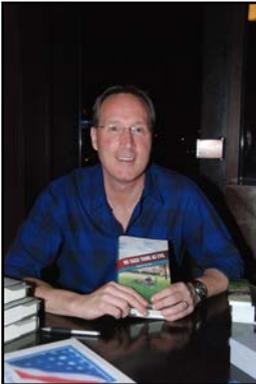


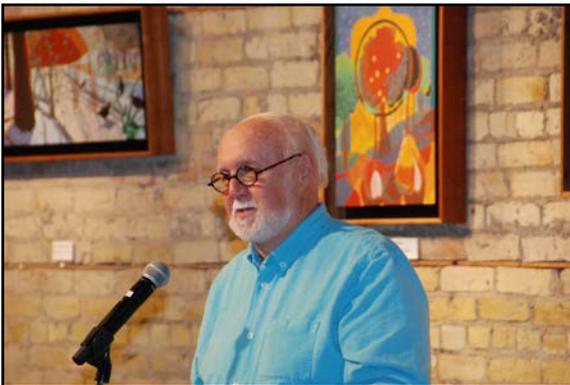
THE POWER OF PUBLICITY

Three Authors Who Work with RMA Publicity Launch Books in December



Congratulations to Marley Kaul, author, *Letters to Isabella: Paintings by Marley Kaul*. Martha Wegner, author, *Dear David: Dealing with My Son's Addiction One Letter at a Time* and Andrew Hunkins, author, *No Such Thing As Evil: Circle of Six*. All three authors had very successful book launch parties in December.

The fun began on Dec. 3 at Gold Nugget Tavern & Grille in Minnetonka, Minn., with the launch party for Andrew Hunkins' new techno thriller, *No Such Thing As Evil: Circle of Six*. Dozens of people filled the party room at the restaurant to congratulate the author and get signed books. Learn more about the plot or purchase your copy on the author's website, www.AndrewHunkins.com.



On Dec. 8, Marley Kaul had a well attended book launch party of his own, thanks in part to a story on the front page of the Minneapolis Star Tribune's Variety section. RMA Publicity secured art critic Mary Abbe's story in the paper titled [The book of love: A Bemidji painter's letters to his granddaughter](#).

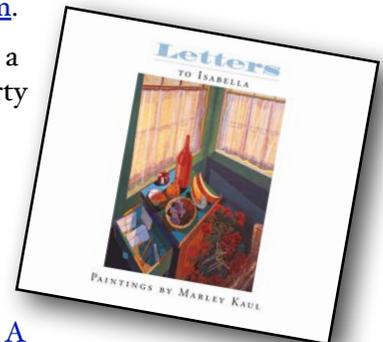
More than 75 people attended the book launch event and public art exhibit at Open Book in Minneapolis.

As they came through the line to get their books signed, many of the attendees told Kaul they had learned about the book and event in the Star Tribune.

Letters to Isabella: Paintings by Marley Kaul is a retrospective featuring the stories behind more than 70 of Kaul's egg tempera paintings.

Books are available for purchase online at www.MarleyKaul.com. They can also be ordered at bookstores everywhere.

And on Dec. 10, a large crowd gathered at Gloria Dei Lutheran Church in St. Paul for the launch of *Dear David: Dealing with My Son's Addiction One Letter at a Time*. More than 70 people attended the launch party for Martha Wegner's new book.



COMING UP IN JANUARY

The **Soulful CEO**, John B. Goodman, will be interviewed on The Minnesota Military Radio Hour on Jan. 17. The show will air from 7a – 8a on AM 1130 in the Twin Cities.

Quentin Brent, author, **The Reason: It's About More than Just the Money**, will sign books at the Barnes & Noble in Roseville, Minn., on Jan. 21 at 7 p.m.

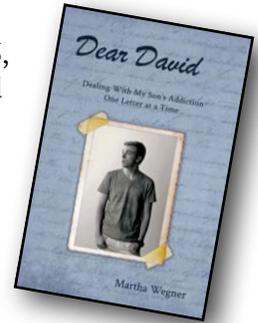
Katie Pierson, author, **'89 Walls**, will sign books at the Barnes & Noble in Roseville, Minn., on Jan. 23 at 2 p.m.

Bette Hammel, author, **Wild About Architecture**, will sign books at the Barnes & Noble in Minnetonka on either Jan. 30 or 31. An exact date is to be determined.



Dear David is a memoir in which Wegner offers a firsthand account of how her son's addiction to drugs affected his family. The majority of the content for the book comes from the letters Wegner wrote to David after he walked away from a treatment program in 2014 and disappeared.

