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# THE POWER OF PUBLICITY

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## Please Help Support Sigma's Bookshelf on Give to the Max Day



The annual Give to the Max Day fundraising drive for Minnesota nonprofits and schools will be held on Thursday, Nov. 17, 2022. Between now and then I hope you will consider supporting my son's nonprofit book publishing company for teen writers, Sigma's Bookshelf, with a donation in the amount of your choice.



Since its founding in 2017, the company has published 20 teen authored books. All services required to bring books to market are provided 100% free for the teens whose books are selected for publication by unpaid volunteers, including myself and my husband, Jamie.

All monies donated go directly towards covering project expenses. Sigma's Bookshelf is a project of Springboard for the Arts, a nonprofit arts services organization. Donations are tax deductible to the extent allowed by law.

Donations can be made via Sigma's Bookshelf's GiveMN page, which can be reached at [www.SigmasBookshelf.com/Donate](http://www.SigmasBookshelf.com/Donate). Thank you in advance for your support

### Sigma's Bookshelf Launches 20<sup>th</sup> Teen Authored Book at the Twin Cities Book Festival

2022 has been a good year for Sigma's Bookshelf. We have already released two books this year, and a third will be releasing soon.

Also, we have had two very successful public events, the most recent being Twin Cities Book Festival on Oct. 15 where we launched our 20th teen authored book.

The event was extra special for Caroline Jude, author, [\*The Elemental Lies\*](#), thanks to Pioneer Press Books Editor Mary Ann Grossman, who stopped at the table to say hello and learn more about Caroline's book. We of course gave her a complimentary copy. We hope she enjoys the story!

The *Elemental Lies* is the story of a young girl who decides to travel north to Duluth with her friends in the weeks before college begins. She didn't realize that decision would change her life forever. Caroline (on the left in the photo) is a student at East Ridge High School in Woodbury, Minnesota.



### Coming up in November...

The evening of Nov. 8, Rachel M. Anderson, Founder, RMA Publicity, will lead the Midwest Independent Publishers Association's November book marketing meeting. The topic of discussion will be "Building an Author Platform." [Register to attend the event here.](#)

Hudda Ibrahim, author, *What Color is My Hijab?*, *Lula Wants to Wear A Badge* and *Imrah's First 100 Words*, will share her stories at the Marshall Public Library and Southview Elementary School in Marshall, Minnesota on November 16th.

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Teen author Samantha Gibson also appeared at the festival, and signed copies of her novel, *Hostage*, which is Sigma's Bookshelf's 19th teen authored book.

Learn more about Sigma's Bookshelf, which exclusively publishes the work of teen authors, at [www.SigmasBookshelf.com](http://www.SigmasBookshelf.com).

### New York Author Craig V. Abbott Appears on Syracuse New York's Bridge Street on Oct. 20



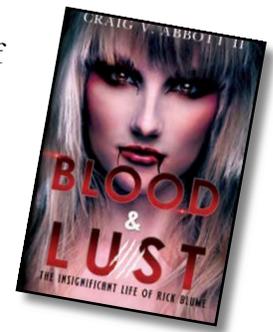
Congratulations to Craig V. Abbott II, author, *Blood & Lust: The Insignificant Life of Rick Blume!* He recently appeared on the television program Bridge Street. It's a talk show that airs on Syracuse, New York television station WSYR.

Craig shared the inspiration for his story, which begins with the protagonist engaged in an internal dialogue where he is trying to work up the courage to speak with the most beautiful girl he has ever seen. A short time later, he finds himself smack-dab in the middle of a conspiracy in which supernatural

beings from a different realm are wreaking havoc on Planet Earth.

Readers are along for the ride as someone who used to be considered insignificant becomes one of the most important people in the world...one of the few people on the planet capable of saving humanity from an evil vampire.

For more information about *Blood & Lust: The Insignificant Life of Rick Blume*, go to [CraigVAbbott.com](http://CraigVAbbott.com).



### Diverse Voices Press Author Hudda Ibrahim Presents in Lewiston, Maine

One of the best ways for authors to sell books is to target their most likely audience. Hudda Ibrahim of Diverse Voices Press has done a good job of it. The characters in her children's book are mostly Somali, and with RMA Publicity's help, she has been targeting communities with large concentrations of Somali families.

From October 15 - 17, 2022, she shared her stories with kids in Lewiston, Maine which has an estimated 10,000 residents of Somali descent. RMA Publicity arranged a library event for her at the Lewiston Public Library on October 15, as well as events at two local elementary schools.

Hudda read from her two career books for children: *What Color is My Hijab?* and *Lula Wants to Wear A Badge*. A preview story about her events was published in the Lewiston [Sun Journal newspaper](#).

