

# THE POWER OF PUBLICITY

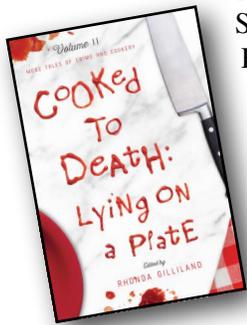
## Third National Tour for *Cooked to Death Volume II: Lying on a Plate* Gets Underway in August

A lot of self-published books sell well when they first come out, only to have sales go flat a few months later. That has not been the case for *Cooked to Death: Volume II - Lying on a Plate*. With the help of RMA Publicity, a full year after its release, the book has stayed in the spotlight.

National tour number three for the book's editor, Rhonda Gilliland, got underway on Aug. 18 with a stop for a signing at Mystery to Me in Madison, Wisc. Stops were also made in Ann Arbor, Mich., (Crazy Wisdom Bookstore - Aug. 21), Indianapolis, Ind. (Indy Reads Books - Aug. 22), and Atlanta, Ga., (Tall Tales Book Shop - Aug. 30), in August.

The tour wraps up on Sept. with an appearance at the World Mystery Convention, Bouchercon, which this year is being held in St. Petersburg, Fla., from Sept. 6 - 9.

Gilliland will finish up the tour on Sept. 14 with a stop at Dunaway Books in St. Louis, Mo.



The book's first tour took place in Fall 2017 at locations in Minnesota. The second tour happened in Spring 2018 and involved stops in North Dakota, Montana, Oregon, Utah, Iowa and Nebraska.

In addition, shortly after the book's Oct. 2017 release, RMA Publicity secured a mention in the [St. Paul Pioneer Press](#). Articles have also appeared in the hometown newspapers of several of the authors of the foodie anthology ([Enterprise](#), [Mankato Free Press](#), [Union Times](#)).

### Coming up in September...

A column written by Patricia Cumbie, author of *The Shape of a Hundred Hips*, will be published in the Sept. 2018 issue of the Minnesota Women's Press.

Roma Calatayud Stocks' latest novel, *A Symphony of Rivals*, officially launches at the Galleria Barnes and Noble in Edina, Minn., on Mon., Sept. 10. The book was published by Calumet Editions of Edina, Minn.

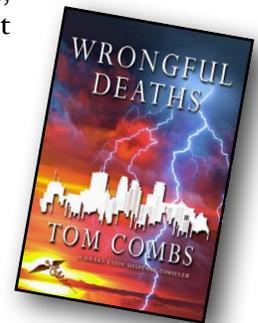
**Sigma's Bookshelf** will be at the Great River Regional Library in Delano, Minn., on Wed., Sept. 12 to answer teenagers' questions about what's involved in getting a book published. The event is free and open to the public, and begins at 4 p.m.

## Former Twin Cities Emergency Room Physician Discusses America's Opioid Epidemic on National Radio Shows in August



According to a recent story in the New York Times, 72,000 Americans died of drug overdoses last year. That is higher than the peak yearly annual deaths from H.I.V., car crashes and gun deaths. Analysts point to two major reasons for the increase: a growing number of Americans are using opioids, and drugs are becoming more deadly.

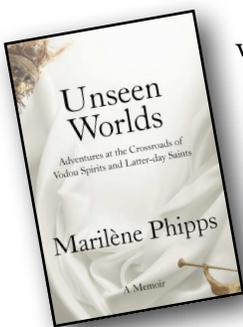
Dr. Tom Combs of Plymouth, Minn., a former emergency room physician, who now writes medical thrillers, says the problem isn't going away any time soon. Ironically, his latest novel, which was just released in July 2018, puts readers on the front lines of the opioid epidemic.



In *Wrongful Deaths*, Dr. Combs shares what he learned about the synthetic drugs fentanyl and carfentanil during his research: a unit of carfentanil is 100 times as potent as the same amount of fentanyl, and 5,000 times as potent as a unit of heroin.

Dr. Combs talked about his book, and the eerie similarities to a high profile overdose situation that just happened at a park in Connecticut on two national radio shows in August. He was on Coastal Daybreak in Morehead City, N.C. on Aug. 16, and WGVU Radio in Grand Rapids, Mich., on Aug. 20.

## Unseen Worlds Featured in St. Croix Valley Low Down Newspaper



Everyone has a story and Marilène Phipps' is one worth telling. The Mahtomedi, Minn., woman was born in Haiti and the island nation had a profound effect on her life.

In her memoir, *Unseen Worlds*, she shares the influence voodoo had on her life, and a whole lot more. Learn more about the book in the article, ['Unseen Worlds' explores a childhood in Haiti and the search for spiritual meaning](#), published Aug. 4 in the St. Croix Valley Low Down newspaper.

The author's website is [MarilenePhipps.com](http://MarilenePhipps.com).

# RMA Publicity

## A Celebration of the Dog Days of Summer Takes Place in Mound, MN



The 8th annual Dog Days Westonka took place at Mound's Harbor District Park on Sat., Aug. 11, and once again, teen author Justin M. Anderson staffed the author tent.

He sold more than a dozen copies of his first book, *Saving Stripes: A Kitty's Story*, which tells the story of the cat family he rescued from the point-of-view of the kitten he adopted. One-hundred percent of proceeds are donated to the nonprofit, S.O.S. Relief, Inc., which runs the Adopt-A-Pet Shop in Plymouth.

