

THE POWER OF PUBLICITY

Bud's Jacket Appears in the Headlines Several Times in July

Barbara and Jim Wojcik's book, *Bud's Jacket: An American Flyer Evades the Nazis in Occupied France*, made the headlines several times in July, and more attention is coming in August.

[WCCO Television](#) aired a story about the book in its 6 p.m. newscast on July 30. Earlier in the month, [The Chicago Sun Times](#) published the story, '[Big mystery box' revealed South Side man's long-secret World War II near-death odyssey](#), and [The White Bear Press newspaper](#) published the article RMA Publicity wrote about the book.

In addition, a reporter from the Pioneer Press newspaper interviewed

the authors on July 29 for a story scheduled to publish in early August; and an appearance on WGN Chicago's Morning News is scheduled for Aug. 16. RMA Publicity is proud to have arranged all of the coverage.

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. The book was written by Bud's niece, who lives in White Bear Lake, Minnesota, using a box of mementos left behind by her Uncle after he died.

The authors will sign copies of their book at Lake County Booksellers in White Bear Lake, Minnesota the morning of Friday, August 6.

Learn more about the book at BudsJacket.com.



Coming up in August

Minneapolis writer Carol Dines' latest book, the short story collection, *This Distance We Call Love*, officially launches on Wednesday, August 4 during a free, live-stream event on the [Magers & Quinn Facebook Page](#) or [YouTube](#) channel. The event begins at 6 p.m. Central time. Preview stories have already published in the Pioneer Press and [Rochester Post Bulletin](#) newspapers.

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.

Learn more about Carol's work at CarolDines.com.

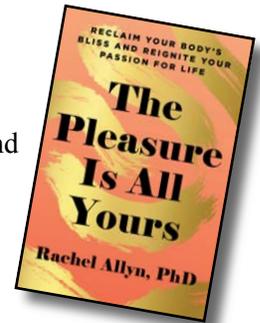
Author of *The Pleasure is All Yours* Appears on KSTP’s Twin Cities Live



In this time of increased fatigue, loneliness and anxiety, disconnection from our bodies and from each other is at the core of our personal pain and collective suffering. Dr. Rachel Allyn, PhD, a holistic psychologist, relationship and sex therapist, and certified yoga instructor from Minneapolis, has written a book that is intended to be part of the solution.

The Pleasure Is All Yours: Reclaim Your Body’s Bliss and Reignite Your Passion for Life is a step-by-step guide to help readers release barriers to receiving life’s pleasures and deeper connections with others. The book, which has been published by Shambhala Publications and is being distributed by

Penguin Random House, officially released on July 27, the same day Dr. Allyn appeared on [KSTP Television's talk show, "Twin Cities Live"](#) in Minneapolis.



Rise and Shine Author Appears on WCCO-TV’s Midmorning News

Michelle Perdue, author, *Rise and Shine: How to Live a Life of Resilience and Perform at Your Potential*, appeared on [WCCO's Midmorning Show](#) on July 23. She discussed what comes next as we emerge from the pandemic.

After so much time away from the office, some people don’t want to go back. Others want to go back, but not to the same roles they held before. There’s no denying that tough times are ahead. Perdue shared what it is going to take to make a smooth transition.



The interview, along with another story published in the [MN Sun Post](#) newspaper, previewed the public launch event for the book at the ModernWell co-working space in Minneapolis on July 27th.

Learn more about Michelle's work at www.SpeakToAdvance.com.



Strusinski Appears on Almanac North on WDES-PBS in Duluth, MN



Bill Strusinski, author, *Care Under Fire*, appeared on [Almanac North](#) on WDES-PBS in Duluth, Minnesota on July 9th. He talked about his award winning book, and shared the story behind it. Strusinski served as a medic on the front lines during the Vietnam War.

Also the week of July 9, a story about the book, which has recently won several national book awards, was published on the front page of Strusinski’s hometown

newspaper: The Country Messenger.

More information is available on the website: CareUnderFire.us.



