

THE POWER OF PUBLICITY

Rebuilding Adam: The Tragedy Releases in Time for Brain Injury Awareness Month (March)

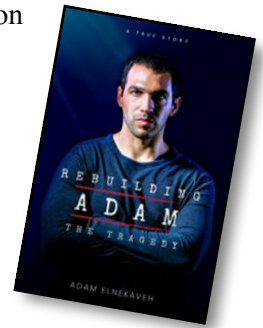
Brain Injury Awareness Month is observed every March. It is a time to reflect, educate and advocate for the 2.8 million people who endure Traumatic Brain Injuries (TBIs) every year.

TBIs often result from falls, assaults and car accidents. Six years ago, Sherman Oaks, California, resident Adam Elnekaveh was in a motorcycle accident that left part of his brain on the pavement. His family was told it was unlikely he would survive, but he did. Not only did he survive, he is thriving!

Just in time for Brain Injury Awareness Month, the first installment of Adam's memoir is releasing. The title is [*Rebuilding Adam: The Tragedy*](#).

An interview Adam did with [Medium.com](#) just went live, and [here is a link to a video](#) in which Adam talks about his recovery, and his desire to give hope to others traveling a similar journey.

Learn more about Adam Elnekaveh at [StriveToDefy.com](#)



RMA Publicity to Lead the Presentation, “Some Clever Ways to Build Awareness and Promote Your Book” at the Rosemount Writers Festival on March 16

The most successful books are those written by authors who have taken the time to build their platforms before the book hits the market, and once it becomes available know how to get the attention of their most likely readers. So, what are the basics of establishing an author platform, and once set up what comes next?

RMA Publicity is leading the workshop, "Some Clever Ways to Build Awareness and Promote Your Book" at the Rosemount Writers Festival on Saturday, March 16, 2024. Our workshop takes place from 3:30 p.m. - 4:30 p.m.



More information about the festival can be found online at [RosemountWritersFestival.com](#)

Big News for The Billy Joel Tribute Band “Turnstiles” Announced on WTVJ-Miami’s South Florida Live



Members of the South Florida-based Billy Joel Tribute Band, “Turnstiles,” appeared on [WTVJ-Miami's South Florida Live](#) show the afternoon of February 26 to make a big announcement. The band has been invited to perform at Madison Square Garden in New York.

They will open for the Vampire Weekend, ‘Only God Was Above Us’ Tour on October 5 and 6, 2024. Turnstiles is a six-member band led by Tony Monaco, who lives in Boynton Beach. Guitar player



Dave Fullerton and Mark Jacobs, who plays bass, also live in Boynton Beach. Ron Fattorusso, who plays saxophone and flute, lives in Weston; Jeff McDonald of Lake Worth plays the drums; and Greg Reitano, who lives in Boca Raton, is on keyboards and plays guitar.

Turnstiles has been performing together professionally since April 2011.

More information about the band can be found on the website, TheBillyJoelTribute.com

WTEN-TV in Albany, NY Covers Author Mark Cheverton's Elementary School Appearance

Cyberbullying is a big problem, and when it affected his young son, New York father Mark Cheverton took action. He started writing novels set in the Minecraft universe that feature a character based on his son as the hero. On February 16, Cheverton appeared at Voorheesville Elementary School in Albany to talk about his books and his writing journey.

A reporter from WTEN-TV, the ABC affiliate in Albany, New York, covered the event. Also in February, Cheverton was interviewed on radio station WAMV-AM in Amherst, Virginia. He was on the air with station host Bob Langstaff for about 15 minutes.



More information about Cheverton's work can be found on his website: MarkCheverton.com

BreathLogic's Work Highlighted on WCCO-TV and KSTP-TV in Connection to the Second Anniversary of Russian Invasion of Ukraine

The second anniversary of the Russian invasion of Ukraine was February 24th. For the people affected by war, there is so much pain...but there is also joy.

The evening of February 22, two women with connections to Ukraine led the presentation, "The Psychological Toll of War: Two Years Later," at The Marsh in Minnetonka.

Laurie Ellis-Young, a breath expert and co-founder of BreathLogic.org, began the event by sharing how she ended up in Ukraine teaching people there how to use breathing techniques to calm their nerves, and improve their lives. She also shared the stories of some people she met there.

Also presenting sat the event was Iryna Petrus, Community Outreach Manager for the Ukrainian American Community Center. She fled Ukraine two years ago and eventually resettled in Minnesota. She shared how she felt on February 24, 2022, when the bombs began going off.

After the event, many of the 40 attendees headed downstairs to check out the photography exhibits, "Yoga On and Off the Wall" and "Yoga ON ICE", which was on display at The Marsh Gallery through March 1st.

A story for which Iryna was interviewed aired on WCCO-TV the evening of February 23. KSTP-TV aired a story on February 24, featuring interviews done with the women the day of their presentation at The Marsh.

