

THE POWER OF PUBLICITY

Boo Boo Bear's Mission Getting Plenty of Visibility

The key to any book's success is its visibility and *Boo Boo Bear's Mission The True Story of a Teddy Bear's Mission in Iraq* by Mary Linda Sather received plenty of it in May. As part of her mission to help military families stay connected, the author volunteered her time to lead two workshops in Cloquet, Minn., in May, and both received media coverage.



Above: Mary Linda Sather, author of *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*, shares her story with children whose parents are about to deploy to Iraq and Kuwait at the Cloquet Armory in Cloquet, Minn., on May 27, 2011.

RMA Publicity

CONGRATULATIONS BOOK AWARD WINNERS!

May was a busy month for book awards and a number of the authors RMA Publicity works with received recognition. They are:

Road to Omalos by Marilyn Jax

Winner, 2011 Benjamin Franklin Award, Mystery/Suspense
Winner, 2011 International Book Award, Fiction/Thriller
Finalist, 2011 International Book Award, Book Cover Design - Fiction.

Living with the Enemy by Burt Nordstrand

Winner, 2011 Midwest Book Award, Self-help

Looking for Lucy by Emrys Current

Winner, 2011 Midwest Book Award, Children's Picture Book

Still Standing-The Story of SSG John Kriesel by John Kriesel and Jim Kosmo

Finalist, 2011 Next Generation Indie Book Award, Military & Memoirs (Overcoming Adversity/Tragedy/Challenges)

The Reluctant Donor by Suzanne Ruff

Finalist, 2011 Midwest Book Award, Health

Bringing Jon Home by David Francis

Finalist, 2011 Midwest Book Award, Inspiration/Gift Book

Stalking Mary by Eileen Bridgeman Biernat

Finalist, 2011 Midwest Book Award, Social Science

Paris from the Heart by Jan Dolphin

Finalist, 2011 Midwest Book Award, Culture & Travel

Cherry Blossom Trees Literary Writings and Artworks by Christine Renhard Stenstrom

Finalist, 2011 Benjamin Franklin Award, Poetry/Literary Criticism

MAY EVENTS & MEDIA PLACEMENTS

KBJR-Television, the NBC station in Duluth, Minn., covered Sather's "Connecting Hearts" workshop at the Cloquet Armory on Friday, May 27, 2011. The event was held for families associated with the CRAZY troop of the 1st Squadron, 94th Cavalry. They're among the 2,400 Minnesota soldiers being deployed to Iraq and Kuwait for a year-long mission as part of Operation New Dawn.



Above: Mary Linda Sather takes a break from her *Connecting Hearts* workshop at the Cloquet Armory to do an interview with KBJR Television.

De Ann Carlson's husband, 1st Sgt. Chad Carlson, is among those leaving. She was in the audience with her 7-year-old daughter, Victoria. "I think the book is phenomenal. It puts it into perspective for the kids to understand what Mom and Dad are going through. I'm so impressed by it."

"It's absolutely wonderful! The kids really enjoyed it. After hearing the story my own son said he would write his own book, and I know he will," said Capt. Michael Boelk, commanding officer of the deploying unit from Cloquet.

"I thought it was a very cute story and it did make the point about how families are concerned about the soldiers and the soldiers are concerned about the families too," added Paul Brown, the former Deputy Chief of the Army National Guard Logistics Division in Arlington, Va. His son-in-law is among those being deployed.

Boo Boo Bear's Mission The True Story of a Teddy Bear's Mission in Iraq is a children's book that tells the story of how Shea Leigh Waterhouse stayed connected with her dad, SMSgt. Ron Waterhouse, when he was

deployed on a mission to Iraq back in 2007, by sending her beloved teddy bear overseas in a care package.



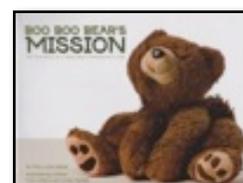
Above: Mary Linda Sather poses for a photo with a mother and son who came to her event at the Cloquet Library. 12-year-old John's brothers, Andrew and Nate, are deploying to Iraq & Kuwait.

Earlier in the month, WDIO-Television, the ABC affiliate in Duluth, covered the author's event at the Cloquet Public Library. Sather was especially touched by a family that's getting ready to deploy two sons. Their 12-year-old brother, John, and his mother were among those in the audience.

