
THE POWER OF PUBLICITY

Author of *Can't Keep a Sober Girl Down* Appears on FOX 9 Minneapolis in April



April was National Alcohol Awareness Month, a time to call attention to the issue of underage drinking. Though progress is being made, it remains a huge problem in America. According to the National Survey on Drug Use and Health, about 7.3 million Americans between the ages of 12 and 20 report current alcohol consumption. One percent of kids surveyed reported taking their first drink at age 12; thirteen percent at age 16 and forty-seven percent at age 20.

Underage drinking is a problem Amber Leone Murphy of Blaine, Minn., knows all too well. In her youth, she spent a lot of time wasted.

Murphy is the author of *Can't Keep a Sober Girl Down*, which is a book she wrote about the joys of recovery. On Tues., April 3, she appeared on the [FOX 9 Buzz](#) in Minneapolis and shared her personal story of how and why she turned to drinking, the struggles she newly faced while trying to get sober, and where she found the help she needed.

She also talked about how her book came about and how it came to be published. Learn more at www.CantKeepaSoberGirlDown.com.

Book Sharing the Secret to Bipolar Wellness Featured on National Radio Shows in April

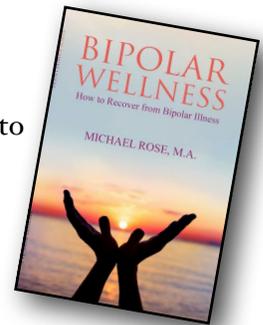


Michael Rose, author of *Bipolar Wellness: How to Recover from Bipolar Illness*, was interviewed on WVOX-AM in New York on April 11. During the interview, he shared intimate details about his personal journey from bipolar illness to bipolar wellness.

Rose was diagnosed with Bipolar Disorder, a brain disorder that causes unusual shifts in mood, energy, activity levels, and the ability to carry out day-to-day tasks, when he was just 19. Since then, he has learned to manage the disease, and recently completed work on a book that shares his secrets with others. The book, which includes 20 recovery-oriented chapters that provide a complete program of recovery, was officially launched on World Bipolar Day (March 30, 2018).

RMA Publicity set up a national radio tour to coincide with the launch. On Mar. 30, Rose was interviewed on [WINT-AM in Cleveland, Ohio](#), [WELD-AM/FM in Washington, D.C.](#) and [WHUD-FM in New York](#). On Mar. 28,

Rose was on [WRKO-AM in Boston](#). On Mar. 29, he was on [WAMV-AM in Roanoke, Va.](#) and [WTKF-FM in Charlotte, N.C.](#)



Learn more about this title at www.BipolarWellnessBook.com.

Coming up in May...

May is Mental Health Awareness Month and Bruce Ario of Minneapolis, the author of *Help From Above, Push From Below, Fight for the Middle*, will discuss his personal experience with mental illness, and read from his latest book at the Barnes and Noble in Roseville (2100 N. Snelling Ave.) on Sat., May 5, 2018, beginning at 2 p.m.

The annual **Walk for Animals** takes place on Sat., May 5 at the Animal Humane Society in Golden Valley, Minn., and Team Stripes, led by Justin M. Anderson, author of *Saving Stripes: A Kitty's Story*, is participating.

Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*, will be interviewed on WTIP-Radio in Grand Marais, Minn., on Mon., May 7. On May 10, he will lead a happiness workshop at the Edina Senior Center.

The launch event for the posthumously published book, *The Music of the Soul Lives On: A Henry Mackaman Experience*, will be held on Mon., May 7 at the Arts & Literature Laboratory in Madison, Wisc.

The teen book publishing company **Sigma's Bookshelf** has two events in May. On Tues., May 8, company co-founder Rachel M. Anderson will appear at Albert Lea Middle School in Albert Lea, Minn., to lead the workshop, "Empowering Teen Writers to Become Published Authors," and on Sat., May 12, Rachel and her son, teen author Justin M. Anderson, will participate in a panel discussion and have a table at Teen Lit Con, which takes place at Chaska High School in Chaska, Minn.

TeamWomenMN will hold its annual leadership workshop on Fri., May 12 at the Radisson Blu Hotel in Bloomington, Minn.

Carolyn Porter, author, *Marcel's Letters: A Font and the Search for One Man's Fate*, will sign books at the Galleria Barnes and Noble in Edina, Minn., on Sat., May 12.