Learn more about the work being done by BreathLogic at BreathLogic.org



RMA Publicity Secures TV Stories for 4 The Waters Senior Living Communities in March

Residents of The Waters of Highland Park Each Receive a Valentine from Viewers of KSTP-TV's Twin Cities Live

Residents of The Waters of Highland Park Senior Living Community in St. Paul received a lot of love on Valentine's Day. Thanks to a promotion done with [KSTP's Twin Cities Live show](#) on February 14th, everyone who lives at the community received a Valentine courtesy of the show's viewers.

Some of the Valentine's were store bought. Others were lovingly handmade.

Residents received their cards during a party on Valentine's Day in the community's restaurant.



CBS 58 Milwaukee Covers Mardi Gras/Valentine's Day Party at The Waters of Oak Creek

Residents of The Waters of Oak Creek Senior Living Community in Oak Creek, Wisconsin celebrated both Fat Tuesday and Valentine's Day the evening of February 13 by dressing up in costume and throwing plenty of beads around. A reporter from [CBS 58 Milwaukee](#) was there to capture the fun, and also share the love story of one of the many couples who live in the community.

Galentine's Day Event at The Waters of Wexford Featured on WPXI-TV and Yahoo! News

About 30 residents of The Waters of Wexford Senior Living Community in Warrendale, Pennsylvania celebrated the strong friendships they have made with their neighbors during a fun "Galentine's Day" social hour on February 9th. They decorated paper hearts, and wrote down words of affirmation on them, then hung them up on a paper "Love Tree."

[WPXI TV](#) in Pittsburgh, Pennsylvania ran a story about the event on the station website, and it was also picked up by [Yahoo! News](#).

According to Wikipedia, while Amy Poehler as Leslie Knope on the show Parks and Recreation is considered by many to be the patron saint of Galentine's Day, the annual festival of sisterhood was imagined into existence by the Parks and Recreation writing staff led by Michael Schur. Galentine's Day merchandise is now sold at mainstream outlets like Walmart, Party City, Amazon and Etsy.

In addition, many resorts and restaurants offer Galentine's themed package deals.

KSTP-TV Covers Chinese New Year Celebration at The Waters on 50th

The Chinese New Year began on February 10, and an early celebration happened at The Waters on 50th Senior Living Community in Minneapolis on February 6th.



[KSTP Television](#) was there to capture the fun, which included a 30 minute musical performance by The Minnesota Huayue Music Ensemble. Plus, demonstrations on how to make paper dragon cutouts and a lion dance.

The lion dance is a traditional Chinese celebratory event for all festive occasions, such as Chinese New Year, a wedding, opening of a fine arts exhibit or a business. The event was held at The Waters thanks to one of its residents: 103-year-old Ming Li Tchou, who is the founder of The Chinese Heritage Foundation.

Some Clever Ways to Build Awareness and Promote Your Book

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

The most successful books are those written by authors who have taken the time to build their platforms before the book hits the market, and once it becomes available know how to get the attention of their most likely readers.



Successful authors don't leave anything to chance. They take the time to really get to know their ideal target audience; and no, not everyone who can read fits into that category.

If, for example, you have written a memoir about losing a child to a drug overdose, or surviving a terrible accident, the people who have been affected by a similar incident in their own lives are most likely to take interest in your story. Those who don't understand or relate to the pain you've suffered will not want to read your book.

When it comes to adult fiction, finding a target audience is a bit trickier; but the same strategy used for nonfiction will work. If, for example, you've written a novel featuring a group of divorcees looking for love in all the wrong places, targeting women's groups, or even divorce attorneys can be good strategies.

For a science fiction novel, how about getting a table about a Comic-Con convention? Those most likely to be members of your target audience will all be in the same place at the same time if you do. If you have written a self-help book about exercise, you can target exercise studios.

For a cookbook that focuses on natural ingredients, a natural foods store or vitamin store would be good to market the book to, and if you've written a children's book, targeting parents, grandparents and educators is the way to go.

Beyond focusing your marketing efforts on your ideal target audience, here are some additional clever ways to build awareness and promote your book.

1) Connect with the news media to get stories about you and your book into the headlines. The local news media—newspapers, radio and TV—is always looking for stories about people in their community.

So, once your book is out, contact the editor of your hometown newspaper and see if you can interest him or her in writing a story about your book.

You may be able to capture the attention of a TV reporter or radio show host too. If you're unsure of the approach to take, [hire a publicist to help you](#). Getting the local news media to do a story about your book is a quick and easy way to reach a lot of people, all at the same time.

2) Seek out endorsements and testimonials. This is something you should do well before the book comes out, so they are in hand and available for your use in marketing from the get-go. People want to help when they can, and the key to success is giving them plenty of time to get something back to you.

It is important to be realistic though. Getting a celebrity endorsement will be hard to do unless you have a personal connection. A few years back I worked with an author who was able to secure an endorsement from CNN's Sanjay Gupta for her book thanks to help from her daughter who worked at CNN. It carried a lot of weight, and it opened many doors for her.

3) Build a website for your book.

Just sending potential readers to Amazon to look for your book is risky, as there are a lot of distractions on the platform. A much better way to raise awareness about your title is to create a website for it. If you think you're going to write multiple books, an author website may be a better way to go.

Not only can you provide plenty of information that will help sell your book, you can place direct links to the sales pages for sites like Amazon, Barnes and Noble and/or Bookshop.org right on your website.