"They were really engaged," said Sather. "They went from laughing to crying as I read the story. To me that shows I am fulfilling my mission to inspire and encourage people during a difficult time of separation."

Last month, Boo Boo Bear was in Colorado Springs for a "Connecting Hearts" event at Ft. Carson. While in town he also appeared on the FOX News affiliate, and did a book signing at a Barnes & Noble near the base. An article about his visit ran in the May 6, 2011, edition of the Ft. Carson Mountaineer.

More "Connecting Hearts" workshops are planned in the coming months.





Above: Pioneer Press reporter Jessica Fleming shares a laugh with Gordon Fredrickson during the interview for a story she will be writing about him.

Minnesota Man Who Writes Children's Books to Help Keep Minnesota's Farm History Alive Interviewed by the St. Paul Pioneer Press

Retired school teacher Gordon Fredrickson will soon get some more much deserved publicity of his own. In May he was interviewed by the Pioneer Press for a story that will run soon about his children's book series.

"I have fond memories of what rural life used to be like in Minnesota," says Fredrickson, who along with his wife, Nancy, is now on a mission to preserve the way things used to be for future generations through literature.

Fredrickson has written ten children's books about growing up on a family farm in rural Minnesota. Six of them have been published so far.

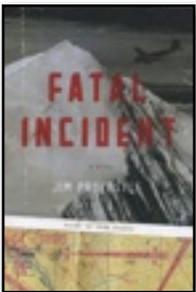
The 7th title, *A Farm Country Picnic*, is scheduled to be published by Beaver's Pond Press this month.

A Farm Country Picnic is a story about summertime – the haying season on the farm. One day the kids want to go fishing and have a picnic, but their parents don't have time to take a break because the hay needs to get cut and then picked up from the field after it dries. Their father tells them they can go fishing the next time it rains. But when that much anticipated day comes, an unexpected problem postpones their afternoon of fun.

All of Fredrickson's tales are fictional, but like most good authors, he has interjected a lot of his own personal experiences into his books. As a young boy he milked cows, carried water to the hogs and chickens and gathered dandelions to feed to the goslings. His older sisters had important chores to do too.

Gordon Fredrickson's books are available at bookstores everywhere, and can also be ordered online at Amazon.com or through the author's website: www.GordonFredrickson.com. The site also has information on how to request a free Farm Country performance.

Author Jim Proebstle's Second Novel Has Been Published



Copies of the new book by Jim Proebstle of Deer Park, Ill. , just became available in bookstores on May 1, 2011. *Fatal Incident* is an historical fiction novel based on true events that played out during World War Two.

The author creates a what-if scenario for one of the many plane crashes that happened during the conflict. What if the people who ended up onboard a transport plane that crashed into Alaska's Mt. McKinley were caught up in a conspiracy to steal secrets for the atomic bomb?

Proebstle expertly weaves together a tale of love, betrayal and espionage in this thriller that is based on his family's history. The pilot in the real crash his novel is based on was his uncle.

The Chicago Sun Times ran an article about the book's release on May 4, 2011, titled "Deer Park author rewrites his family's history."

Copies are available at www.FatalIncident.com.



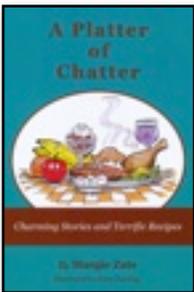
The Raindrop Who Lost His Cloud But Found His Purpose Becomes a Teaching Tool

Last year, Mark Toffle, author of *The Raindrop Who Lost His Cloud But Found His Purpose*, donated copies of his children's book to the Youth and Family Ministry at his church, Unity Christ Church in Golden Valley, Minn. In May, children in Kindergarten through 5th grade read the story in class and teachers used the book to teach some valuable life lessons – the importance of stewardship and helping your neighbors out.

On Wed., June 8, 2011, the book's illustrator, Sommer Toffle, will speak at a conference in Ohio for early childhood education and art. She will discuss the process of illustrating a children's book. On Fri., June 17, 2011, Mark Toffle will participate in an author's fair at Bemidji High School from 5 p.m. to 7 p.m.



Above: The Raindrop Who Lost His Cloud But Found His Purpose was used as a teaching tool in the 4th and 5th grade classes at Unity Christ Church School in Golden Valley in May.



