

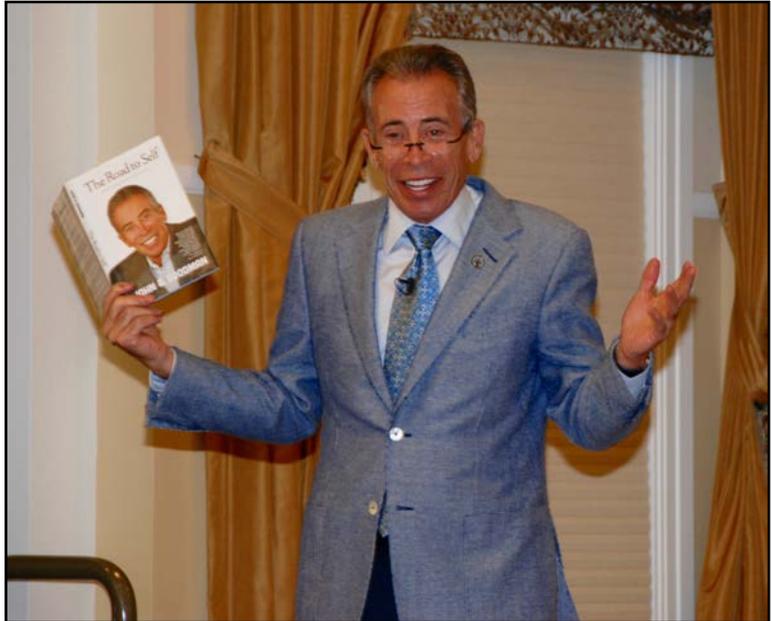
# THE POWER OF PUBLICITY

## The Soulful CEO John B. Goodman Dies of A Heart Attack

Every month RMA Publicity showcases the events and media placements we are proud to have helped our clients achieve, but the lead story for this month's newsletter is instead going to be a tribute to a friend and client who died in March after suffering a heart attack. John B. Goodman, author of *The Road to Self: Reflections from a Soulful CEO* and *Moments Matter: Everyday Inspiration from a Soulful CEO* was just 66.

At our first meeting just six months ago, John asked me to tell him a little about myself and I happily shared how I had recently helped my 14-year-old son publish a book about the cat family he had helped rescue; and that we were donating 100 percent of the money earned through sales to the nonprofit that had helped with the rescue.

Right away John said he wanted to buy 25 copies of *Saving Stripes: A Kitty's Story*. I happily accepted The Soulful CEO's offer and as per his request shipped half the books to the Intergenerational Learning Center his company manages in Florida and the other half to the Intergenerational Learning Center in Minnesota. John's generosity didn't end there. He wrote a second check to my son and said he should use the money how he saw fit to make a difference.



*Above: John Goodman enthusiastically addresses the crowd at what would end up being his final public appearance related to his books.*

### COMING UP IN APRIL

**RMA Publicity** will lead a workshop on book marketing and publicity for a writing group that meets at The Maple Grove Community Center in Maple Grove, Minn., on Fri., April 1.

**April events at The Barnes & Noble Booksellers store located at 2100 Snelling Avenue in Roseville, Minn.**

Sat., April 9, 2 p.m. Teen author Justin M. Anderson has been invited to speak at an educator's workshop being held at the store. He will share the story behind how his book, ***Saving Stripes: A Kitty's Story***, got published.

Sun., April 17, beginning at 2 p.m. Marley Kaul, author, ***Letters to Isabella, Paintings by Marley Kaul***, will sign books.

Sat., April 23, beginning at 11 a.m. Kay Elliott, author, ***Sundogs: A to Z*** will lead a children's storytime.

Sat., April 23, beginning at 2 p.m. Brenda Elsagher, author, ***Your Glasses Are on Top of Your Head***, will lead a presentation on the humor associated with aging.

The **Midwest Independent Publishing Association (MIPA)** vendor fair will be held at the Midland Hills Golf Club in Roseville, Minn., on Sat., April 23 from 1 p.m. – 4 p.m. RMA Publicity will be one of the vendors.

Justin bought more books, as well as some stuffed animals. Both will be given to Girl Scouts who participate in a program where they earn a badge after learning about the work done by S.O.S. Rescue Relief, Inc., of Plymouth, Minn., to help homeless cats and dogs find their forever homes. He donated the remaining funds to the charity to help with the care of animals that live at the "Adopt-A-Pet Shop" while waiting to be adopted.