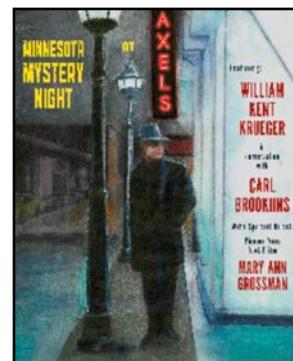


To learn more about Hudda Ibrahim's work, and Diverse Voices Press, go to [DiverseVoicesPress.com](http://DiverseVoicesPress.com).

**Dinner and Minnesota Mysteries... The Perfect Combination**

October was the month of mystery, and the perfect time to launch a new reading series! Midwest Mystery Works, in association with Twin Cities Sisters in Crime, Once Upon A Crime Bookstore and Ultra Creative Advertising, celebrated the kickoff event for Minnesota Mystery Night!

The premiere event featuring William Kent Krueger, author of the Cork O’Connor series, in conversation with author/critic Carl Brookins, took place the evening of October 17 at Axels Mendota, located at 1318 Sibley Memorial Highway, Mendota, MN 55150.



“When the Bierstube mystery/thriller reading series in Hastings ended with the retirement of host Timya Owens, myself and several other Twin Cities mystery writers formed Midwest Mystery Works to keep the tradition going,” said Rob Jung, author of *The Sower*, *The Reaper* and *Cloud Warriors*.

In addition to Jung, other members of Midwest Mystery Works, a cooperative marketing organization of mystery/thriller writers, include Brian Lutterman, John Baird Rogers, Chris Norbury and Julie Holmes.

Programs for the rest of the year:

- Matt Goldman in conversation with Pioneer Press books editor Mary Ann Grossmann, Nov. 21
- Allen Eskens in conversation with Brian Lutterman, Dec. 19
- A 2023 spring event will feature author Ron Handberg in conversation with former television personality Don Shelby.

Call Axels Mendota at 651-686-4840 to make a reservation for any of the upcoming events.

**Also in October...**

Judith F. Brenner, author, *The Moments Between Dreams*, signed copies of her novel at the Maple Grove Barnes and Noble on Oct. 29.



Laurel Osterkamp, author, *Favorite Daughters*, signed copies of her book at the Barnes and Noble Booksellers store in Minneapolis on Oct. 29.



**MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in November or December 2022, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

**November is...**

- American Diabetes Month
- Lung Cancer Awareness Month
- National Adoption Month
- Novel Writing Month
- National Memoir Writing Month
- Picture Book Month
- National Family Caregivers Month
- Prematurity Awareness Month
- Worldwide Bereaved Siblings Awareness Month

**Also Observed in November...**

- National Author’s Day – Nov. 1
- Veterans Day – Nov. 11
- America Recycles Day – Nov. 15

**December is...**

- Give the Gift of Sight Month
- National Write A Business Plan Month
- National Impaired Driving Prevention Month

**Also Observed in December...**

- Special Kids Day – Dec. 7
- Human Rights Week – Dec. 10 – 17
- Celebrate Short Fiction Day – Dec. 21

Source: 2022 Chase’s Calendar of Events

## This Month's Publicity Tips Article: Putting A Plan in Place for End of the Year Sales and a Good Start for the New Year

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



It's hard to believe, but the holiday season is about to begin. Have you planned your end of the year events yet?

If not, it's probably too late to get into a bookstore to connect with potential customers; but it's not too late to take action to reach the people who need to read your book! There are plenty of other ways to get the job done.

Here are 5 easy things you can do to ring up some much-deserved sales during the most wonderful time of the year.

### 1. Capitalize on your social media connections

Remind your Facebook friends that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

### 2. Offer discounts and bonuses

Offer a special holiday season discount, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about a teddy's bear's adventures, perhaps you could include a small stuffed bear with purchases made in December.

### 3. Give books away

This may seem counterproductive at first since your goal is sales, but there are so many wonderful charitable events held during the holiday season that you can participate in. Offer to donate a book to your favorite charity that they can in turn auction off at their holiday party. Think about how many people will see your title at the party that you never would have been able to reach otherwise. That one book you gave away could lead to dozens of sales.

### 4. Hand out flyers

It is a given that people are going to be out in the community throughout the holiday season shopping and socializing. Coffee shops and community centers are sure to be popular hangouts.

Create a handout touting your book as a great holiday gift, and put them up on community bulletin boards, or leave them on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating en masse is sure to get at least a few people's attention.

Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

### 5. Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive is sure to pay off.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2023, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town, and any other events you think will be good places to showcase your book. Hopefully you're not already too late as a number of the more popular events actually start booking a year in advance.

Planning to travel in the new year? If so start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent book stores.

Still not sure where to start? RMA Publicity would be happy to help. [Contact us](#) to get started on a campaign.

## Next Month's Publicity Tips Article:

Get the New Year Off to a Good Start By Planning Ahead... It's Time to Put Your Marketing PR Plan in Place

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