

THE POWER OF PUBLICITY

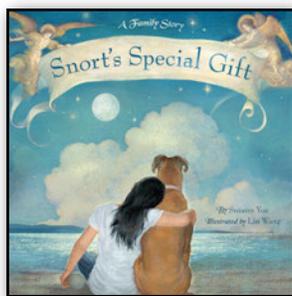
Thinking Beyond the Bookstores to Get Books into the Hands of Readers



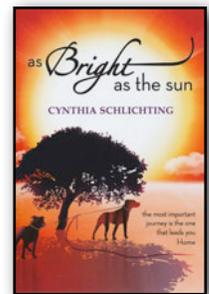
There used to be a time when the best way to move books was to set up a signing at a bookstore and invite the public to attend. Don't get me wrong, that's still a great way to move inventory, but those who think outside the bookstore are also finding success.

Earlier this year, the event coordinator for Dog Days Westonka, an annual fundraising event in Mound,

Minn., contacted me and asked if I knew any authors who had books about dogs. Turns out I have done work recently with two authors who fit the bill: Suzann Yue, author, *Snort's Special Gift* and Cynthia Schlichting, author, *As Bright as the Sun*.



The Aug. 17th event was the perfect show for these authors, as both of their books are about amazing dogs. *Snort's Special Gift* is the story of how Suzann's family said goodbye to their beloved boxer, Snort, and how they keep her memory alive every day. Cynthia's book is the story of her pit-bull mix, Bella, who she and her husband adopted after the animal was rescued from a dog fighting ring. Both authors were delighted when fellow dog-lovers stopped by their booth to buy books and thank them for their work.



More information about *Snort's Special Gift* is available at www.suzannyue.com. More information about *As Bright as the Sun* can be found at www.asbrightasthesun.com.

Art Festival in Montana a Huge Success for Author Marilyn Jax

Painters, sculptors, jewelers and musicians weren't the only artists featured at the 35th annual Bigfork Festival of the Arts, the weekend of August 3rd & 4th. Award-winning mystery novelist Marilyn Jax had a table at the event too, and her appearance was a huge success.

COMING UP IN SEPTEMBER

Scott Dominic Carpenter, author, *Theory of Reminders*, has a busy month planned. He will do reading/signing/discussion events 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).

Marilyn Jax, author, *Road to Omalos*, *Sapphire Trails* and *The Find*, will have a table at the Greek Festival in Minneapolis the weekend of Sept. 6 – 9. She will also be at the Break Time Café and Coffeehouse in New Richmond, Wisc., on Sept. 20.

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



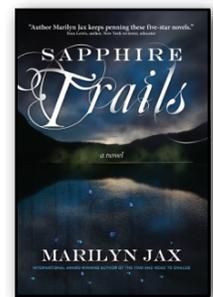
Jax sold more than 140 of her books during the two day festival. "It was so nice coming back to Bigfork and seeing people I met here last year," she said. "Many came back to tell me how much they enjoyed my book which was very nice to hear." Jax debuted her latest novel, *Sapphire Trails*, at the festival last year. The mystery is set in both Bigfork and Whitefish, Mont.

RMA Publicity secured plenty of advance media coverage for Jax's appearance. On July 17th, an article appeared in the Daily Interlake newspaper. The morning of Wed., July 31st, she previewed her appearance at the festival on [The Ann and Teresa Show on KBGA](#), the Public Radio station in Missoula, Montana.

Sapphire Trails is the third installment of the mystery series featuring private investigators Claire Caswell and Gaston "Guy" Lombard. In this book, the investigators receive an invitation from longtime friends to visit their lodge in Bigfork, Montana, a respite far away from the frenzied pace of Miami Beach. But shortly after the two arrive, a cold-blooded murder occurs at the lodge. It's a crime bearing similarities to a recent rash of burglaries plaguing a well-to-do enclave in the neighboring community of Whitefish, but Caswell & Lombard do not believe the crimes are related. The local sheriff calls on the investigators to help solve the crimes in this riveting whodunit.

Since its release in 2012, *Sapphire Trails* has won seven awards, including being named the first place winner in the mystery categories of the 2013 National Indie Excellence Awards, the 2013 International Book Awards, the USA Best Book Awards and the Beverly Hills Book Awards. In its Aug. 16 edition, American Jewish World in Minnesota ran the article in its "About People" column highlighting Jax's achievements.

Sapphire Trails is Jax's third novel. Her other two highly acclaimed titles, *Road to Omalos*, published in 2010, and *The Find*, published in 2007, are also multiple national award winners. Learn more about the books at www.MarilynJax.com.



The Areté Center Gets a Front Page Story in the Lakeshore Weekly Newspaper

The Areté Center, a health and wellness center in Minnetonka, Minn., just opened its doors a month ago and it is starting to get noticed in the community.

The Minnesota Sun Sailor published the article, [New Minnetonka wellness center takes care of the whole person](#), in the paper that came out on Aug. 22nd.

The Lakeshore Weekly newspaper, which covers Minnetonka, Wayzata and nearby Minnesota lakes communities, ran a story on the front page of its business section in the Aug. 13th edition. The headline is [Facilitating a life of continual improvement - Areté Center focuses on emotional, physical and spiritual well-being](#).

