

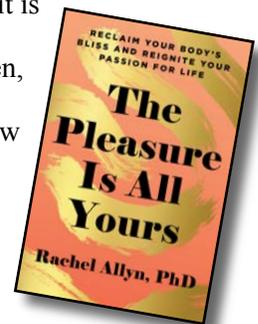
# THE POWER OF PUBLICITY

## *The Pleasure is All Yours* Author Appears on Nationally Syndicated Talk Show in August



Dr. Rachel Allyn, PhD, author, *The Pleasure Is All Yours: Reclaim Your Body's Bliss and Reignite Your Passion for Life*, appeared on the nationally syndicated talk show [Daytime](#) on August 31. Dr. Allyn is a holistic psychologist, relationship and sex therapist, and certified yoga instructor from Minneapolis.

She discussed why it is so important, particularly for women, to take care of themselves... and allow themselves to have pleasurable



experiences. Also on Aug. 31, she appeared on the talk show *Bloom*, which airs on WTTA Great 38 in Tampa, Florida.

*The Pleasure Is All Yours* is a step-by-step guide to help readers release barriers to receiving life's pleasures and deeper connections with others. More information is available on the author's website: [DrRachelAllyn.com](http://DrRachelAllyn.com).

## **Bud's Jacket Authors Appear on WGN-TV Chicago on Aug. 16**

Barbara and Jim Wojcik, authors of *Bud's Jacket: An American Flyer Evades the Nazis in Occupied France*, appeared on [WGN TV in Chicago](#) the morning of August 16 to talk about their book.

*Bud's Jacket* is the true story of a Chicago airman who was shot down over France during World War II, and fortunately with the help of many ordinary citizens in France was able to find his way home. Barbara Wojciik is Bud's niece. She and her husband wrote the story using a box of mementos left behind by her Uncle after he died.



### Coming up in September

Linda Morrison, the author of *Dear Heroin: A Memoir of Goodbyes*, has a book signing event planned in September. She will be at Barnes and Noble (Eagan) - 1291 Promenade Pl, Eagan, MN 55121 – Saturday, September 18 from 1 p.m. to 3 p.m.,

The WGN TV appearance is the culmination of a very successful campaign for the book. Previously, [The Pioneer Press](#) published a story about the book on the front page of its August 5 print edition, [WCCO Television](#) aired a story about the book in its 6 p.m. newscast on July 30; and [The White Bear Press newspaper](#) published the article RMA Publicity wrote about the book in its July 14 edition.



The book has also already received a lot of attention in the Chicago market. In addition to the WGN interview, [The Chicago Sun Times](#) published the story, 'Big mystery box' revealed South Side man's long-secret World War II near-death odyssey, in its July 16 edition.

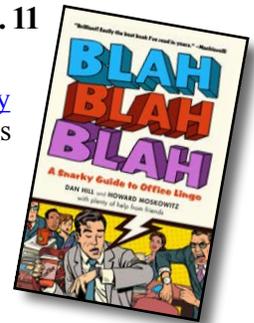
Plus, the authors enjoyed a very successful first public event for their book on Aug. 6. They sold close to 100 copies of *Bud's Jacket* during an event at Lake Country Booksellers in White Bear Lake, Minnesota. The event's success was aided greatly by all the advance coverage by the local news media.

RMA Publicity is proud to have arranged all of the coverage. Learn more about the book at [BudsJacket.com](http://BudsJacket.com).

### Author Dan Hill Pokes Fun at Office Politics During WCCO Radio Appearance on Aug. 11



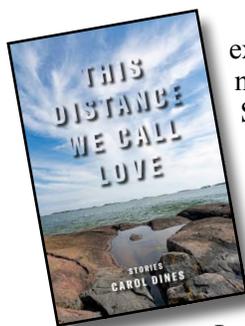
Dan Hill, author, *Blah, Blah, Blah: A Snarky Guide to Office Lingo*, was interviewed on Cory Hepola's show, [Hey It's Cory! on WCCO Radio](#) on Aug. 11. He talked about his book that pokes fun at office politics, and discussed what needs to change in the workplace in order to improve morale and company culture.



Learn more about the book at [www.SensoryLogic.com](http://www.SensoryLogic.com).

