

# THE POWER OF PUBLICITY

## RMA Publicity Handles PR and Leads a Workshop on Book Marketing at The Rosemount Writers Festival

A lot of writers struggle with how to increase awareness about their books. They think that just because it's out on Amazon and Barnes and Noble, people who need to read it will find it, and it will take off. Unfortunately, there's just too much competition online to stand out.

So what can be done to get the word out? RMA Publicity led the workshop, "Tips for Increasing Awareness About Your Book" at the [Rosemount Writers Festival](#) on Saturday, March 18, 2023.

This workshop took authors through the process of planning and promoting events for their books. We also discussed the role



of email marketing, social media, traditional media, and advertising in the process.

RMA Publicity also handled the PR for the festival. Both [KARE 11 Saturday](#) and the [FOX 9 Morning News](#) went live from the festival on March 18. Preview stories aired on [KSTP television](#) and KOOL 108 Radio, and were also published in [The Star Tribune](#), [Pioneer Press](#), [Sun This Week Newspaper](#), on [The Loft Literary Center's website](#) and on [Patch.com](#).

### Coming up in April...

Belo Cipriani, publisher, Oleb Media and Suzanne Nielsen, author, *FaceUp: A Collection of Outlaw Poems*, will appear on WCCO Mid Morning on April 6. They will preview their National Poetry Month event taking place at Metro State University in St. Paul the afternoon of April 11.

**Avidor Minnetonka**, a fairly new 55+ active adult community in Minnetonka, Minnesota, will be featured on KSTP TV's Twin Cities Live the afternoon of April 19. The show plans a story about the incredible sense of community residents have created there.

Anthony Puzzilla and Stuart Bowling will be interviewed on Barry Ava's **A Book and a Chat** radio show on April 25. They will be discussing the research work they are doing for a new book about the deadly tornado that struck La Plata Maryland in 1926.

## Osterkamp's *Favorite Daughters* Featured in Pioneer Press Book Column in March

RMA Publicity is happy to share a review secured in the Pioneer Press newspaper for Laurel Osterkamp's *Favorite Daughters*. The paper's Book Editor, Mary Ann Grossman, featured the book in her March 19, 2023 column, [Readers and Writers: Three Novels that are Out of the Ordinary](#).

*Favorite Daughters* is the story of three friends with political aspirations who become friends while attending Columbia University, as adults find themselves in competition to be a heartbeat away from the American Presidency.

Last year, RMA Publicity secured an appearance for Osterkamp on [Lori & Julia's Book Club show on My Talk 107.1](#).

For more information about Laurel's work, go to [www.LaurelLit.com](http://www.LaurelLit.com).



## Star Tribune Newspaper Publishes Q&A with Abdi Mahad, Creator of the First Somali Language Curriculum for Elementary School Students



A story appeared in the [March 22, 2023 edition of the Star Tribune newspaper](#) about Abdi Mahad's work to create the first Somali language curriculum for elementary school students. Reporter Jenny Berg did a Q & A with him in which he shared how he is working to help preserve and celebrate the Somali language and culture in Central Minnesota and beyond.

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

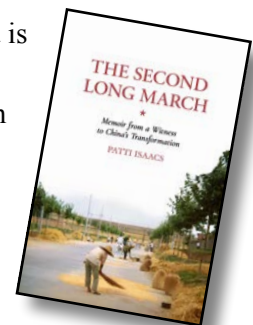
## Patti Isaacs, author, *The Second Long March*, Interviewed on Radio Iowa

What does the future hold for China on the world stage? To better understand where China is headed, it helps to know where the country was not that long ago.

Minnesota author Patti Isaacs led a book talk at Beaverdale Books in Des Moines in March for *The Second Long March, Memoir from a Witness to China's Transformation*. Isaacs lived in China in 1981 during the last days of communist economic policies there, and returned to that country to live and work again in 2005 after significant development had occurred.

Patti promoted the event on two radio stations in Des Moines: [Radio Iowa](#) and WHBT-FM.

Learn more at [SecondLongMarch.com](http://SecondLongMarch.com).



## RMA Publicity Secures TV and Newspaper Stories About Three Events at The Waters of McMurray in March



March was a very busy month at The Waters of McMurray senior living community in McMurray, Pennsylvania; and RMA Publicity is happy to share we were able to get media out to all three events.

On March 15, [WPXI-TV](#) in Pittsburgh aired a story about the Daliah awards, a red carpet affair that falls around the same time as The Grammys and Oscars. Residents voted for the people in the community they consider the Most Helpful, the Friendliest, the Most Dedicated Athlete, the most Creative, the Best Dressed, the Power Couple, the Best Pet Owner, the Best Puzzlers, Life of the Party and the person with the most Military Pride. The Resident of the Year also received recognition.

Also in March, [KDKA TV](#) (CBS) and [WPXI TV](#) (NBC) aired stories in their evening newscasts, and the Observer Reporter newspaper published a story about The Gratitude Club's Women's History Month event. On March 22, they dropped off dozens of donated outfits and accessories they have been collecting all month long at Dress for Success Pittsburgh.

The organization's mission is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.



And on March 13, [The Almanac newspaper](#) published a story about a performance put on at The Waters of McMurray by theater students from Peters Township High School. The teenagers performed a few of the songs from the musical *Anything Goes* at the community.

*Anything Goes* is a story about the antics onboard an ocean liner bound from New York to London. Since its debut on Broadway in 1934, the musical has been revived several times in the United States and Britain, and it has become a popular choice for school and community productions like the one at Peters Township High School.

The performance was Peters Township High School students' second visit to The Waters of McMurray this year. In January, members of the high school's cheerleading squad helped residents cheer in the New Year.