The Bookcase of Wayzata Welcomes the Author of a Platter of Chatter to the Store

Margie Zats shared some charming stories and terrific recipes from her new book, *A Platter of Chatter*, with folks who attended her signing at the Bookcase of Wayzata on May 3, 2011. It was Margie's second visit to the store.



Also this month....

The Minneapolis Business Journal ran a mention about the release of Karen Kodzik's new book, *Navigating Through Now What The Various Career Crossroads in Our Lives*.

The Hudson Star Observer ran an [article](#) about Burt Nordstrand and Carol Pine's win in the self-help category of the Midwest Book Awards, along with a mention about Jan Dolphin's recognition as a finalist in both the Culture and Travel categories.

The Minnetonka Sun Sailor ran a [story](#) about Marilyn Jax's International Book Award for *Road to Omalos*.

The Brooklyn Center edition of the Minnesota Sun Post ran an [article](#) about Emrys Current's Midwest Book Award.

The Woodbury Bulletin ran a [story](#) about Trina Patterson's new children's book about acceptance, *A Tale of Two Cookies*.

5 Tips for Increasing Your Book's Visibility

Now that your book has been out for a while, it may seem like the honeymoon is over, but it doesn't have to be. I have several clients who are selling more books now than they did when they first started out.



So what are they doing that you're not? They're focusing their attention on the people who are most likely to be interested in their book through niche marketing. Here are five tips for making it work for you:

1. *Look for opportunities to target your desired audience*

Instead of continuing to only set up book signings at stores and libraries, look for opportunities to share your book with an audience you know will really enjoy it. If you've written a children's book, you should be spending a significant amount of time reaching out to local preschools and daycares. If you have a memoir about your battle with breast cancer, reach out to local support groups and ask if they have a need for speakers. Authors of business books should be targeting human resource departments at large companies as well as rotary clubs and chambers of commerce.

2. *Start blogging*

One of the easiest ways to build a fan base is by blogging on the topic you know and love. The best thing about blogs is they attract people you know will be interested in the topic you have written about. Hopefully after getting to know you through your blog, readers will want to buy your book.

There are several ways to add a blog to your existing website. The most common tools to use include Blogger, Wordpress and Typepad.

3. *Enlist the media's help*

The media can be an invaluable resource in your effort to boost book sales. Reporters and assignment editors are always looking for experts on topics they are reporting on, and if you make it known that you're willing to be interviewed, chances are good you'll eventually get a call.

Just remember, the fact that you have written a book is not necessarily the news. When pitching the media, the focus needs to be on how a story about you can benefit the audience.

If you're struggling to come up with the hook that will get media attention, you may want to consider hiring a publicist to pitch your story.

4. *Hand out promotional materials*

No one knows a book better than its author, so it goes without saying that the person who wrote the book will be its best promoter. Make a point of mentioning your book to someone new at least once a day. Some other easy ways to keep it top-of-mind:

* Put up promotional flyers on community bulletin boards.

* Have some pens or note pads made that advertise the book's title and website, and leave these marketing tools in public places where people are sure to see them.

5. *Advertise on Facebook*

If you don't already have a presence on Facebook, get one. It's easy to set up a fan page for your book, and because so many people are using the social networking tool every day - there are 500 million active users according to Facebook - chances are good you will reach your target audience here.

To drive traffic to your page, it's a good idea to invest a little money in Facebook ads.

One of the best things about this advertising vehicle is that you have the ability to select who sees your ad using a number of variables, including age, gender, education and those all important keywords.

Coming up next month:

How to get the media's attention

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JUNE MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in June, RMA Publicity may be able to help you get media coverage.

- Adopt-A-Shelter Cat Month
- Child Vision Awareness Month
- Children's Awareness Month
- Fireworks Safety Months – June and July
- Great Outdoors Month
- International Childhood Cancer Awareness Month
- Dairy Month
- National Camping Month
- National Headache Awareness Week (June 5-11)
- National Business Etiquette Week (June 6-12)
- World Oceans Day (June 6)
- Multicultural American Child Awareness Day (June 12)
- Family History Day (June 14)
- Family Awareness Day (June 19)
- Father's Day (June 19)
- Lighting Safety Awareness Week (June 19 – 25)
- Baby Boomers Recognition Day (June 21)
- America's Kids day (June 26)
- National Prevention of Eye Injuries Awareness Week (June 27 – July 4)

* Source: 2011 Chase's Calendar of Events

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