Early in 2016, the author and her son are planning to speak at various drug



and alcohol treatment facilities throughout Minnesota, sharing their story.

David credits the Union Gospel Mission with helping save his life, and in appreciation for all the organization has done for her family, the author is planning to donate a portion of the proceeds from book sales to the nonprofit. In addition, \$185 in donations were offered for the charity at the launch event.

Learn more about the book or purchase a copy at www.MarthaWegner.com.

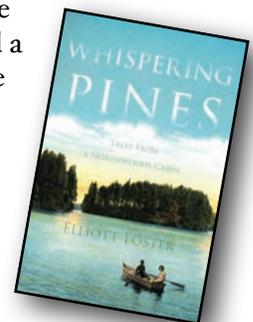
Author of *Whispering Pines: Tales from a Northwoods Cabin* Promotes Signing Event on WCCO-TV in Minneapolis on Dec. 12



(Above) WCCO anchor Natalie Nyhus poses for a photo with author Elliott Foster about 30 seconds before the live interview she did with him during the morning show on Dec. 12.

His book has been featured in Cabin Life Magazine and recently won national recognition in the 2015 Red City Review of Books Awards program. In December, even more attention shined on Elliott Foster, the author of *Whispering Pines: Tales from a Northwoods Cabin*.

Foster was invited to appear on Minneapolis television station WCCO-TV's 8 a.m. morning show with Natalie Nyhus on Dec. 12. The appearance previewed a reading and signing he had later in the day at "Eat My Words Bookstore," an independent bookstore in Northeast. If you missed the event, buy your copy online at www.ElliottFoster.com.



Soulful CEO John B. Goodman's Books Featured in TV News Story in the Twin Cities



When it comes to New Year's Resolutions, Soulful CEO John B. Goodman, author of *The Road to Self: Reflections from a Soulful CEO* and *Moments Matter: Everyday Inspiration from a Soulful CEO*, says if people truly want to make a difference in their lives in the New Year, they need to show up, put the attention to it, and do it.

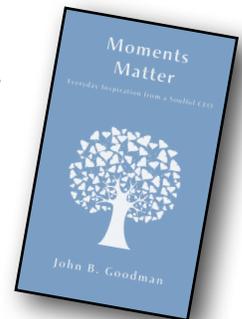
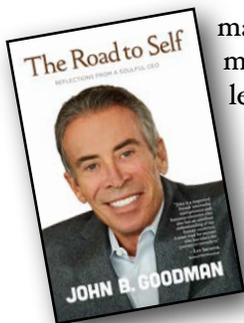
Goodman was interviewed on [Channel 12 News](#) in the Twin Cities on Dec. 31 for a story about New Year's Resolutions. His advice comes right out of the books he released in late 2015.

The Road to Self is a motivational memoir that begins with Goodman's memories of his childhood and the early lessons learned that made him into the

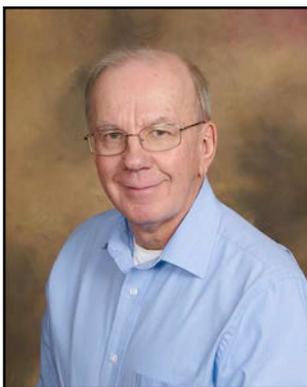
man he is today. *Moments Matter* is a companion book to Goodman's memoir. It showcases a collection of quotes that bring home the lessons learned and now taught in *The Road to Self*.

Also in December, Goodman was invited to sign books at the Barnes & Noble in Roseville the evening of Dec. 4, and in late November both books were mentioned in a [St. Paul Pioneer Press](#) article about inspirational books by Minnesota authors.

Pick up your books online at www.TheSoulfulCEO.com.



Ledray's New Novel Featured in Two States in December

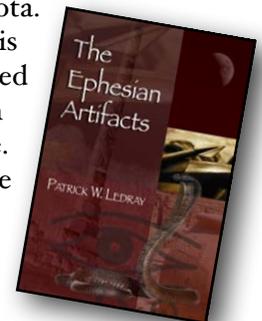


An article about Twin Cities author Patrick Ledray's new novel, *The Ephesian Artifacts*, was published in the Dec. 3 issue of the Brooklyn Park, MN Sun Post, and then on Dec. 23, while back in his hometown for the holidays, Ledray signed copies of his book at Burien Books in Seattle, Wash.