### Carol Dines' *This Distance We Call Love* Launches in August

Minneapolis writer Carol Dines' latest book, the short story collection, *This Distance We Call Love*, officially launched in August during a virtual bookstore event hosted by the Magers & Quinn bookstore of Minneapolis.



Blending humor and insight, the 13 stories in this collection explore interwoven themes of connection and disconnection in our most intimate relationships, a topic pertinent to our pandemic lives. Set in Minnesota, Italy, and Mexico, the collection delves deep into our changing world, revealing how the internet, climate change, sexual violence, aging and work impact our families, marriages, and friendships.

RMA Publicity secured reviews for the book in the [Pioneer Press](#) and [Rochester Post Bulletin](#) newspapers.

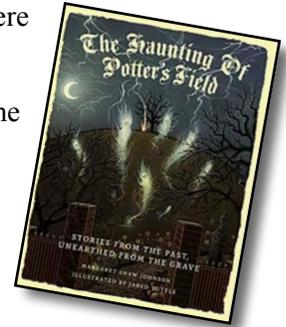
Learn more about Carol's work at [CarolDines.com](http://CarolDines.com).



### Midwest Book Review Offers High Praise for *The Haunting of Potter's Field*

[The Midwest Book Review](#) just came out for Minnesota author Margaret Shaw Johnson's new book, *The Haunting of Potter's Field: Mostly True Stories, Unearthed from The Grave*. It reads in part, "American history readers will relish *The Haunting of Potter's Field: Mostly True Stories, Unearthed from The Grave*, a gathering of life inspections of immigrants and pioneers buried in Woodlawn Cemetery's potter's field in Winona, Minnesota.

"These tales of late nineteenth and early twentieth century settlers and native peoples were originally written for the stage, intended as performance pieces. The rhyme scheme and succinct descriptions were preserved for this collection and are married to illustrations by Jared Tuttle for added impact in book format... As each vignette outlines how a person came to end up in the potter's field, readers receive a literary examination that encourages a translation to stage... The inclusion of musical scores at the end completes a unique gathering highly recommended for social history readers who like accounts of early American lives and experiences in a form other than staid prose, as well as drama students looking for literary works that can easily translate to stage productions."



Learn more about the book on the publisher's website: [www.RavensPointPress.com](http://www.RavensPointPress.com).

### **MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in September or October 2021, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

#### **September is...**

Attention Deficit Hyperactivity Disorder Month  
 Childhood Cancer Awareness Month  
 Hunger Action Month  
 National Prostate Cancer Awareness Month  
 Ovarian Cancer Awareness Month  
 National Recovery Month  
 Pleasure Your Mate Month  
 Healthy Aging Month

#### **September is...**

Anniversary of the beginning of World War II – Sept. 1, 2021  
 World Suicide Prevention Day – Sept. 10, 2021  
 Remote Employee Appreciation Day – Sept. 22, 2021

Source: 2021 Chase's Calendar of Events

#### **October is...**

Adopt A Shelter Dog Month  
 Antidepressant Death Awareness Month  
 Breast Cancer Awareness Month  
 Domestic Violence Awareness Month  
 Health Literacy Month  
 National Bullying Prevention Awareness Month  
 National Cyber Security Awareness Month  
 National Reading Group Month  
 Positive Attitude Month

#### **Also Observed in October...**

World Smile Day – Oct. 1  
 National Coming Out Day – Oct. 11  
 National Bullying Prevention Day – Oct. 13

# RMA Publicity

## Some Strategies for Selling Books During the Upcoming Holiday Season

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

Every year around this time I begin receiving calls from present and past clients—and also new prospects—asking for my help setting up book events “just in time for the holiday season.” Sadly, I have to turn them down.



I tell authors that if they haven't set up events at bookstores by now, they are too late. Many stores scheduled their holiday season events in late spring or early summer. And of course because of the worldwide pandemic, the number of stores actually doing in-person events this year is pretty small. Most are only doing virtual events.

While it may be too late to get into a bookstore for the holidays this year, that doesn't mean you can't capitalize on the holiday season. Here are 5 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 copies up on community bulletin boards, or leave them on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating is sure to get at least a few people's attention. Of course 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 2022, 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. Need help getting started? RMA Publicity would be happy to assist. [Contact us](#) to get started on a campaign.

## Next Month's Publicity Tips Article:

Need Help Building a Book Platform from the Ground Up?

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