
THE POWER OF PUBLICITY

RMA Publicity is Leading a Workshop on Book Marketing & PR at The Rosemount Writers Festival and Book Fair in March

A lot of writers struggle with how to increase awareness about their books. They think that just because it's out on Amazon and Barnes and Noble, people who need to read it will find it, and it will take off. Unfortunately, there's just too much competition online to stand out.

So what can be done to get the word out? RMA Publicity will be leading the workshop, "Tips for Increasing Awareness About Your Book" at the [Rosemount Writers Festival and Book Fair](#) on Saturday, March 18, 2023. Our session is scheduled to be held between 2 p.m. and 3 p.m. at the Steeple Center, located at 14375 South Robert Trail in Rosemount, Minnesota.

This workshop takes authors through the process of planning and promoting events for their books. We'll discuss email marketing, social media, traditional media, event marketing, advertising, setting up events and more.

The workshop fee is \$15. [Here is the registration link.](#)



RMA Publicity Handles PR for Annual Klondike Dog Derby Event in Mound, Minnesota

The Lake Minnetonka Klondike Dog Derby Took Place on Saturday, February 4th, and RMA Publicity is happy to share the fabulous results of the media campaign we executed to promote the event. All four Minneapolis television stations offered coverage this year.

Fox 9 and [KARE 11](#) Aired stories on race day.

There were also several media placements secured that previewed the event. On February 3rd, the day before the race, [KARE 11 Sunrise](#) aired a preview story. So did [FOX 9](#) and [KSTP](#).

Three television stations covered the Dog Derby's preview event at Back Channel Brewing in Spring Park, Minnesota on February 28. Stories aired on [WCCO](#), [KARE](#) and [FOX 9](#) about the cutest puppy contest.

On January 26, event President Bill Damberg appeared on [KSTP's Minnesota Live](#) while co-founder and veterinarian Dr. Jackie Piepkorn appeared on [FOX 9's Good Day](#). Dr. Piepkorn was also on [WCCO's Mid Morning](#) on January 27.

Learn more about the Lake Minnetonka Klondike Dog Derby online at [KlondikeDogDerby.com](#).



MN Sun Post Publishes Story About Hudda Ibrahim's Visit to North Port Elementary

February was I Love to Read Month, and two Minnesota elementary schools invited children's book author Hudda Ibrahim to share her stories with children. She appeared at Kennedy Elementary in St. Cloud on February 8, and North Port Elementary in Brooklyn Center on February 9. [The MN Sun Post](#) newspaper published a story about her visit to North Port Elementary in the February 16 issue of the newspaper.

Ibrahim has authored three children's books, all featuring diverse characters. Her books are: *What Color is My Hijab?*, *Lula Wants to Wear A Badge* and *Imrah's First 100 Words*.



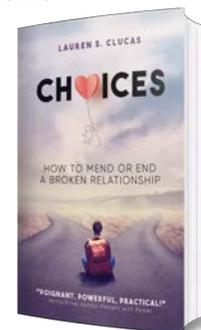
Learn more about Hudda Ibrahim's stories on the publisher's website: DiverseVoicesPress.com.

Relationship Expert Lauren Clucas Offers Insight into the Causes of Relationship Problems

February is known as the Month of Love, the perfect time for relationship expert Lauren Clucas to share some insight on some of the common causes of relationship troubles.

The author of *Choices: How to Mend or End a Broken Relationship* was interviewed on the Let's Get Moving with Maria podcast on KSL News Radio in Salt Lake City on February 15. The day before Valentine's Day she did a 20 minute interview with Bob Langstaff on [WAMV-AM in Amherst, Virginia](#).

Pick up your copy of Lauren's book on the publisher's website: IngeniumBooks.com/choices-by-lauren-clucas



MN Sun Sailor Publishes Story About Avidor Minnetonka's Heart Healthy Event



February was Healthy Heart Month, and Avidor Minnetonka, a 55+ active adult community in Minnetonka, Minnesota celebrated with an open house. Members of the local community were invited to check the place out and get a feel for all the ways people who live there stay heart healthy on a daily basis.

A story about the February 4th event was published in the local community newspaper, the [MN Sun Sailor](#).

Learn more about Avidor Minnetonka at AvidorLiving.com.

Also in February...



Brenda Fletcher, author, *A Love Beyond Life: My Journey Through Grief to Everlasting Connection*, signed books at the Barnes and Noble in Minneapolis on February 4 and at Fair Trade Books in Red Wing, Minnesota on February 18. A preview story about her February events was published in the [Pioneer Press newspaper](#).



Tips for Increasing Awareness About Your Book

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

RMA Publicity is presenting at the 2023 Rosemount Writer's Festival and Book Fair in March, and the topic of our presentation is the same as the title of this article: Tips for Increasing Awareness About Your Book. For those attending, this article is intended to be a takeaway. For my newsletter subscribers, it's your monthly resource article.