As amazing as John's generosity towards my own family is, I have since had the pleasure of witnessing several other acts of generosity he bestowed from the kindness of his heart.



**Above:** John signs a book for one of his employees at the Palms of Largo in Largo, Fla.

I was with him down in Florida the day he suffered the heart attack that would soon take his life. After making a presentation related to his books at The Palms of Largo, a community he and his father, Sidney Goodman, had started building in the 1970s, John took me on a personal tour of the grounds.

During a visit to the nursing home, we stopped at the candy shop on the first floor. John happily started up a conversation with the man behind the counter, Vince, who he considered a personal friend. Before we left he set some money on the counter and told Vince to use it to pay for everything the people in the shop at the time wanted to purchase.

Our next stop was The Children's Center at Sabal Palms, where several children who require full-time nursing care live. John asked the nurse if she had everything she needed to care for the kids. "Oh yes Mr. Goodman. Thank you," she said.

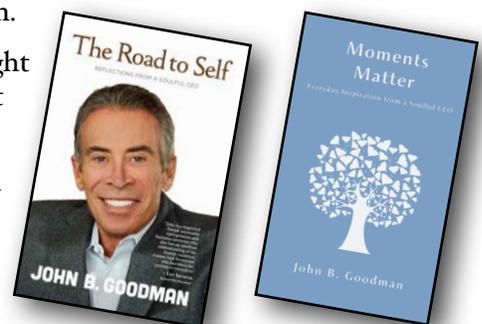
He then asked a teenage boy who had a tracheostomy tube inserted into his throat if he had everything he needed. The boy shook his head yes. Then John asked if there was anything he wanted.

The boy, whose feet were wrapped up in gauze at the time, likely to help with circulation issues, whispered that he really wanted a new pair of sneakers. Without missing a beat, John pulled a couple of hundred dollar bills out of his pocket and handed them to the nurse. "Make sure he gets what he wants," he said, then hugged the nurse and boy and waved goodbye to everyone in the room.

As we drove back to the main entrance John asked me what I thought of the tour. "This is an amazing place. You must be very proud of what goes on here," I said.

John smiled his signature smile, then when we got back to the main entrance hopped off the golf cart, gave me a hug goodbye and rushed back inside to a meeting, cell phone in hand. That was the last time I saw him.

Thank you for such wonderful memories John! You will be sadly missed.

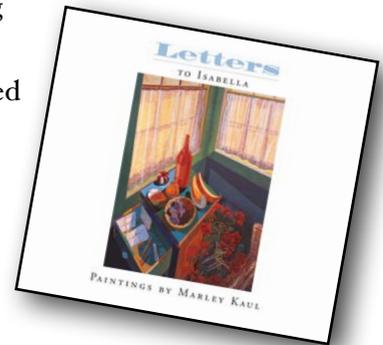


## Letters to Isabella: Paintings By Marley Kaul Featured in March Issue of Exploring TOSCA Magazine



When it comes to publicizing a book, a key strategy is to target publications you know your target audience will be reading. That strategy paid off in March for Marley Kaul, author, *Letters to Isabella: Paintings By Marley Kaul*. His book and artwork are featured in the March Issue of Exploring TOSCA Magazine (on Page 34).

[Exploring TOSCA](#) is a magazine/directory dedicated to exploring the arts activities made available to Minnesotans, particularly in the Twin Cities area. Arts events are listed by category or theme and include, but are not limited to, Theatre, Opera, Shakespeare, Culture and Art.

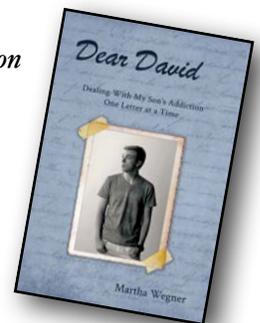


The magazine's editor published the promotional article RMA Publicity prepared for the book.

## Dear David Featured in Both the Pioneer Press and Star Tribune in March



Stories about Martha Wegner's book, *Dear David: Dealing with My Son's Addiction One Letter at a Time*, appear in both the [Pioneer Press](#) (Mar. 26) and [Star Tribune newspaper](#) (Mar. 13) this month. *Dear David* is based on the letters Wegner wrote to her son after he walked out of a drug treatment center in 2014 and disappeared. He is home now and in recovery.



Also in March, on the 13th, the author and her son signed books at the Barnes & Noble in St. Cloud.