4) Search Engine Optimization (SEO)

Do some SEO research to find popular keywords that are related to your book. Once you have identified them, use them over and over again on your website, and in your marketing materials. This can increase the chances of your book being found on Amazon, Google and other search engines.

There are several resources on the Internet that can help you determine the best keywords to use. They include Keyword Discovery (www.KeywordDiscovery.com), Moz (Moz.com) and Keyword Planner (KeywordPlanner.net)

Having Search Engine Optimized content on the website isn't the only way to drive traffic. It is also a

good idea to populate your website with hyperlinks to well-traveled sites, in essence connecting your site to other proven search destinations.

A good way to get started is to include links to articles you are referencing in your own content. Another way to do it, adding links to the places that are selling your book. This would likely include Amazon.com, Barnesandnoble.com and Bookshop.org.

Not only can having the links right on your website drive sales, it informs search engines that your website is connected to the websites of established retailers.

5) Claim your social media profiles.

Doing a good job of promoting your book on social media takes a lot of time in effort. So, a good rule of thumb is for authors to pick one or two social media platforms to be active on, and not bother with the others.

However, it is important to grab your username on all the formats so nobody else can claim your name, thus creating confusion. If you don't plan to be active on a particular platform, all you need to do is set up the front page and redirect people who may find you there to the platform you are active on.

6) Commit to writing and sending out a regular newsletter

Another good strategy for increasing awareness about your book is by committing to writing and sending out a regular newsletter. It can include such things as previews of your upcoming events, stories about events that have already happened, links to websites you like, stories about a favorite vacation spot, etc.

Having a regular newsletter is a great way to keep people in your network informed about what you are up to. It's also a great way to drive sales of existing and future books.

Once the content is created, some good programs to use for distributing it are MailChimp and Constant Contact. Both provide tools that make it easy to add graphics, providing a one-stop-shop for both the design work and distribution. They also provide metrics you can review to see who opened the email, and what links were clicked on most often.

7) Grow Your Mailing List

When it comes to distribution of your newsletter, you will need to add email addresses to the platform you use. Who will you send the newsletter to?

If you don't have one yet, a good way to begin building an email list is to gather up the contact information for your personal connections, which include family, friends and co-workers, and get it on a spreadsheet.

You can also establish a pop-up invitation on your website for people who land there to sign up for your newsletter. Another proven strategy for gathering names. Bring along a signup sheet with you every time you make a public appearance at a bookstore, library, school or other venue.

At the beginning of the event, let people in the audience know you have a newsletter, and if they want to receive it, all they need to do is provide a name and email address.

8) Have promotional materials made for your book

Whenever someone stops by your table at a book signing, or comes to an event you are presenting at, it is important to have some kind of takeaway for them to remember you by. If they don't buy a book at the event, they may buy one later on when they come across the trinket you gave them.

Some good promotional items include pens, pencils and notepads with your website on them, bookmarks and postcards featuring your book, coasters, mousepads and note bags.

9) Set up a book tour

A lot of authors do a book signing event every once in a while just for the sake of being able to say they've had the experience, but have you ever thought of going on a book tour?

A book tour brings with it the benefit of being able to meet and network with people beyond your hometown. Over the years, I have set up a number of successful book tours for authors who decided to do one as part of a driving vacation, making stops along the way to their destination.

10) Build a list of libraries and notify them about your title's availability

An easy way to sell a lot of books without a ton of effort is to spend some time working on getting your titles into libraries. Start by contacting the branch in your hometown, and working on getting your title purchased by that system.

Typically, when libraries bring in a title, they will order at least two-or-three copies.

According to the American Library System, there are an estimated 123,627 libraries in the United States today. While the majority of them (105,451) are school libraries, there are 9,057 different public library systems that operate 16,607 buildings in the U.S. Even if you only get your book into a fraction of the systems, you could end up selling hundreds if not thousands of books.

Need help executing any of these clever ideas for promoting your book? [Contact us](#) for a free publicity consult.

Next Month's Publicity Tips Article:

Some Solid Strategies for Getting Your Book into Libraries.

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 2024, 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
 Credit Education Month
 National Colorectal Cancer Awareness Month
 National Kidney Month
 National Women's History Month
 Paws to Read Month

Also Observed in March...

Global Day of Unplugging – March 1 -2
 Refired Not Retired Day – March 1
 Read Across America Day – March 2
 Genealogy Day – March 9
 Brain Awareness Week – March 11 – 17

April is...

Autism Acceptance Month
 Distracted Driving Awareness Month
 Informed Woman Month
 Month of the Military Child
 National Child Abuse Prevention Month
 National Donate Life Month
 National Poetry Month
 National Sexual Assault Awareness Month
 Bereaved Spouses Awareness Month

Also Observed in April...

National Library Week – April 7-13
 World Parkinson's Day – April 11
 National Stress Awareness Day – April 16
 National Park Week – April 20-28
 Record Store Day – April 20
 Earth Day – April 22
 World Book Night – April 23
 Independent Bookstore Day – April 27

Source: 2024 Chase's Calendar of Events

RMA Publicity