

# THE POWER OF PUBLICITY

## New Program that Teaches Kids the Language of Positive Self Talk Launches in Kentucky



[Affies4Kids](#), a brand new Web-based parenting program that teaches young children solid character traits and the language of positive self talk in just five minutes a day, has just launched in Kentucky. [WKU PBS in Bowling Green](#) is the first station in the country to team up with the program. It went live on the site on Sept. 9th.

On the station's website, parents will find stories featuring easy-to-relate-to characters and sing-alongs that teach kids how to be a good friend and good at sharing, and help them understand that they are important and smart.

The content on the website is free for parents and kids to use and enjoy. Those who want to receive more content can [sign up for a low-cost subscription](#). There are packages prepared for both classroom and home use.

In Sept., founders Mary and Tim Forsythe were interviewed by several radio stations and newspapers in the Bowling Green, Kentucky market, including [The Amplifier](#), which printed RMA Publicity's press release announcing the program.

### A Great Turnout in New Richmond for the Event Led By Colleen Baldrica and Marilyn Jax



Congratulations to Colleen Baldrica and Marilyn Jax for the great turnout for their book event in New Richmond, Wisc. on Sept. 20th.

About 30 people attended their presentation at the Break Time Café. Both award-winning authors read from their books and discussed the future of publishing.

Jax and Baldrica credit the publicity the event received for help delivering a strong crowd. A preview article featuring Colleen and her book, [Woman's search for life path leads to book](#), ran in the Stillwater Gazette on Fri., Sept. 13th. Preview articles also ran in the New Richmond Times and Amery Free Press.

The authors team up often at book events to promote their respective titles. Baldrica is the author of [Tree Spirited Woman](#). Jax's books are [Sapphire Trails, Road to Omalos and The Find](#). Both authors published through Beaver's Pond Press.



#### COMING UP IN OCTOBER

Karen Kelly, author, **Prospice**, will officially launch her new novel at a private party in Minneapolis on Oct. 3rd. She also has a public signing on Sat., Oct. 26th at The Bookcase of Wayzata. The event begins at 2 p.m.

**The Twin Cities Book Festival**, sponsored by Rain Taxi, will be held on Sat., Oct. 12th, at the State Fair Grounds in St. Paul from 8 a.m. – 5 p.m.

Walt Bachman, author, **Northern Slave Black Dakota** will return to the Twin Cities for a series of book signings the week of Oct. 13-19.

Polly Norman, author, **Dances Through Glass**, will appear at The Bookcase of Wayzata on Sat., Oct. 19th at 2 p.m.

Marilyn Jax and Craig MacIntosh will lead a **Mystery Writer's Workshop** at the B&N in Apple Valley, Minn., on Sat., Oct. 26 from 1 p.m. – 4 p.m.

Ed and Sue Claessen, authors, **Making Tracks**, will sign books at the B&N in Roseville, Minn. on Sun., Oct. 26th. The event begins at 2 p.m.

Genny Kieley and Joanie Moses will sign copies of their books during a special event at the **Maple Grove Art Center** on Sun., Oct. 27th from 2 p.m. – 5 p.m.

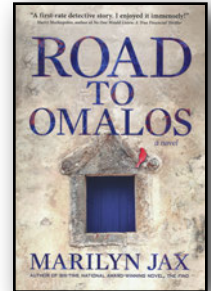
**Minneapolis Greek Festival a Huge Success for Author Marilyn Jax**



Her appearance at the Break Tie café wasn't Marilyn Jax's only major book event in September. She also had a table at the Taste of Greece festival at St. Mary's Greek Orthodox Church in Minneapolis the weekend of Sept. 6 - 8.

The event has become an annual tradition for Jax. 2013 is the third year in a row she has participated. It is the perfect venue for selling the second mystery in her book series, *Road to Omalos*, set in Greece.

Published in 2010, *Road to Omalos* is the story of George Zenonakis, born into one of the richest families in Crete. But all the



money in the world couldn't make him happy. Raised without any mother figure in his life, George's childhood had been both difficult and unhappy. His father was wholly disinterested in him as a person. His grandfather exhibited occasional warmth, but was unable to properly care for the attention-starved child. Like many children in this situation, he turned to a life of crime, eventually evolving into a monster that cared about nothing but getting his way.

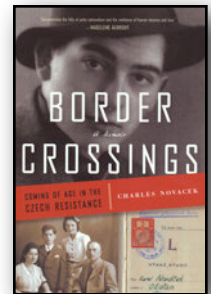
Jax also sold copies of her other two books, *Sapphire Trails*, published in 2012 and *The Find*, published in 2007, at the event. All three books have won multiple national book awards. Learn more about the books at [www.MarilynJax.com](http://www.MarilynJax.com).

ALSO IN SEPTEMBER ...



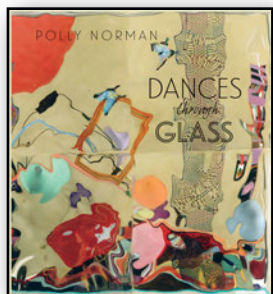
Craig MacIntosh, author, *The Last Lightning*, signed books at the B&N in Roseville, Minn., on Sept. 28.

An article about Ten 21 Press' premier title, *Border Crossings*, Coming of Age in the Czech Republic, ran in the Michigan Library Association's newsletter on Sept. 5th, and the Saline Reporter published the article, [Library to host works by famed artist Charles Novacek](#) on Sept. 27th.



