

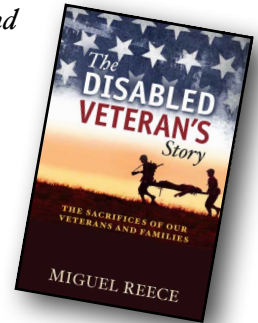
THE POWER OF PUBLICITY

Author of *The Disabled Veteran's Story* Appears on KTBC-TV in Austin, TX

Maj. Miguel Reece, author of *The Disabled Veteran's Story: The Sacrifices of Our Veterans and Their Families*, shared his book with a new audience in September.

The Florida resident traveled to Texas for an appearance at the Fort Hood, Tex., Post Exchange in Killeen, Tex. He signed books on Sept. 1, 2 and 3. While in Texas, he also conducted a VA Entitled Benefit Workshop and book signing at the Disabled American Veterans Post in Harker Heights, Tex.

Maj. Reece's Texas visit kicked off the morning of Sept. 1 with an appearance on [Good Day Austin on KTBC-TV](#). Learn more about Maj. Reece's work at www.MiguelReece.com.



Multi-talented Minnesota Doctor Releases Debut Novel



Dr. Elliot Francke's book launch party took place on Sept. 25 at the Temple of Aaron education building in St. Paul, Minn.

Upon a Time: The Darkness behind the Tales centers around the Fairy godmother who later gains fame in the story of Cinderella. In addition to managing the Hammer family household, she must raise her master's

young daughter. The girl's mother, locked away in a tower, is unwilling to care for her. Her father is not interested in raising her either.



COMING UP IN OCTOBER

An article about Minnesota author Christine Conlin's new book, ***Who Sees Your Scrunchy Face?*** will appear in Lake Minnetonka Magazine.

Richard Bahr, author, ***AMAZED: Why the Humanity of Jesus Matters***, will be interviewed on the KTIS-AM show "Real Recovery" on Oct. 2.

The Heartland Fall Forum, a regional trade show that supports and celebrates independent bookselling, takes place from Oct. 5 – 7 at The Depot in Minneapolis.

The Twin Cities Book Festival takes place on Oct. 15 at the Minnesota State Fairgrounds in St. Paul.

Belo Cipriani, author, ***Blind: A Memoir***, will sign books at the Barnes and Noble in Roseville, Minn., on Oct. 16.

Bruce Ario, author, ***City Boy***, will appear at St. Stephens in St. Paul on Oct. 17, and share his story of overcoming homelessness.

Lawrence Perlman, author, ***The Russian Collector***, will sign books at Magers & Quinn in Minneapolis on Oct. 20.

Award-winning mystery author **Marilyn Jax** will lead a mystery writers workshop at the Barnes and Noble in Eagan, Minn., on Oct. 29.

Dr. Francke introduced his tale to the Twin Cities during an appearance on [KSTP-TV](#) on Sept. 18 when he also talked about precautions people should be taking to protect themselves from Zika virus if they plan to travel South any time soon. Dr. Francke is Vice Chair of the Infectious Disease Committee at Abbott Northwestern Hospital in Minneapolis.

Learn more about the book at www.ElliotFrancke.net.

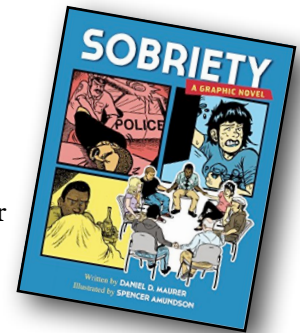
Minnesota Author Speaks on the Topic of Resilience During National Recovery Month



September was National Recovery Month and Minnesota author and former Lutheran Pastor Daniel D. Maurer was interviewed on [KROX-AM](#) in Crookston, Minn. He also spoke at River View Health in Crookston.

At both appearances, he shared his personal story of resilience, as well as the stories of some of the people he has interviewed over the years. He also highlighted the power of storytelling.

Maurer is the author of *Sobriety: A Graphic Novel*, winner of a Midwest Book Award for the best self-help book published in the Midwest in 2014. The idea for the book came to him while he was at Hazelden Betty Ford in Minnesota recovering from an addiction to pain killers. Maurer's next book, slated for release next year, will be on the topic of resilience.