Annie Meehan, author, *Be the Exception: 7 Steps to Transformation*, will appear on KARE TV's 4 p.m. newscast on Fri., May 18.

St. Paul's Addendum Books Hosts Launch Party for *Owen & Eleanor Move In*

The launch party for Beaming Books' debut chapter book, *Owen and Eleanor Move In*, took place on April 7 at Addendum Books in St. Paul. The event featured a reading and signing by author H.M. Bouwman, otherwise known as Heather.

The story follows two unlikely friends who bond over the challenges of their families moving into the same duplex. Owen, an introspective seven-year-old, joins forces with his downstairs neighbor, Eleanor, a gregarious eight-year-old.

The duo exhibits Christian values and learns important life lessons

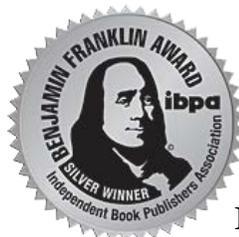


through common childhood experiences. *The Owen and Eleanor* series will follow two kids from two different Christian families as they navigate the ups and downs of childhood.

Beaming Books used to be known as Sparkhouse Family. For more information, go to www.BeamingBooks.com.



Marilyn Jax's Latest Mystery Wins Silver at the Benjamin Franklin Awards



Congratulations to Minnesota mystery writer Marilyn Jax for her Silver award win in the Benjamin Franklin awards!

Winners were announced in early April, and there is a story about her achievement in the Lakeshore Weekly newspaper. The award recognition is for her latest mystery, *The Ploy*, which is set in South Florida. After her best friend dies in a horrific car crash in Miami, private investigator Claire Caswell refuses to believe the police findings that driver error was to blame. She is convinced that what happened to Charlotte was no accident. So, she and her longtime partner, Gaston "Guy" Lombard, set out on a painstaking investigation with only a hunch to go on and some seemingly random clues found at the crash scene.



Learn more about *The Ploy* and Marilyn Jax's other titles at www.MarilynJax.com.



Teen Author Justin M. Anderson Sells Books at the Gopher State Cat Club's Annual Cat Show



Teen author Justin M. Anderson's vendor table was a popular stop at The Gopher State Cat Club's annual championship and cat show the weekend of April 28 and 29. The event took place at the Hopkins Pavilion in Hopkins, Minn. Justin had a great time sharing his story with show participants and spectators from the public.

Thank you to everyone who bought a book, and made donations to his cause, which is supporting S.O.S. Rescue Relief, Inc., a Plymouth, Minn., nonprofit whose mission is to prevent euthanasia in adoptable animals. The organization receives 100 percent of the proceeds from the sales of Anderson's first book, which has now sold more than 300 copies.

Saving Stripes: A Kitty's Story, is the true story of a cat family rescue told from the perspective of the orange tabby Justin found and adopted in the summer of 2014. The book sells for \$10. Here is a link to the book's sales page on Amazon.com.

Sigma's Bookshelf Continues School Visits in April

The 10th school visit of the year for my son's teen publishing company, Sigma's Bookshelf, took place on April 5 at Nevis High School in the Northern Minnesota town of Nevis. During the event, "Empowering Teen Writers to Become Published Authors," Justin shared the story of how the company came to be while I offered an introduction to how the publishing industry works.

Earlier this year, presentations were done at Marshall Public Schools in Marshall, La Crescent - Hoka Schools in La Crescent, Creative Arts High School in St. Paul, Southwest Middle School in Albert Lea, Armstrong High School in Plymouth, Dassel-Cokato Middle School in Dassel, Hopkins North Jr. High in Hopkins, South View Middle School in Edina, and Maple Grove Middle School in Maple Grove.



If your school would like to schedule a visit as well, please send a request to info@sigmasbookshelf.com.

RMA Publicity

Why Now is the Time to Start Planning for the Holiday Season

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



Summer hasn't even started yet, but if you want to sell a significant number of books over the holiday season, now is the time to start thinking about how you're going to do it. Just having a book and website doesn't guarantee you'll be rolling in sales come November and December. You have to work for them; and no, offering free shipping and some snowflake animation on your website isn't going to cut it. You need to give people a good reason to buy your book rather than someone else's.

Here are some things you can start working on now to improve your chances of having a successful holiday season.