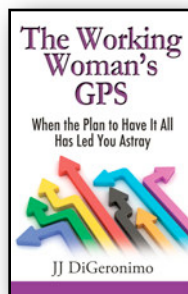
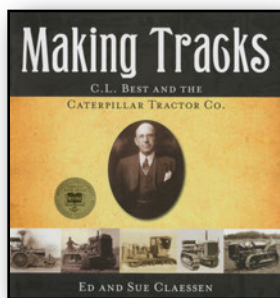
Scott Dominic Carpenter, author, *Theory of Reminders*, signed books at The Readers Loft Bookstore in Green Bay, Wisc. (Sept. 11), Lyons Fine Books in Neenah, Wisc. (Sept. 12), Univ. of Minnesota Bookstore (Sept. 17), "Grande Salle" of the Alliance Française

in Minneapolis (Sept. 17) and the Athenaeum at Carleton College in Northfield, Minn. (Sept. 25).



Corporate Art Force of Minneapolis selected Polly Norman of Edina, author of the new art book, *Dances Through Glass*, as its September Artist of the Month. Here is a link to the [write-up](#) about her.

Ed and Sue Claessen, the authors of *Making Tracks: C.L. Best and the Caterpillar Tractor Co.*, were interviewed by a reporter from the Peoria Star in late Sept. An article about their book will be printed in early October.



JJ DiGeronimo, author, *The Working Woman's GPS: When the Plan to Have it All Has Led You Astray*, has just launched a new [online video driven talk show](#) that highlights women's career accomplishments.

## MEDIA OPPORTUNITIES

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

### October is...

Adopt a Shelter Dog Month  
Breast Cancer Awareness Month  
Celebrating the Bilingual Child Month  
Domestic Violence Awareness Month  
Long-term Care Planning Month  
National Bullying Prevention Awareness Month  
National Crime Prevention Month  
National Cyber Security Awareness Month  
National Depression Education and Awareness Month  
National Physical Therapy Month

### Specific dates observed in September...

National Diversity Day – Oct. 4  
World Smile Day – Oct. 4  
Mystery Series Week – Oct. 6-12  
Financial Planning Week – Oct. 7-13  
National Massage Therapy Awareness Week – Oct. 20 – 26

### November is...

American Diabetes Month  
Aviation History Month  
National Adoption Month  
National Alzheimer's Disease Awareness Month  
National Family Caregivers Month  
National Inspirational Role Models Month  
National Lifewriting Month  
National Long-term Care Awareness Month  
National Novel Writing Month

### Specific dates observed in October...

National Author's Day – Nov. 1  
National Parents as Teachers Day – Nov. 8  
National Young Readers Week – Nov. 11 – 15  
Veterans Day – Nov. 11  
World Kindness Day – Nov. 13  
I Love to Write Day – Nov. 15  
American Education Week – Nov. 17 – 23

\* Source: 2013 Chase's Calendar of Events



## This Month's Publicity Tips Article - How to Get Your Book Reviewed on Amazon.com

When your book is fresh out of the gate one of the most important sales tools you'll have are good reviews. But how do you go about getting them, particularly on Amazon.com, the place where the majority of books are sold these days?



The most important piece of advice I can offer is to be proactive. Don't just wait for reviews to appear on the site. Go after them, and don't wait until the book is officially on the market to begin the process.

1) Identify possible reviewers and approach them through their websites or via e-mail to ask if they would be interested in reviewing your manuscript. These individuals may be book bloggers, industry experts or other authors you respect in the genre. Once they agree to do a review, ask if they would be so kind as to release it around the time of your book launch to help generate some buzz.

2) Look for Amazon reviewers who review books in your genre. These people are easy to track down by doing a search for books that are similar to yours and reading the reviews they have. When you come across a reviewer you want to approach, look at their online profile to see if they list an email address or website, then contact them and offer a free copy of your book.

3) No one understands the importance of reviews as much as your fellow authors, so don't be afraid to ask authors whose work you respect to take a look at your book. Offer to do the same for them and you have a much better chance of being successful.

4) Don't forget to go after the best sources for reviews—friends and family. All your contacts need to do is log onto their personal Amazon.com account, find your book and click on the link that says, "Create Your Own Review." It is not required that the reviewer purchase the book through Amazon.com to leave a review, but if they have, the review will be accompanied by a badge that

indicates the review came from someone who bought the book via Amazon.com.

While Amazon.com is a major player in the publishing industry, it's not the only place you should seek reviews. Getting reviewed by a major reviewer, such as Publisher's Weekly, Kirkus Reviews and/or Library Journal, can go a long way towards getting the word out about your book. All three reviewers offer free reviews, but they are very selective about which books they choose to review.

In order to have a fighting chance, you need to send off your book 3 – 4 months before the publication date. They will not even look at a book that has already been published and released. If your publisher isn't planning to give you galleys, you can use a printer such as Amazon's CreateSpace or Lightning Source to get some printed up on your own. All three reviewers have clear instructions on their websites for how requests for reviews should be made.

Another source for reviews are local newspapers. Since they too are inundated with requests, give them plenty of time to get the job done. As soon as you have ARCs available, send one to your local newspaper along with the marketing materials you have had prepared for the book and a cover letter that clearly states the book release date and any events you have planned regarding the launch.

Need help with this process? Contact us.

### Next month's publicity tips article:

What needs to be in the marketing plan for your book?



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## RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)

[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)

(952) 240 - 2513