Two Twin Cities TV Stations Cover Centenarians' Birthday Party at The Waters of Oakdale



Two Twin Cities television stations helped residents of The Waters of Oakdale senior living community celebrate the 100th and 101st birthdays for three of their residents on July 29th. [WCCO](#) and [KSTP](#) both sent cameras to the party honoring Eleanor Suess, who turned 101-years-old on July 27; Anita Molstad, who turned 101-years-old on July 21, and Gloria Doyon, who turned 100-years-old on June 20.

Two Chicago-area Newspapers Cover the Grand Opening of a Teddie Kossof Salon Spa Inside Avidor Glenview

Both the [Daily Herald](#) and Journal Topics newspapers in Chicago covered the grand opening of a new Teddie Kossof Salon Spa inside Avidor Glenview, a luxury 55 plus active adult community in Glenview, Illinois.

The grand opening event took place on July 15 and featured champagne, appetizers and door prizes, as well as an opportunity for guests to try out some of the services that will be offered. Teddy and Alan Kossof, the co-owners Teddie Kossof Salon Spas, were among those who attended the event.



MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in August or September 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.

August is...

- American Adventures Month
- Black Business Month
- Boomers Making a Difference Month
- Happiness Happens Month
- Read-A-Romance Month
- What Will Be Your Legacy Month

August is...

- Assistance Dog Week – Aug. 8 – 14
- Elvis Week – Aug. 11 – 17
- Poets Day – Aug. 21
- Be an Angel Day – Aug. 22

Source: 2021 Chase's Calendar of Events

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

Also Observed in September...

- 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

Strategies for Connecting with Your Most Likely Readers

By Rachel M. Anderson,
Publicist, [RMA Publicity](http://www.RMAPublicity.com)



When you sat down to write your book, did you write with a target audience in mind? Hopefully the answer is yes, and you are successfully selling to those people.

If, however, you went into the publishing process thinking everyone who can read is your target audience, it's time to do some rethinking. There is no such thing as a one-size-fits-all book. Let me repeat that—there is no such thing as a one-size-fits-all-book.

The best potential audience for your book are those people you best connect with on a regular basis. For example, if you've written a book that offers a step-by-step guide to self-publishing, it would be of interest to people who do a lot of writing, not necessarily someone who spends all their free time in the gym.

Along the same line of thinking, if your book is a romance, it's pretty easy to determine that women between the ages of say 16 and 65 are going to be your most likely target audience. There probably won't be too many men reading it.

Whether your book is still in the writing or editing process, or it has already been out for a while and you're disappointed with the sales figures to date, here are a few ideas for going about determining your best potential audience(s).

#1 Write up a book proposal.

This will force you to really think about who your publisher, be it you or someone else, will be able to reach through the book. For a book about healthy living and yoga, for instance, you would likely want to focus on both men and women between the ages of 18 – 49.

Sure, there may be some people older and younger than that who would be interested in your book, but the majority of your audience is likely to be in that age range. As an added bonus, that is the demographic advertisers are typically most interested in reaching. That should tell you something about who is most likely to have disposable income available to spend on books.

#2 Identify comparable books and read their reviews.

Reviews can tell you a lot about who a particular book appeals to. If you haven't done so yet, familiarize yourself with some of the comparable books in your genre, as you can learn a lot from them.

#3 Determine where your target audience is spending time and join them.

This bit of advice is applicable both in the real world and online. If, for example, you've written a book sharing tips for getting into the college of your choice, it would be a good idea to start spending time where college-bound kids do—libraries, coffee shops, museums, etc.

Online, seek out blogs aimed at college-bound teenagers and join in on the conversations people are having, being sure to subtly mention your book every once in a while.

#4 Come up with your book's elevator speech early on.

What is the key selling point of your book? Once you determine that you've got your hook, and a way of communicating to potential buyers why the book will appeal to them.

If you're not sure how to determine the hook(s) that will get the most attention, hire a publicist to review the manuscript and help you make that determination.

RMA Publicity would be happy to help. Contact us for a free publicity consult to get started.

Next Month's Publicity Tips Article:

Some Strategies for Selling Books During the Upcoming Holiday Season

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