When *The Ephesian Artifacts* begins, a young attorney named Scott Frank is looking for law books and furnishings for an office in Minnesota. He has just graduated from law school and is ready to begin his career, but his law practice gets sidetracked when he gets pulled into a quest being undertaken by the owner of the mansion in Chanhassen, Minn., where he has decided to rent office space. Rutherford Ruffescott needs help getting to the bottom of the mystery of what happened to the Virgin Mary and other

sacred relics. Scott Frank is drawn into the quest.

The novel is filled with action and adventure, and readers get a history lesson along the way. Pick up your copy online at www.PatrickLedray.com.



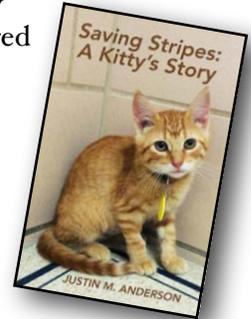
Copies of *Saving Stripes: A Kitty's Story* Included in Holiday Stockings Sold at The Adopt-A-Pet Shop in December



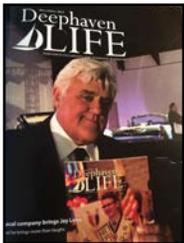
Teen author Justin M. Anderson spent part of the day on Dec. 5 at The Adopt-A-Pet Shop in Plymouth, Minn., helping decorate for the holidays. His job was to stuff hand-made kitty stockings with a copy of his book, [Saving Stripes A Kitty's Story](#), and a cat toy or two, then hang the stockings above the fireplace mantle. The stockings were sold in December to raise money for cat care.

While at The Adopt-A-Pet Shop, Justin met a man and one of his daughters who had come to visit the two kittens they are planning to adopt in the next day or two. He shared Stripes' story, and learned the man was planning to adopt both an orange tabby and gray cat for his girls. Of course after realizing the coincidence -- Justin's cats, Stripes and Caroline, are orange and gray -- the man bought a copy of the book.

As of the end of December nearly 150 copies of the book have been sold with 100 percent of the proceeds benefiting S.O.S. Rescue, Inc., which operates The Adopt-A-Pet Shop.



Preferred Speakers Featured in Dec. Issue of Deephaven Life Magazine



Twin Cities-based speaking bureau Preferred Speakers was featured in the Dec. 2015 issue of Deephaven Life Magazine in an article written by RMA Publicity. The company brought comedian Jay Leno to the Twin Cities for the Gillette Children's Specialty Healthcare fundraiser this fall.

Looking for a speaker for your event in 2016? Give them a try. The company website is www.PreferredSpeakers.com.

Holiday PR Campaign Wraps Up for the Minnesota College Savings Plan

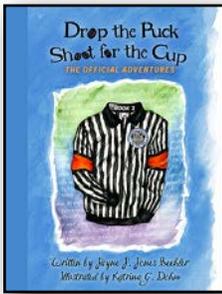


December was a very busy month for The Minnesota College Savings Plan. Several radio interviews aired throughout the state of Minnesota, each focused on how giving the gift of education makes a great holiday gift. The final interview aired on Dec. 18 when The plan was highlighted on radio station KCAJ-FM in Warroad/Rosseau, Minnesota.

Also the December, the Plan was highlighted on radio shows for KVSC in St. Cloud (Dec. 7), KTLF-AM in Little Falls, [KYES-AM](#) in St. Cloud (Dec. 8), [WYRQ-FM](#) in Little Falls (Dec. 11) and [KBHP](#) in Bemidji (Dec. 17). The month-long campaign kicked off on Dec. 3 with an hour-long discussion about 5-29 plans on the Kerri Miller show on [Minnesota Public Radio](#).

The Minnesota College Savings Plan is the state's official 529 Plan. It is administered by the Minnesota Office of Higher Education. Learn more about the plan at www.MNSaves.org.

ALSO IN DECEMBER ...



An article about the new children's chapter book, *Drop the Puck: Shoot for the Cup*, was published in the Dec. 2 issue of the Spooner, WI Advocate, and on Dec. 3, Katrina Dohm, the book's illustrator, was interviewed on radio station KCAJ-FM in Roseau/Warroad, Minnesota, also known as Hockey Town USA.

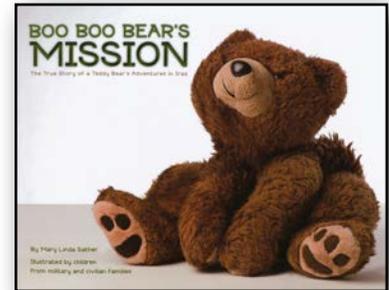


Award-winning mystery author Marilyn Jax appeared at the Minnesota Women's Art Festival on Dec. 12, and on Dec. 18 she was interviewed for the show, "Access to Democracy", that airs on Eagan Community Television in Eagan, Minn.

