September, she visited the Barnes & Noble store in Scottsdale, Arizona, then returned to Minnesota for a presentation at the HarMar Barnes & Noble in Roseville, Minn.

Next month Roma will travel to Los Angeles, Calif., where she will present at The Beyond Baroque Literary Arts Center in Venice, Calif. The event is scheduled to take place on Oct. 9, 2011, from 4:30 p.m. – 6:30 p.m.



Author of *Fatal Incident* Returns to the Twin Cities

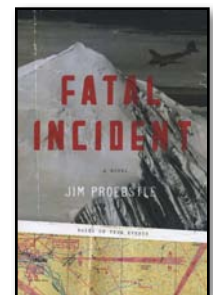


Chicago author Jim Proebstle returned to the Twin Cities in early September on a book tour set up by RMA Publicity to mark the 67th anniversary of the World War II plane crash that inspired his historic novel, *Fatal Incident*.

On September 18, 2011, the plane piloted by his uncle, Roy Proebstle, and carrying 19 Minnesota soldiers on their way home on leave, crashed into the Mt. McKinley range in Alaska. The wreckage was found back in 1944, but to this day no one knows what happened to the people

onboard. No bodies were found at the crash site.

Proebstle's novel explores the possibility that an act of espionage was behind the crash. He appeared at the Barnes & Noble - Apple Valley on Thursday, Sept. 8, 2011, and the Barnes & Noble Woodbury on Sept. 10, 2011, shared his story and sold lots of books!



Story About Gordon Fredrickson Appears in AG Week



The [article](#), *Minnesota Author Writes About Region's Ag in the 1950s*, appeared in the Eastern edition of AG Week, which reaches readers in Minnesota, eastern North Dakota and eastern South Dakota. The author referred to in the article is Gordon Fredrickson, who writes children's books based on his real-life adventures growing up on a farm in rural Minnesota in the 1950s. To learn more, log on to gordonfredrickson.com.



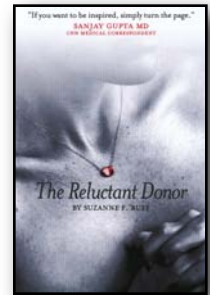
Suzanne Ruff, Author of *The Reluctant Donor* Gets A Lot of Attention in Chicago



Suzanne Ruff, author of *The Reluctant Donor*, and her two sisters [appeared](#) on WMAQ Television in Chicago on Sunday, September 25, 2011 in advance of the PKD Walk Chicago to share her family's story and promote their involvement in the event. More than a dozen people in Suzanne's family carry the gene for PKD or polycystic kidney disease, including her two sisters. She did not inherit the disease and ended up

donating a kidney to one of her sisters.

Earlier in the week, Suzanne had a book signing at Anderson Books in Downers Grove, IL.



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.

October Media Opportunities

Adopt a Shelter Dog Month
 Celebrating the Bilingual Child Month
 Celiac Disease Awareness Month
 Domestic Violence Awareness Month
 Dyslexia Awareness Month
 Emotional Wellness Month
 Financial Planning Month
 Health Literacy Month
 Long-term Care Planning Month
 National Breast Cancer Awareness Month
 National Crime Prevention Month
 National Cyber Security Awareness Month
 National Dental Hygiene Month
 National Protect Your Hearing Month
 Positive Attitude Month
 Self-promotion Month

Other dates observed in October....

Mental Illness Awareness Week – Oct. 2-8
 Mystery Series Week – Oct. 2-8
 World Smile Day – Oct. 7
 National Face Your Fears Day – Oct. 11
 Food and Drug Interaction Education and Awareness Week Oct. 17-24
 Make a Difference Day – Oct. 22

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

How to Select a Niche for Your Book

When I ask a prospective author who their target audience is, one of the most common answers I get is, “Anyone who can read.”

While that may be true, how do you market to everyone? The answer – it’s next to impossible! Not only would it be time consuming to figure out how to reach “everyone,” it would cost you a small fortune.



My best advice for book marketing is to figure out who your niche market is and target them almost exclusively. If you take this approach, you can’t help but attract a spill-over audience in the process.

So how do you select a niche? A good place to start is by going back to the beginning. If your book is a work of fiction, when you started to develop your plot and characters, how did you go about your research?

Perhaps your main characters are retired police officers who decided to leave the force and conduct investigations for hire. If this is the case, your niche market would be people in law enforcement, criminal justice and the legal field.

If yours is a children’s book with easy-to-read sentences and beautiful illustrations, good target audiences are parents and early educators. Emrys Current, the author of *Looking for Lucy*, has had good success going into schools and selling her book. More information can be found at www.lookingforlucybook.com.

For a memoir, people who have had similar experiences to your own are your niche market. Take, for example, *The Reluctant Donor* by Suzanne Ruff. Her memoir is a story about the anxiety she faced after making the decision to donate a kidney to her sick sister. Suzanne’s family suffers from a genetic disease that causes kidney failure. Her mother and two sisters inherited the disease. She did not.

Suzanne’s strongest target markets: people with kidney disease and their families and friends, organ donors and recipients and their families, family

friends and medical professionals. She regularly secures tables at events her target audiences will be attending.

Most recently she had a table at The Chicago Walk for PKD in Elk Grove Village, Illinois. More information about her book can be found at www.thereluctantdonor.com.

Another example of an author with a memoir who does a good job targeting his niche market is John Kriesel, author, *Still Standing The Story of SSG John Kriesel*. He and his co-author, Jim Kosmo, often speaks at military events, as well as to veteran’s groups, Rotary groups and at schools and churches. Every time they make an appearance they bring along books to sell. More information about their book and how to set up a speaking event can be found at www.stillstandingstory.com.

Coming up next month:

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

Did you know?

I’ve been getting this question a lot lately. If I’m going to release both a print and eBook version of my book do I need separate ISBN numbers? The answer is YES! Even though they contain the same content, each different version of your book is a different product and as such needs its own unique identifying number.

Not only do you need different numbers for your eBook, but for each different version of it as well. The ePUB, ePDF, and Mobi/Kindle versions all need different numbers.

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