Thinkergy US Launches in the Twin Cities



A new company that trains organizations on how to get more creative and innovative in order to gain a competitive advantage launched in Minnesota in September.

It's called Thinkergy US and is the brainchild of Dr. Detlef Reis, known as "Dr. D." He first launched the company in Hong Kong and Thailand in 2005, and within the past year began working with Kevin Ehlinger, the past president of the Mound-Westonka Rotary and current Chief Creation Officer at Thinkergy US, to bring the concept here.

Dr. D of Thinkergy has in essence created a suite of four new innovation methods (X-Idea, Genius Journey, Tips, and COOL), which can be put into use within companies to spur innovation. ThinkergyUS plans to work with Minnesota companies initially, and eventually expand throughout the United States.

More information is available online at www.ThinkergyUS.com. RMA Publicity has placed an article about the company in [Minnesota Business Magazine](#). Watch for another story soon in the Pioneer Press.



Author of *Amazed: Why the Humanity of Jesus Matters* Featured on KTIS-AM's Community Spotlight



Richard Bahr, author, *AMAZED: Why the Humanity of Jesus Matters*, was interviewed on [KTIS-AM's Community Spotlight](#) during a segment that aired on Sept. 17 and 18 in the Twin Cities market.

He talked about his ministry in the Twin Cities that helps the homeless, and also his new book.

Learn more at www.RichardBahr.com.



"Taste of Greece" Festival Offers Great Exposure for Minnesota Mystery Writer

Award-winning mystery author Marilyn Jax had a very successful weekend at the "Taste of Greece" festival in Minneapolis. Between Sept. 9 - 11, she sold almost 100 copies of her novels, which include *Never in Ink*, *Sapphire Trails*, *Road to Omalos* and *The Find*, at St. Mary's Greek Orthodox Church in Minneapolis.

Learn more about Marilyn's work at www.MarilynJax.com.



Author of *Bitter or Better* Appears at Barnes and Noble in Maple Grove

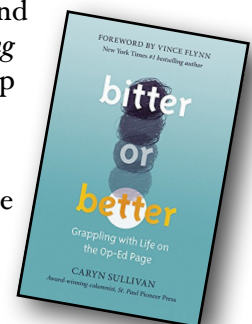


Resilience expert Caryn Sullivan of Eagan, Minn., talked about her strategy for facing life's challenges during a reading and signing at Barnes and Noble in Maple Grove, Minn., on Sept. 21.

After experiencing a number of crises in her life, Sullivan received some advice that she took to heart: "You can be bitter or you can be better." She has chosen the latter and through her new book, *Bitter or Better: Grappling with Life on the Op-Ed Page*, she is hoping to help others do the same.

The day before her signing, on Sept. 21, Sullivan was interviewed on [WCCO Radio](#). She shared her story and also offered insight into the resilience Jacob Wetterling's parents have shown. Jacob was a Minnesota boy who was missing for 27 years. His body was finally discovered after his accused killer agreed to a plea deal that his parents signed off on.

Learn more about Caryn's work at www.CarynSullivan.com.



Author of *Your Glasses Are on Top of Your Head* Gets Lots of Laughs at Book Signing Event



Twin Cities comedian Brenda Elsagher led a presentation that got a lot of laughs at the Barnes and Noble in Maple Grove, Minn., the evening of Sept. 20.

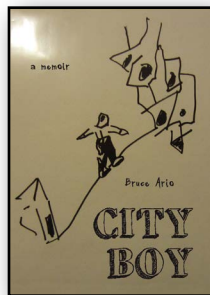
She shared stories embracing aging using humor. They came right from her latest book, *Your Glasses Are on Top of Your Head*, which is a humorous collection of stories about technology and aging, and finding the hilarity in life.

If you missed the event, books are available online at www.LivingAndLaughing.com.

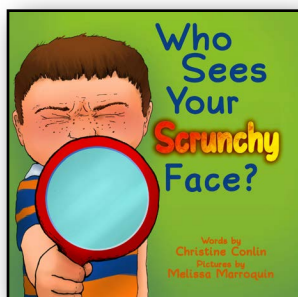
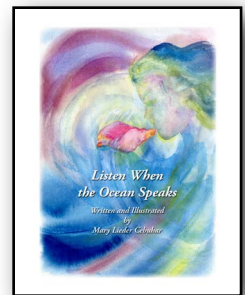


ALSO IN SEPTEMBER ...