Mary Anderson Gobar and Alan Pritz told reporter Mike Wilkinson their goal is to "help people who are basically doing fine and want to expand their emotional, physical and spiritual well-being as well as helping people who are struggling, have everyday problems or are in a crisis."

Learn more about the Areté Center on their website, www.thearetecenter.com.

Gordon Fredrickson's Appearance at Choo Choo Bob's a Huge Success



Gordon Fredrickson has proven that trains and farming are a good mix.

There was a great turnout for the storytime he led at Choo Choo Bob's Train Store in St. Paul, on Aug. 13th.

Fredrickson read from his newest book, *A Farm Country Harvest: A Story of Threshing in 1950* (Beaver's Pond Press, Aug. 2013, \$36), a story and picture book he co-authored with his wife, fellow farming enthusiast Nancy A. Fredrickson. He also showed people in the audience some of the tools he used on the farm when he was a kid.



Fredrickson has now either authored or co-authored 11 published books about farming in Minnesota during the 1950s. They are all based on experiences he had growing up on a family farm in Lakeville.



Learn more about Gordon's books on his website, www.gordonfredrickson.com. His next performance at Choo Choo Bob's is scheduled for Sept. 11th, beginning at 10 a.m.

MEDIA OPPORTUNITIES

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

September is...

- Baby Safety Month
- Backpack Safety America Month
- Childhood Cancer Awareness Month
- College Savings Month
- Happy Cat Month
- International Self-Awareness Month
- International Strategic Thinking Month
- National Childhood Obesity Awareness Month
- National Recovery Month
- National Skin Care Awareness Month
- Healthy Aging Month

Specific dates observed in September...

- National Assisted Living Week – Sept. 8-14
- National Suicide Prevention Week – Sept. 8-14
- National Grandparents Day – Sept. 8
- National Day of Remembrance – Sept. 11

- Build a Better Image Week – Sept. 15-21
- National Rehabilitation Celebration – Sept. 15-21
- National POW/MIA Recognition Day – Sept. 20
- National Keep Kids Creative Week – Sept. 22-28

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

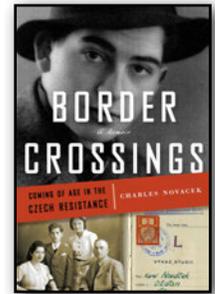
Specific dates observed in October...

- 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

* Source: 2013 Chase's Calendar of Events

Publisher of the World War II Memoir, *Border Crossings: Coming of Age in the Czech Resistance* Interviewed on CBS Radio in Detroit

On August 9th, the 68th anniversary of the day an atomic bomb was dropped on Nagasaki, Japan, Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance* was interviewed on [WWJ-AM CBS-Detroit](#). The book she published is the memoir written by her husband, Charles, whose work with the Czech resistance during World War II made a difference for the people of Czechoslovakia.



RMA Publicity

This Month's Publicity Tips Article - 5 Things You Wish You Knew Before Your First TV Interview

When I start working with a new client, one of the first questions I'm often asked is "How soon do I get to be on TV?" I will often turn that around by saying, "That depends. Do you think you are ready?"



Being interviewed by a television reporter or anchor is a real coup, as the appearance will allow you to reach thousands of people with your message. But don't take the opportunity for granted. Just because you're on TV does not mean people will all of a sudden run out to pick up a copy of your book or schedule an appointment for your service.

In order to get the most out of the appearance, you really need to prepare. Here are five things you should consider before the camera turns on.

1) Come into the interview with three key messages you want to deliver and make sure you can deliver them succinctly. A very common question asked at the beginning of the interview is, "So, tell us about yourself" or "Tell us about the main characters in your book." Just reciting the back of the cover won't do your story justice. Be ready to point out the take-aways for the audience.

2) Keep a positive tone in everything you say. Even if the interviewer asks a question that you'd have to answer with a "No," have a "But" ready. For example, "No we haven't set up any signing events yet, but they are in the works. So, check our website often.

3) Anticipate the difficult questions and come into the interview prepared to answer them. That way you won't get caught off guard or stumble through your answers. For example, if your book covers a controversial topic like abuse, be ready to discuss your point of view and back it up with well-researched evidence.

4) Do your research before going into the interview. What kind of show are you going to be appearing on? Is it a morning talk show, a feature

show that's typically filled with paid advertising, or is it a radio show that's typically filled with humor? Understanding the nature of the show will help you target your message correctly. You should also make it your business to find out who you will be talking to, and then research the interviewer before arriving at the studio.

5) Don't forget to offer the audience a call to action at the end of the interview. If you find the interviewer all of a sudden starting to wrap things up, be sure to get a final word in and mention the event you are there to promote, or the website people can log onto to get more information about your book or service.

Typically this information will be covered after the interview, but not always, so be sure to get it in. You don't have to wait until the end of the interview either. If it seems appropriate to mention it early on, be sure to do so.

Next month's publicity tips article:

How to Get Your Book Reviewed on Amazon.com

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).



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