1) Start planning your promotions

The key to success during the holiday season is being conscious of shoppers' motivations. At a time of year when they will be spending a lot of money, people want their hard earned cash to go as far as possible. So, they will be on the lookout for discounts and deals. Some popular holiday promotions involving books include the following: offering discounts off the purchase price; including an added bonus with the book, such as a copy of another book you've written; including a stuffed animal with a children's book; including ingredients with a book of recipes; and including extras such as movie tickets or a restaurant discount card with a romance or novel about relationships.

2) When to Start Discounting and offering deals

So when should you start discounting and offering special holiday deals? My recommendation is to start giving it a try a few weeks before shopping season begins so you can get ahead of the competition. Sometime in early October would probably be good. After all, these days the holiday season seems to kick off on or around Halloween.

You can begin the campaign by posting your promotions on your website and simultaneously promoting them online through social media, online ads and e-mail marketing. If you want to give discounts a try, early on maybe you start with a 10 percent discount, then if you don't get a lot of sales, bump it up to 20 percent. If that still doesn't work, try adding language that says the deal will only be available for a limited time. That is often all it takes to get someone who was considering making a purchase, but hasn't done so yet, to jump on it.

3) How often to send out promotions

How often should you send out promotions? More often than you think. During the holiday season, people get so busy they will often delete e-mails they don't have time to deal with, and yours may end up on the cutting room floor before it's even opened. Like with a lot of things, it's a numbers game. The more often you send out emails, the more likely you are to get responses.

Also, remember, the holiday shopping season isn't just about Black Friday and the day before Christmas.

Here is a good list of holidays you can build promotions around during the 2018 holiday season:

- Halloween: Oct. 31
- Veteran's Day - Nov. 11
- Thanksgiving - Nov. 22
- Black Friday - Nov. 23
- Cyber Monday - Nov. 26
- Hanukkah begins - Dec. 2
- Green Monday - Dec. 10
- Free Shipping Day - Dec. 16
- Christmas - Dec. 25
- Boxing Day - Dec. 26
- Kwanzaa begins - Dec. 26
- New Year's Eve - Dec. 31

And just one promotion for each of the holidays probably isn't enough. Many businesses will send out promotional e-mails every day in the week

leading up to a holiday, and then two or three times on the holiday itself. When it comes to e-mail blasts, don't worry about "annoying" your prospects. The holidays are a time when you really need to get in front of those customers. If they don't get e-mails from you, they're going to spend their money elsewhere. Oh, and when sending out those messages, be sure to optimize them for mobile devices.

4) Don't limit yourself to online promotion

And while, yes, most book sales happen online these days, it would also be a good idea to establish an in-person presence for your book during the holiday season. It's only May, so there should still be enough time to get a few bookstore events scheduled between October and December, but don't wait too much longer to make those calls.

You should also still have time to get tables at a few holiday-themed events. Many congregations host holiday bazaars where vendors from the community can set up tables and sell crafts, treats, and of course books.

Next month's publicity tips article: 5 Tips for Planning a Successful Book Launch

Novel Writing for Teens Workshop Series

Do you know a teenager who enjoys writing and is good at it? The goal of my son's publishing company, Sigma's Bookshelf, is to empower teen writers to become published authors.

This summer, I will be teaching a novel writing class for teenagers through Minnetonka Community Education. The six-week class begins on June 19.

Register online [here](#).



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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in May or June 2018, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

May is...

Asthma Awareness Month
Get Caught Reading Month
Gifts from the Garden Month
Heal the Children Month
Healthy Vision Month
Mental Health Month
Mystery Month
National Meditation Month
National Military Appreciation Month

Also Observed in May...

Hug Your Cat Day – May 1
Choose Privacy Week – May 1 – 7
Be Kind to Animals Week – May 6 – 12
National Etiquette Week – May 14 – 18
National Missing Children's Day – May 25

* Source: 2018 Chase's Calendar of Events

June is...

Adopt A Shelter Cat Month
Effective Communications Month
Entrepreneurs do It Yourself Month
Lesbian, Gay, Bisexual and Transgender Month
Migraine and Headache Awareness Month
National GLBT Book Month
Rebuild Your Life Month
Student Safety Month

Also Observed in June...

Say Something Nice Day – June 1
National Gun Violence Awareness Day – June 2
National Cancer Survivors Day – June 3
PTSD Awareness Day – June 27