

# THE POWER OF PUBLICITY

## Author of *BUZZ* Interviewed on FOX 9 TV on Feb. 18

David Lebedoff, author, *BUZZ*, shared his story on the [FOX 9 News](#) in the Twin Cities on Feb. 18.

In the novel he wrote and published last year, well before the threat of Zika Virus emerged, terrorists have figured out a way to inject a deadly poison into mosquitoes, and their plan is to release the killer bugs at the Minnesota State Fair. Interestingly enough, the heroine in the story is a pregnant epidemiologist.



Lebedoff shared what he learned about mosquitoes during his research, particularly why pregnant women are more likely than others to get stung.

Since news of the epidemic broke, Lebedoff has also been interviewed about his book on the nationally syndicated radio show *It's Your Health* with Lisa Davis (Feb. 4) and by Rex Combs on WDPN-AM in Cleveland (Feb. 9).

Learn more about the book or pick up your copy today at [www.BuzzThriller.com](http://www.BuzzThriller.com).

### COMING UP IN MARCH

Marley Kaul's book, *Letters to Isabella: Paintings By Marley Kaul*, will be featured in the March issue of Exploring TOSCA Magazine.

The Soulful CEO John B. Goodman, author, *The Road to Self: Reflections from A Soulful CEO*, and its

accompanying book of quotes, *Moments Matter: Everyday Inspiration from A Soulful CEO*, has two book events planned in Tampa Bay, Fla., in March. He will be at the Barnes & Noble in Clearwater on March 15 and the Largo Community Center on March 16. Then on March 30, he will speak at a joint meeting of the Wayzata and Westonka Rotaries to be held at The Wayzata Country Club.

A story about Martha Wegner's book, *Dear David: Dealing with My Son's Addiction One Letter at a Time*, will be published in the Star Tribune newspaper on March 20.

***Confused Woman: Tales & Advice on Love, Dating & Relationships* Launches in February, Just in Time for Valentine's Day**



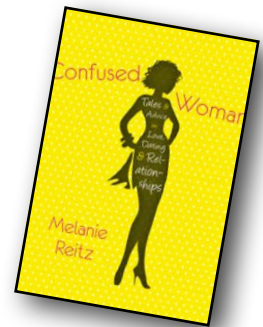
For those who are online dating, newly single, or perpetually boyfriend-less, "Confused Woman" Melanie Reitz has great advice to share in her new book, launched just in time for Valentine's Day.

*Confused Woman: Tales & Advice on Love, Dating & Relationships* officially launched on Feb. 12 during a party at The Brave New Workshop in Downtown Minneapolis. Reitz signed books at a table set up in the theatre's event space, as guests enjoyed the "Confused Cosmo," drink mixed special for the event.

The morning of the launch, Reitz was interviewed on [KXAE Radio/Grand Rapids, Minn.](#) Earlier in the week she was on the [FOX 9 BUZZ](#) and [KDWB-Radio with Dave Ryan](#).

"When it comes to dating and relationships, it's either you sit there and feel sorry for yourself and cry yourself to sleep at night, or you laugh about it and have fun with it. That's what I have chosen to do. Instead of getting real upset about things, I joke about them and then I feel better."

For more information about the book, visit [www.ConfusedWoman.com](http://www.ConfusedWoman.com).



**A Pair of Book Events for Elliott Foster in February**

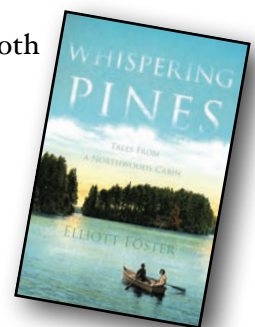


Elliott Foster, author, *Whispering Pines: Tales from a Northwoods Cabin*, had a reading and signing along with fellow cabin writer Spike Carlsen the evening of Feb. 19 at Magers & Quinn in Minneapolis.

The event was followed by an appearance that weekend at The Lake Home & Cabin Show at the Minneapolis Convention Center. In addition to staffing a booth where he was able to interact with fans, Foster gave a 30 minute talk about the importance of recording your cabin memories.

Foster's novel shares the stories of four generations of a fictional Midwestern family enjoying time at the family cabin. The story is based on the author's own family's experiences.

For more information about Elliott Foster's work, visit [www.ElliottFoster.com](http://www.ElliottFoster.com).



**Teen Author Interviewed by News Crew from His Elementary School**



Just four years after leaving Sunset Hill Elementary in Plymouth, current Wayzata High School freshman Justin M. Anderson has achieved something few of his peers will ever do. A book he wrote is now on the shelf at his former school library.

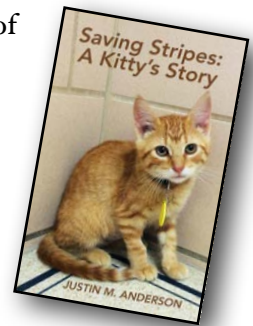
On Feb. 18, Anderson, who lives in Minnetonka, returned to Sunset Hill to be interviewed by kids who are a part of TNN, the school’s television news team. He shared the story behind his book, and also how he became a published author. Afterwards, the teen was also interviewed by

[Channel 12 News](#) and the [MN Sun Sailor](#) newspaper.

*Saving Stripes: A Kitty’s Story* is the true story of how the orange tabby named Stripes came into the author’s life. Justin found Stripes, her mother and two siblings in his neighborhood park in the summer of 2014 while out for a walk with his mother. Fearing they wouldn’t survive for long in the woods where coyotes and other wild animals had been seen recently, Justin insisted that they do something to help the feline family. With the assistance of neighbors, he managed to catch all four cats. His parents brought the cats to the Animal Humane Society in Golden Valley. Right away in the days after the rescue, Justin began writing his book which tells the story of the rescue from the point of view of the kitten he eventually adopted named Stripes.