Learn more about The Waters, where residents and team members thrive at [TheWaters.com](#).

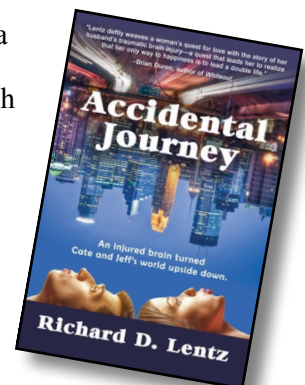
### The Luck of the Irish Shined Bright at The Waters of Oak Creek the Week of St. Patrick's Day

An intergenerational celebration of St. Patrick's Day caught the attention two Milwaukee television stations this year. [CBS 58](#) aired a mention about the event in its week ahead report, and then covered it as well on March 17. FOX 6 also came out to capture the excitement when four and five-year-olds from Ebenezer Day Care, which is just a short 2-minute drive from The Waters of Oak Creek, visited the community for a special intergenerational St. Patrick's Day activity.

The children decorated sugar cookies with the residents using green icing and gold sprinkles. They were also treated to a special story time.

### Also in March...

Dr. Richard Lentz, author, *Accidental Journey*, participated in the inaugural Minnesota Brain Injury Alliance (MNBIA) Author Round Table on Saturday, March 18 at the Roseville Public Library. The event coincided with Brain Injury Awareness Month, which is observed in March.



## Five Unconventional Ideas for Marketing Your Book that Will Drive Sales

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



When it comes to book marketing, there are a lot of things authors can do to get attention for their books. Of course they all take a little time and effort to execute. Because some authors have more time than others to devote to the sales process, here are five unconventional ideas for marketing your book that could make a big difference when it comes to sales.

### 1) Do a reading outdoors.

Have a favorite park, or street corner if you live and work in the city? If so, try this tactic: do an outdoor reading. You're sure to catch the attention of people who happen to be passing by, and you can of course invite people to attend as well. If you do your event in the park, it can be as simple as setting up a table and a few chairs then getting the event underway, or you can go all out and rent a park pavilion for a few hours. Don't forget to set out signs directing people to your event.

### 2) Do a popup event at the local grocery store.

Another great place to sell books that is outside the norm is at the local grocery store. Not too many stores have book sections anymore these days, but the chances are good that a lot of people who enjoy reading come through the doors every day.

Here in the Twin Cities, where I am based, several of the local Lunds and Byerlys and Kowalski's Markets have invited authors I work with to do pop up events at their stores. All they had to do to get permission was ask a manager. Once he or she said yes, they got to pick the day and time they wanted to appear.

Most of the time stores want to keep outside vendors right up front near the door, which is the perfect place to be, as you get to interact with everyone who comes into the store.

### 3) Sell merchandise designed for your book.

This tactic is perhaps best suited for children's books that have animals as characters. When we launched my son's debut book, [Saving Stripes: A](#)

[Kitty's Story](#), we had t-shirts made that had the book cover on the front and the words "Ask me about my book on the back." We also found a beanie baby kitty that looked a lot like the main character in the book. At book fair and art shows, several people were willing to spend more to get both a book and stuffed animal for their young readers.

I have also worked with novelists who have successfully incorporated this tactic into their marketing plans. If you have a book set at the beach, for example, a beach towel with the book cover on it, or perhaps a bottle of suntan lotion with the cover on it would make a nice accompaniment.

4) Run ebook promotions to drive awareness about your book.

If you have an electronic version of your book available, one marketing tactic a lot of authors I work with have enjoyed success with is offering their books at a deep discount, then getting them listed on services like BookBub or Bargain Booksy to promote the sale.

In exchange for a fee, authors can get their books advertised to anywhere from 35,000 to over one million potential customers that use the services to find books to read. Many of the authors I work with who have tried this tactic have reported that they made their money back and then some.

The biggest benefit, of course, is connecting with new readers who otherwise probably wouldn't have found their work.

5) Another unconventional marketing tactic to try is to leave a small stack of your books at a public place, like a coffee shop, along with a sign that says "Take me. I'm free." Then put a card inside each book that says "If you enjoy the read, please leave a review for this book on Amazon."

This tactic has the potential to earn more than a review, however. People love to tell stories, and hopefully the person who picks up your book will read it, and share with their friends the wonderful experience they had. And of course recommend the title to them.

Need help executing these concepts, or have additional questions about book marketing and PR I can answer? If so, please [contact me](#) to arrange a free one-hour publicity consult.

## Next Month's Publicity Tips Article:

How Authors Can Make the Most of the Upcoming Summer... and Sell A Lot of Books.

**MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in April or May 2023, 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  
Autism Acceptance Month  
Couple Appreciation Month  
Distracted Driving Awareness Month  
Informed Woman Month  
National Donate Life Month  
National Poetry Month  
School Library Month  
National Sexual Assault Awareness Month  
Stress Awareness Month

**Also Observed in April...**

World Siblings Day – April 10  
National Pet Day – April 11  
World Art Day – April 15  
Earth Day – April 22  
National Library Week – April 23 – 29  
World Book Night – April 23  
Independent Bookstore Day – April 29

**May is...**

Gifts from the Garden Month  
Mental Health Month  
National Military Appreciation Month  
National Stroke Awareness Month  
Older Americans Month  
Spiritual Literacy Month

**Also Observed in May...**

Hug Your Cat Day – May 1  
National Small Business Week – May 1-7  
Update Your References Week – May 7-13  
Teacher Appreciation Week – May 8-14  
World Lupus Day – May 10  
Memorial Day – May 30

Source: 2023 Chase's Calendar of Events

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# RMA Publicity