

THE POWER OF PUBLICITY

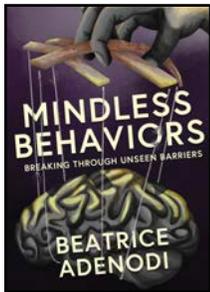
Three Authors RMA Publicity Works with Releasing New Books in October

Fall is underway, and it's a popular time of year to launch a new book. Three authors RMA Publicity works with have books releasing this month.

California filmmaker and screenwriter Brian Herskowitz launches his debut novel on Oct. 5. *Conceptus* is the story of Laura Drummond, a homicide detective whose pursuit of a serial killer uncovers secrets behind her own long-buried trauma.



Just in time for Halloween, *The Haunting of Potter's Field* by retired Minnesota Judge Margaret Johnson launches the evening of Fri., Oct. 8 with an event at the Winona History Center.



Beatrice Adenodi will celebrate the release of her new book, *Mindless Behaviors*, with a launch party at the Union Depot in St. Paul, Minnesota. The event begins at 4 p.m. on Sun., Oct. 24.

The Pleasure is All Yours Launch Party Held Sept. 22 in Minneapolis

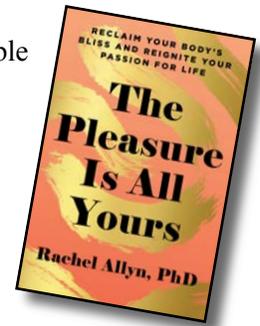


Congratulations to Dr. Rachel Allyn, PhD of Minneapolis. Her book launch party the evening of Sept. 22 at Modern Well in Minneapolis was a big success. Dozens of friends, colleagues, and others came to hear her speak, and pick up copies of *The Pleasure Is All Yours: Reclaim Your Body's Bliss and Reignite Your Passion for Life*.

The past few months have been very busy for Dr. Allyn. She appeared on the [nationally syndicated talk show Daytime](#) on August 31. Dr. Allyn is a holistic psychologist, relationship and sex therapist, and certified yoga instructor from Minneapolis. On the show, she discussed why it is so important, particularly for women, to take care of themselves and allow themselves to have

pleasurable experiences. Also on Aug. 31 she appeared on the talk show Bloom, which airs on WTTA Great 38 in Tampa, Florida.

The Pleasure Is All Yours is a step-by-step guide to help readers release barriers to receiving life's pleasures and deeper connections with others. More information is available on the author's website: DrRachelAllyn.com.



Author Hudda Ibrahim Presents at Two Minnesota Libraries in September

Hudda Ibrahim, author, *From Somalia to Snow* and *What Color is My Hijab?* appeared at the Detroit Lakes Public Library and Moorhead Public Library, both in Minnesota, on September 21. She shared her personal story about immigrating to America from Somalia, and also read from her books.

Her latest title, *What Color is My Hijab?*, is a children's book that teaches young girls they can be anything they want to be in life.

More information is available on the author website, HuddaIbrahim.com.

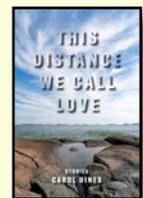


Also coming up in October...

Linda Morrison, author, *Dear Heroin: A Memoir of Goodbyes*, signs books at Winding Trail Books in St. Paul, Minnesota on Sat., Oct. 2 between 1 p.m. – 2:30 p.m.



Carol Dines, author, *This Distance We Call Love*, will be interviewed on KFAI's Write On Radio by host Josh Weber on Tues., Oct. 26 at 7 p.m.



The Twin Cities Book Festival will take place on Sat., Oct. 16 from 10 a.m. – 5 p.m. at the Minnesota State Fair Grounds in St. Paul. Sigma's Bookshelf will have a table at the event. So will Mike Dardis, author, *The Dark Side of the Sun*, Steve Lundquist, author, *True Leadership Where Is It?*, Margaret Johnson, author, *The Haunting of Potter's Field*, and Linda Morrison, author, *Dear Heroin, A Memoir of Goodbyes*.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in October or November 2021, 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
Antidepressant Death Awareness Month
Breast Cancer Awareness Month
Domestic Violence Awareness Month
Health Literacy Month
National Bullying Prevention Awareness Month
National Cyber Security Awareness Month
National Reading Group Month
Positive Attitude Month

October is...

World Smile Day – Oct. 1
National Coming Out Day – Oct. 11
National Bullying Prevention Day – Oct. 13

Source: 2021 Chase's Calendar of Events

November is...

American Diabetes Month
National Adoption Month
National Family Caregivers Month
National Long Term Care Awareness Month
National Memoir Writing Month
National Novel Writing Month
Prematurity Awareness Month

Also Observed in November...

National Authors Day – Nov. 1
National Forgiveness and Happiness Day – Nov. 1
National Young Readers Week – Nov. 8-12
Veterans Day – Nov. 11
Small Business Saturday – Nov. 27
Giving Tuesday – Nov. 30

RMA Publicity

Need Help Building a Book Platform from the Ground Up?

By Rachel M. Anderson, Publicist, [RMA Publicity](#)

Whenever I get a call from an author who is wondering what can be done to help promote a book that has been out for a while and just isn't gaining traction, one of the first questions I ask is, "What have you done already to build your book's promotional platform?"



Oftentimes, the answer to that question is, "I don't know. What is a promotional platform?"

A promotional platform—also known as the author platform—is the collection of relevant resources you will leverage to promote your book. These are often determined while putting your marketing plan together.

If you don't have one, or do and it's not working for you, here are 5 things you can do on your own, or with the help of a publicist, to build a promotional platform from the ground up.

1. Position yourself as an expert in your field by submitting articles to a high-traffic website like [ezinearticles.com](#). Another way to do this is to introduce yourself to newspaper, television, radio and online reporters, or have your publicist take care of this introduction for you.

It is important that you let editors know you exist, and are available for interviews, the next time they are looking for a comment from an expert in your area of expertise. You may also want to offer to become a contributing columnist.

2. Create a book-selling website or add a sales letter to your business website. When your article readers visit your site, they also need a reason to buy, so be sure to put up a strong, short sales letter with plenty of testimonials.

3. Install a blogging program on your website and contribute content to it daily if you can. Posting content that illustrates your expertise can't help but drive people who are interested in what you have to say to buy a book.

4. Contribute to conversations on other high-traffic blogs that reach your particular audience or join a few

social networking groups through Facebook and LinkedIn and comment when you can to show your wisdom.

5. Create a Twitter account and start sharing information found in your book. Be sure to include a link to your website with everything you post.

Need help building a platform, or getting the attention of the news media to help build your credibility in the marketplace? RMA Publicity would be happy to help. [Contact us for a free publicity consultation.](#)

Next Month's Publicity Tips Article:

Why it's Critical that You Start Thinking About Your 2022 Book Marketing Plan Before the Holiday Season Gets Underway

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