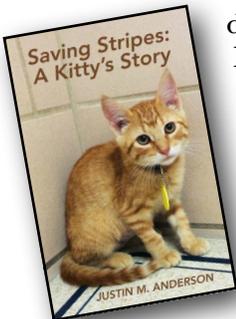
RMA Publicity secured the advance publicity for the event. There were two articles in The Laker Pioneer newspaper. [Dog Days to Return to](#)

[Mound Harbor District Park](#) and [Dog Days to Feature Local Teen Author](#). Advance interviews were also secured on all four Minneapolis television stations.... [KSTP TV](#) (Sat., Aug. 4 - 8:10 a.m.).... [FOX 9 News](#) (Wed., Aug. 8), [WCCO TV](#) (Thurs., Aug. 9 - Noon).... and [KARE TV](#) (Fri., Aug. 10, 4 p.m.). WCCO-TV covered the actual event.

## *Saving Stripes: A Kitty's Story* Author Sells Books at the Cat Video Festival in St. Paul

For the second year in a row, teen author Justin M. Anderson was invited to staff a table at the annual [Cat Video Festival](#) in St. Paul and sell copies of his debut book, [Saving Stripes: A Kitty's Story](#), which was published when he was 14. It tells the true story of the cat family Anderson helped rescue from the point of view of the orange kitten he ended up adopting.

One hundred percent of the proceeds from book sales are donated to S.O.S. Rescue Inc., of Plymouth, Minn., a nonprofit whose mission is to prevent euthanasia in adoptable animals. The book sells for \$10 and is also available [online here](#).



The Cat Video Festival was presented by myTalk 107.1 and The St. Paul Saints on Aug. 8, 2018.

## How to Finish the Year Out Strong When it Comes to Book Sales and Promotion

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



Ah September. The ninth month of the year marks the end of summer, the beginning of fall, and a sure sign that the holiday season is just around the corner.

If you haven't planned out what you're going to do to move inventory during the holiday season, this is the month to get your events and activities scheduled. There are several things you can still do now to make sure you will finish the year strong when it comes to book sales.

Here are a few ideas:

1) Schedule book events

While the big stores in town have probably already pre-booked their holiday events, you probably still have time to get book events scheduled at the independent book stores. If you want to participate in holiday bazaars at your place of worship, or at the local community center, there's probably still time to secure tables there as well, but you need to act fast.

In the Twin Cities, there may still be tables available at the Twin Cities Book Festival, which takes place at the State Fairgrounds on Sat., Oct. 13. [Here is a link](#) to the festival's registration page.

2) Participate in or start conversations related to your book online.

Nobody is going to buy your book if they don't know about it, so start creating some buzz online. A good way to do this is to either contribute to related conversations already underway on websites and message boards, or start up new conversations of your own.

3) Set up an end of the year book tour

Planning to travel over the holiday season, if so, now is the time to try and set up events in the places you will be visiting. An end of the year book tour is a great way to connect with new readers and sell books in new places.

4) Start planning a special Black Friday sale

Black Friday, the day after Thanksgiving, is one of the biggest days of the year in retail. While your book may not be for sale in stores currently, Fri., Nov. 23 still marks a great time to get sales.

The key to success is to start promoting your sale early. Use Twitter and Facebook to advertise. If you have a good following locally, it may even be worth it to take out a small advertisement in your local newspaper.

5) Plan an e-mail marketing campaign

You've probably built up a strong list of contact e-mail addresses over the years. Make this the year you capitalize on its existence by entering those contacts into a program like Mail Chimp or Constant Contact, then creating a clever e-mail marketing campaign that promotes your book.

You'll probably find there are a lot of people on your contact list who don't yet know about your book and would love to support you by purchasing a copy.

### Next month's publicity tips article:

What Authors and Publishers Need to Know About Changes Involving Amazon's Create Space and KDP Print.



Like us on Facebook please

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our page and "like" it.

# RMA Publicity

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

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

(952) 240 - 2513

## MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in September or October 2018, 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...

Attention Deficit Hyperactivity Disorder Month  
National Childhood, Ovarian and Prostate Cancer Awareness Month  
Happy Cat Month  
Hunger Action Month  
National Recovery Month  
Healthy Aging Month

### Also Observed in September...

National Days of Prayer and Remembrance – Sept. 7 – 9  
National Grandparents Day – Sept. 9  
World Suicide Prevention Day – Sept. 10  
National Day of Service and Remembrance – Sept. 11  
National HIV/Aids and Aging Awareness Day – Sept. 18

\* Source: 2018 Chase's Calendar of Events

### October is...

Adopt A Shelter Dog Month  
Breast Cancer Awareness Month  
Domestic Violence Awareness Month  
Health Literacy Month  
National Art and Humanities Month  
National Bullying Prevention Month  
National Depression Education and Awareness Month  
National Disability Employment Awareness Month  
Positive Attitude Month

### Also Observed in October...

Guardian Angels Day – Oct. 2  
National Diversity Day – Oct. 5  
Mental Illness Awareness Week – Oct. 7-13  
Mystery Series Week – Oct. 7-13  
Teen Read Week – Oct. 7-13  
National Coming Out Day – Oct. 11  
Evaluate Your Life Day – Oct. 19  
LGBT Center Awareness Day – Oct. 19  
Reformation Sunday – Oct. 28  
National Cat Day – Oct. 2

## TWIN CITIES BOOK FESTIVAL

If you are interested in partnering with RMA Publicity at the Twin Cities Book Festival, please [contact me](#) as soon as possible. I have purchased a table for my son's nonprofit publishing company, Sigma's Bookshelf, and am looking for someone to share the table for the day to help offset the \$175 cost. The cost would be \$87.50 for the full day, or if you just want a couple of hours, I will pro-rate the half table at \$12.50 per hour. Last year I got such a large response to my offer, I ended up purchasing a second table to accommodate everyone, which I'm happy to do again if there is interest. This offer is being made on a first come first serve basis. Please let me know if you are interested as soon as possible.



# RMA Publicity

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

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

(952) 240 - 2513