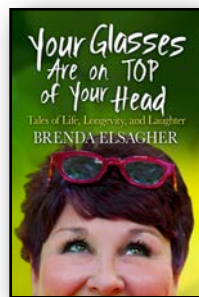
*Saving Stripes: A Kitty’s Story* was published in June 2015. Since the book’s release, more than 150 copies have been sold for \$10 each with 100 percent of the proceeds benefiting S.O.S. Rescue Relief, Inc., of Plymouth, which runs The Adopt-A-Pet Shop on Vicksburg Lane. The nonprofit played a key role in the rescue.

Books are available for purchase at The Adopt A Pet Shop and Cats Preferred Animal Hospital in Plymouth, and online through Amazon.com and [wwwcreatespace.com/4931704](http://wwwcreatespace.com/4931704).

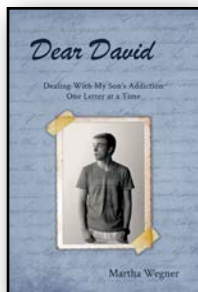


ALSO IN FEBRUARY ...

Brenda Elsagher, author, *Your Glasses are on Top of Your Head*, was interviewed on the national radio show, “It’s Your Health with Lisa Davis” on Feb. 2.



Bette Hammel led a discussion related to her retrospective, *Wild About Architecture*, on Feb. 22, at the public library in Wayzata, Minn.



An article about Martha Wegner’s book, *Dear David: Dealing with My Son’s Addiction: One Letter at a Time*, was published in the [White Bear Lake, Minn., edition of Press Publications](#).

## 5 Tips for Reaching Your Target Audience

If your book has been out for a while, and you don't think sales are as robust as they should be, it is time to become more focused on your marketing. Chances are you put a lot of effort into promoting your book right out of the gate, but once the launch and a few book events happened, you decided to put your promotion campaign on auto pilot.



If that isn't working for you, here are five tips for doing a better job of reaching your target audience, and as a result selling more books.

### 1) Identify your target audience.

When they get started on marketing, most authors view anyone who can read as their target audience. That philosophy may work when it comes to the people who know you and want to support you, but it is not the case for general public. If your book is a memoir about your recovery from addiction, your marketing efforts should be focused on people dealing with similar struggles and the health care professionals who treat them. If you have written a novel about a love triangle, book clubs that focus on romance novels would be a good target audience to go after. So would women's groups and support groups for divorcees.

2) Determine how best to connect with the people most likely to be interested in your book.

Once you determine who your ideal target audience is, take the time to determine how best to reach them. If you are promoting a novel about an athlete trying to make the Olympic Team, a good way to connect with potential readers would be to advertise in gymnasium newsletters, or maybe in the local high school football program. Or you can sign up to give talks at community centers throughout your home state.

If your book is an autobiography about an accomplished local businessman or woman, a good place to network with potential readers would be

Chambers of Commerce and/or Rotary meetings in several different cities near where you live.

3) Blog on a topic related to your book and your target audience's interests.

Content marketing is one of the most powerful tools there is on the Internet. By establishing a blog and contributing content to it regularly, you can establish yourself as a thought leader on the topic you have written about in your book.

If you decide to start blogging, however, keep in mind it is a major commitment. If you do not contribute to your blog regularly, the fans you took the time to build up will disappear just as quickly.

4) Gather testimonials and showcase them.

There is nothing more powerful to promote a book than a testimonial from someone with influence over potential readers. One of the authors I have worked with secured a testimonial from CNN's Sunjay Gupta that she got permission to put on the cover of her book. Just having that quote on the book has likely resulted in hundreds of sales.

Celebrities aren't the only influencers to go after. A lot of authors pursue testimonials from fellow authors who write in their genre. If someone whose work you respect is kind enough to take the time to read your book and offer a testimonial, why not ride on his or her coat tails.

5) Don't forget to take the time to measure your results.

Once you have determined who your target audience is, and have developed a plan for reaching them, don't forget to measure your results.

Did that advertisement you took out in the local paper draw a significant number of people to your book event? If so, you can consider it a success.

## Next month's publicity tips article:

How to Write a Press Release that Will Get Attention

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 Facebook page and [“like” it](#).

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### MEDIA OPPORTUNITIES

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

#### March is...

National Colorectal Cancer Awareness Month  
Credit Education Month  
International Listening Awareness Month  
National Kidney Month  
National Nutrition Month  
National Women's History Month

#### Also Observed in March...

Read Across America Day – March 2  
Genealogy Day – March 12  
Earth Hour – March 19  
Act Happy Week – March 20 – 26  
World Down Syndrome Day – March 21

#### April is...

Alcohol Awareness Month  
Couple Appreciation Month  
Defeat Diabetes Month  
Distracted Driving Awareness Month  
National Autism Awareness Month  
National Child Abuse Awareness Month  
National Humor Month  
National Poetry Month  
National Sexual Assault Awareness and Prevention Month  
School Library Month  
Stress Awareness Month

#### Also Observed in April...

International Children's Book Day – April 2  
Laugh at Work Week – April 1 – 7  
Drowsy Driver Awareness Day – April 6  
National Alcohol Screening Day – April 7  
National Volunteer Week – April 10 – 16  
National Stress Awareness Day – April 18  
Earth Day – April 22

# RMA Publicity