A common question I'm often asked when people come to me looking for help with book promotion is "How many books can I expect to sell if I work with you?" My typical response is, "That depends on how much effort is put towards getting the word out about your book."

Just because your book goes live on Amazon and Barnes and Noble.com, or is sitting on the shelf at the bookstore, does not mean people will find it and make a purchase. Someone needs to call it to their attention, and the person most likely to care enough to do that is you, and/or the people you hire to help you do it.

So how do you get the word out about your book? There are five tried and true methods to doing it.

#1 Word of Mouth

First and foremost, you need to let people know you have written a book. Don't be shy about it! The people you know—friends, relatives, colleagues, associates, students, teachers, etc.—would probably love to support you, but they can't if they don't know you have a book out.

You can spread the word one-on-one, by asking friends to pass the word on, and by using social media. Linked-in, Facebook, Twitter, Instagram and the other social media platforms are great ways to get the word out to your network.

#2 Email Marketing

Don't want to take the time to design fancy graphics for all the different social media platforms, or call everyone you know? Then another tactic to try is email marketing.

According to Statistica, email is the preferred communication method for 50 percent of consumers, and 89 percent of Americans look at their email at

least once a day with 27.6 percent of people checking their inbox up to five times a day. This high penetration rate provides proof that email marketing can be a good way to get the word out about your book.

There are several tools out there that make sending a large number of emails at the same time easy to do. You can use your own personal email, Outlook, Gmail, etc., but in order to make the message look professional you would need to spend a lot of time to send each person on your list a custom message.

That's why services like MailChimp and Constant Contact have become so popular. All you have to do is design your message and upload a contact spreadsheet and the software takes care of the rest. The services can even tell you who clicked on your message, and what links they clicked on.

Mail Chimp is free to use for those who want to send the same message to up to 2,000 individual email addresses. If you have more people on your list you can buy credits to upgrade.

Another popular tool to try is the subscription service, Constant Contact, which offers plans that start as low as \$9.99 per month for services. There are no limits on the number of emails you can load into their system.

#3 Set Up Events

Another solid way to get the word out about a book is to set up a book event of your own, or to participate in one that is already happening. In Minnesota where RMA Publicity is based, Barnes and Noble Bookseller stores, and many independent bookstores are open to doing events.

There are also several book-themed annual festivals authors can purchase tables at. We have the Rosemount Writers Festival and Book Fair in March, Word Play in Minneapolis in May, The Northwoods Art & Book Festival in Hacksensack in August, and The Deep Valley Book Festival in Mankato and Twin Cities Book Festival in St. Paul in October. There are also plenty of art and community festivals in the summertime and fall that provide good opportunities to secure tables and sell books at.

#4 PR

The use of PR or Public Relations is another solid tactic for getting the word out about your book. This is where you get the attention of someone in the news media and convince them of the value of telling your story.

If you decide to try and do this on your own, be sure to take the time to craft a media kit that can be shared with reporters. After you make your pitch, if there is interest the person you connect with is going to request that you send some information for them to review.

A media kit should include a press release or feature article, a copy of your book cover, your author headshot, tip sheets, articles you've written, and any other resources you think media may find useful to help tell your story.

If this isn't a task you wish to tackle on your own, RMA Publicity would be happy to discuss a possible campaign with you. [Contact us via email](#) to arrange a free publicity consult.

#5 Create and Execute a Marketing Plan

Another solid tactic is to create a marketing plan for your book. This allows you to be proactive with your outreach work.

The typical marketing plan includes a summary of your book, an author biography, a list of your target audience(s), reviews that you have secured for your book, and tactics you plan to execute for getting attention. Need help putting a marketing plan together? This is another service RMA Publicity offers.

Next Month's Publicity Tips Article:

Five Unconventional Ideas for Marketing Your Book that You May Want to Try

www.RMAPublicity.com
rachel@RMAPublicity.com
 (952) 240 - 2513

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in March or April 2023, 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...

Brain Injury Awareness Month
 Employee Spirit Month
 International Ideas Month
 National Colorectal Cancer Awareness Month
 National Nutrition Month
 National Women's History Month
 Save Your Vision Month
 Social Work Month

Also Observed in March...

Read Across America Day – March 2
 Genealogy Day – Mar. 11
 World Poetry Day – Mar. 21
 World Bipolar Day – Mar. 30

Source: 2023 Chase's Calendar of Events

April is...

Alcohol Awareness Month
 Autism Acceptance Month
 Couple Appreciation Month
 Distracted Driving Awareness Month
 Informed Woman Month
 National Donate Life Month
 National Poetry Month
 School Library Month
 National Sexual Assault Awareness Month
 Stress Awareness Month

Also Observed in April...

World Siblings Day – April 10
 National Pet Day – April 11
 World Art Day – April 15
 Earth Day – April 22
 National Library Week – April 23 – 29
 World Book Night – April 23
 Independent Bookstore Day – April 29

RMA Publicity