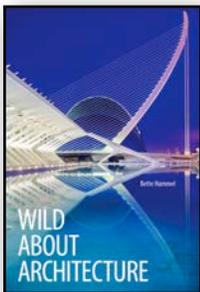
An article about the new self-help book, *Confused Woman: Tales and Advice on Love, Dating and Relationships*, was published in the Dec. 3 issue of the Minnetonka, MN Sun Sailor.



An article Mary Linda Sather, author, *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*, wrote about her family's deployment



experience was published in Healing Magazine in December. Healing Magazine is a resource providing practical, clinical information to families and children's professionals.



Bette Hammel, author, *Wild About Architecture*, had three signing events in St. Paul during the first week of December. She signed books at the Minnesota History Center on Dec. 3, and then on Dec. 5 she was at both Common Good Books and Sub Text Books.

MEDIA OPPORTUNITIES

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

January is...

- Celebration of Life Month
- Financial Wellness Month
- International Creativity Month
- National Mentoring Month
- National Poverty in America Awareness Month

Also Observed in January...

- Diet Resolution Week – Jan 1 – 7
- National Cut Your Energy Costs Day – Jan. 10
- Healthy Weight Week – Jan. 19 - 23
- Get to Know Your Customer Day – Jan. 21
- Women's Healthy Weight Day – Jan. 21

February is...

- Low Vision Awareness Month
- American Heart Month
- International Boost Self Esteem Month
- National Black History Month
- National Mend a Broken Heart Month
- Spay/Neuter Awareness Month

Also Observed in February...

- Take Your Child to the Library Day – Feb.6
- Love May Make the World Go Round But Laughter Keeps Us From Getting Dizzy Week – Feb. 8 – 14
- National Donor Day – Feb. 14
- Random Acts of Kindness Week – Feb. 14 – 20
- National Eating Disorders Awareness Week – Fe. 21 – 27

Tips for a Successful Book Launch Event

Whether you are a first time author, or have a few books in the marketplace already, the time when you are likely to sell the most copies of your book is on the day of its launch. So how can you make sure it is going to be a success? The key is to get the word out, and there are a lot of ways to do it.... With the help of early adopters, by securing influential endorsements, through word-of-mouth, and with the help of marketing and publicity.



#1 Early Adopters

A good place to start is by building a team of early adopters. Your core promoters can be friends, family members, neighbors, co-workers, book reviewers, etc.

Offer several people you know and think will like your book a free copy, and ask them to tell their friends about it if they like it, and also to post a review on Amazon.com, BarnesandNoble.com, Goodreads.com, and any other places they frequent online and think may generate interest. A good rule of thumb is to pick out a minimum of 20 people. Just think of how wide reaching their influence will be if all 20 of them read your book, like it, and tell their friends to buy it when it comes out.

NOTE: In order for this strategy to work, you may want to have Advance Review Copies (ARCs) printed up, or when books become available do a soft launch with the official launch date being a month or two after the book becomes available. This will give you time to get attention for the title.

#2 Influential endorsements.

Another easy way to “give your book legs” on the day it comes out is to secure influential endorsements early enough in the process to have the person’s testimonial printed on the cover. So how do you do that?

If you have a personal contact who has access to the influencer you want to endorse the book, ask

that person for help first. If you do not have a personal connection who can help, another strategy is to track down the person’s contact information, then pick up the phone, or send an email or a letter through U.S. Mail, asking the person to consider reading and endorsing the book.

Some may say no, some may not respond at all, but imagine how great you will feel if an influential person does respond and says he or she is willing to take a look at your book and consider offering an endorsement. As they say, if you don’t ask, you don’t get!

#3 Word of Mouth

Speaking of which, don’t forget the power of word of mouth. Let everyone you know that you have a new book coming out soon, and sure would appreciate it if they could help spread the word. If you ask everyone on your launch party invite list to help out by telling 10 of their friends about your upcoming book, imagine how many copies you may have pre-sold by the time the launch date arrives. People want to help. All you have to do is ask.

#4 Marketing & Publicity

And of course don’t forget marketing and publicity to generate attention for your book from people you don’t know. If you’re putting on a private launch party, you don’t necessarily want to promote the fact that you will be at the country club on Friday night. So, how about getting a public event set up the same week at a bookstore, and enlisting the help of a PR firm like [RMA Publicity](#) to drive traffic to that event. You may also want to purchase advertising in the local news media to increase awareness about the event.

Next month’s publicity tips article:

5 Things Authors Can Do While Waiting for Their Books to be Published

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