Bruce Ario, author, *City Boy*, shared his story of overcoming homelessness during an appearance at Front Door Social Services in Brooklyn Park, Minn., on Sept. 6.



Mary Lieder Cebuhar's book, *Listen When the Ocean Speaks*, was featured on the [Central Minnesota Watercolorists](http://CentralMinnesotaWatercolorists.com) website in September.



Midwest Book Review published a very favorable review of Christine Conlin's children's book, *Who Sees Your Scrunchy Face?* in September, saying the book, "Will prove to be a unique and enduringly popular addition to

family, preschool, elementary school and community library picture book collections."

How to determine the best potential audiences for your book

When you sat down to write your book, did you write with a target audience in mind? Hopefully the answer is yes, and you are successfully selling to those people.



If, however, you went into the publishing process thinking everyone who can read is your target audience, it's time to do some rethinking. There is no such thing as a one-size-fits-all book. Let me repeat that. There is no such thing as a one-size-fits-all book.

The best potential audience for your book are those people you best connect with on a regular basis. For example, if you've written a book that offers a step-by-step guide to self-publishing, it would be of interest to people who do a lot of writing, not necessarily someone who spends all their free time in the gym.

Along the same lines of thinking, if your book is a romance, it's pretty easy to determine that women between the ages of 16 and 65 are going to be your most likely target audience. There probably won't be too many men reading it.

Whether your book is still in the writing or editing process, or it has already been out for a while and you're disappointed with the sales figures to date, here are a few ideas for going about determining your best potential audience(s).

#1 Write up a book proposal.

This will force you to really think about who your publisher, be it you or someone else, will be able to reach through the book. For a book about healthy living and yoga, for instance, you would likely want to focus on both men and women between the ages of 18 – 49.

Sure, there may be some people older and younger than that who would be interested in your book, but the majority of your audience is likely to be in that age range. As an added bonus, that is the demographic advertisers are typically most

interested in reaching. That should tell you something about who is most likely to have disposable income available to spend on books.

#2 Identify comparable books and read their reviews.

Reviews can tell you a lot about who a particular book appeals to. If you haven't done so yet, familiarize yourself with some of the comparable books in your genre, as you can learn a lot from them.

#3 Determine where your target audience is spending time and join them.

This bit of advice is applicable both in the real world and online. If, for example, you've written a book sharing tips for getting into the college of your choice, it would be a good idea to start spending time where college-bound kids do—libraries, coffee shops, museums, etc.

Online, seek out blogs aimed at college-bound teenagers and join in on the conversations people are having, being sure to subtly mention your book every once in a while.

#4 Come up with your book's elevator speech early on.

What is the key selling point of your book? Once you determine that, you've got your hook, and a way of communicating to potential buyers why the book will appeal to them.

If you're not sure how to determine the hook(s) that will get the most attention, hire a publicist to review the manuscript and help you make that determination. RMA Publicity would be happy to help. [Contact us for a free publicity consult](#) to get started.

Next month's publicity tips article:

Ten Tips for Capitalizing on the 2017 Holiday Season

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](#).

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
 Domestic Violence Awareness Month
 Emotional Intelligence Awareness Month
 Gay and Lesbian History Month
 National Bullying Prevention Awareness Month
 National Depression Education and Awareness Month
 National Domestic Violence Awareness Month
 National Reading Group Month
 Positive Attitude Month

Also Observed in October...

Mental Illness Awareness Week – Oct. 2 – 8
 Mystery Series Week – Oct. 2 – 8
 National Diversity Day – Oct. 7
 National Coming Out Day – Oct. 11
 Teen Read Week – Oct. 16 – 22
 Make a Difference Day – Oct. 22
 National Massage Therapy Week – Oct. 23- 29
 National Cat Day – Oct. 29
 National Forgiveness Day – Oct. 29

November is...

American Diabetes Month
 Aviation History Month
 Lung Cancer Awareness Month
 National Adoption Month
 National Alzheimer's Disease Awareness Month
 National Long-term Care Awareness Month
 National Memoir Writing Month
 National Novel Writing Month
 Worldwide Bereaved Siblings Month

Also Observed in November...

National Author's Day – Nov. 1
 National Family Week – Nov. 20 – 26

* Source: 2016 Chase's Calendar of Events

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