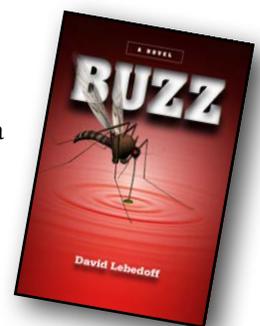
Wegner has several additional public appearances planned in the next couple of months in the Twin Cities. Learn more about the book and Martha's future events at [www.MarthaWegner.com](http://www.MarthaWegner.com).

## Lebedoff's Article About Zika Virus Published in MinnPost on March 4

**MINNPOST** When award-winning author David Lebedoff wrote the novel, *BUZZ*, about deadly mosquito attacks where the most frequent victims are pregnant women, it seemed like what it was meant to be—fiction, a thriller. The story was completely invented. But now, alarmingly, that story is coming true.

On Mar. 4, a story he wrote about Zika Virus and its uncanny connection to his novel was published in the online newspaper, MinnPost. The headline is [Zika: Awareness is the Best Repellent](#).

For more information or to purchase a copy of the book, visit [www.BuzzThriller.com](http://www.BuzzThriller.com).



## How to Write a Press Release that Will Get Attention

Have you ever called a newspaper or television newsroom to pitch a story you were sure they'd want to cover, only to be told, "Why don't you send us a press release on that and we'll get back to you if we're interested." That's a pretty standard response from assignment editors and reporters.



What they are looking for is a quick summary of your story they can share with others in the newsroom. It will be used to make a decision on whether or not to cover your story.

I can tell you from personal experience, newsrooms receive dozens of story pitches a day, and if you want yours to stand out from the others, you need to follow-up right away with the documentation they've requested. If you don't, your story will be quickly forgotten. There's just too much competition from people who know how the publicity game is played, not to mention assignment editors and reporters are very busy people and don't have the time to do your job for you.

So what's the key to writing a press release that will get noticed and not thrown in the trash?

1. You need a good headline that will capture the reader's attention. Make every effort to come up with one that highlights the benefit telling your story will have for the audience.
2. Put the main point you are trying to get across in the lead paragraph. Don't save your best stuff for last.
3. Make sure the five W's – Who, What, When, Where and Why appear fairly high in the release.
4. Include a link to your website where the reader can find out more information about you and your book.

5. Be sure to include contact information so reporters can get ahold of you quickly and easily if they decide to do a story.

Before you begin writing, make note of the fact that news editors and reporters aren't interested in helping you make money or sell books. They are looking for a story that will interest their readers, listeners or viewers. Unless you're a politician, local celebrity, the CEO of a major company, or the like, the fact that your book has been published is not necessarily news.

If you're not sure how to put together a press release that will get you the attention you deserve, RMA Publicity would enjoy the opportunity to work with you. Call 952-240-2513 or send an email to [rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com) to arrange a publicity consult.

### Next month's publicity tips article:

Finding a Publicity Plan that Works for You

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our Facebook page and ["like" it](#).

# RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)

[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)

(952) 240 - 2513



## MEDIA OPPORTUNITIES

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

### April is...

Alcohol Awareness Month  
 Couple Appreciation Month  
 Defeat Diabetes Month  
 Distracted Driving Awareness Month  
 National Autism Awareness Month  
 National Child Abuse Awareness Month  
 National Humor Month  
 National Poetry Month  
 National Sexual Assault Awareness and Prevention Month  
 School Library Month  
 Stress Awareness Month

### Also Observed in April...

International Children's Book Day – April 2  
 Laugh at Work Week – April 1 – 7  
 Drowsy Driver Awareness Day – April 6  
 National Alcohol Screening Day – April 7  
 National Volunteer Week – April 10 – 16  
 National Stress Awareness Day – April 18  
 Earth Day – April 22

### May is...

Better Hearing and Speech Month  
 Get Caught Reading Month  
 Heal the Children Month  
 Healthy Vision Month  
 Home Schooling Awareness Month  
 Motorcycle Safety Month  
 Mystery Month  
 National Mental Health Month  
 National Military Appreciation Month  
 Spiritual Literacy Month

### Also Observed in May...

Be Kind to Animals Week – May 1 – 7  
 Children's Book Week – May 2 - 8  
 Melanoma Monday Day – May 2  
 Hug Your Cat Day – May 6  
 National Missing Children's Day – May 25

# RMA Publicity