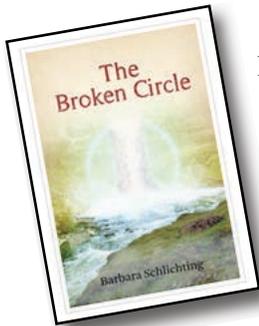


THE POWER OF PUBLICITY

Minnesota Author Barbara Schlichting's *The Broken Circle* Debuts in July

Minnesota author Barbara Schlichting's latest novel debuted with a reading and signing at [Next Chapter Booksellers in St. Paul on July 27](#). *The Broken Circle* is a somewhat autobiographical story about three women who reunite at the funeral of a mutual friend. The story, which is told from multiple points of view, explores issues the various characters are going through. Nancy is mourning the loss of her one true love, Judy is struggling to overcome issues that have plagued her since childhood, and Sharon is fearful of what will happen if she reveals her true self to the world.



Schlichting, who has always loved mysteries, also

includes one that affects all of her characters: the exploration into what happened to Vicky, who had disappeared without a trace when they were teenagers. That part of the story was inspired by one of the most significant missing children's cases in Minnesota history: the 1989 disappearance of Jacob Wetterling, who wasn't found until 2016.

Learn more about Barbara's work at BarbaraSchlichting.com.



Coming up in August...

Terry Degner, author of the *My Brave Little Man* memoir series will sign books at Victor Lundeen in Fergus Falls on Aug. 2.

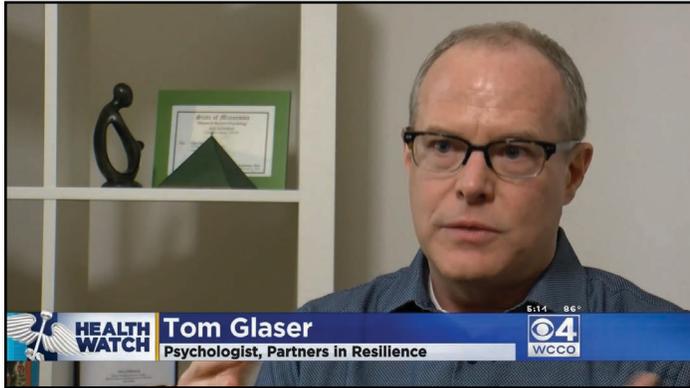
A story will be published in the Plymouth, Minn., Sun Sailor in early August about author Meena Chettiar's new book, *Immigration Success*, which debuts at The India Festival on the State Capitol grounds in St. Paul on Aug. 10.

Barbara Schlichting, author, *The Broken Circle*, will sign copies of her new book at Cherry Street Books in Alexandria, Minn., on Aug. 7, and at The Bookstore at Fitger's in Duluth, Minn., on Aug. 24. She is also scheduled to preview her Duluth event on the WDIO-TV Morning News in Duluth on Aug. 23.

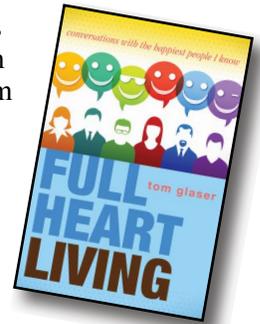
Colin Mustful, author, *Resisting Removal*, will sign copies of his book at the Northwoods Arts & Book Festival in Hackensack, Minn., on Aug. 10 and at Half Price Books in Roseville, Minn., on Aug. 17.

There will be a showing of the documentary, *The Wall: The Stories of the 2018 Minneapolis Homeless Camp*, on Sat., Aug. 17 at HEREandTHERE.live at Southdale Center in Edina, Minn. The documentary shares the stories of several of the people who lived in the Hiawatha homeless camp last year.

Twin Cities Psychologist and *Full Heart Living* Author Tom Glaser Appears on WCCO TV



A story about Partners in Resilience aired on Minneapolis [WCCO TV's 5 p.m. newscast](#) on July 2nd. The story featured Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*. Learn more about Tom's work at www.FullHeartLiving.com.



Retired Minnesota School Bus Driver's Memoir Series Featured in 3 Newspapers in July



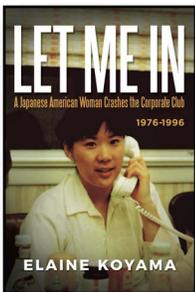
There were stories in the [Eden Prairie Sun Current](#), [Eden Prairie News](#) and [Fergus Falls Daily Herald](#) in July about Terry Degner, a long time Eden Prairie, Minn., school bus driver who before retiring promised the kids he interacted with he would make good on a promise he had made to himself to publish his memoir.

Well, he has done it! Parts 1, 2 and 3 of the *My Brave Little Man* book series are now available for purchase on Amazon. Type "Terry Degner" in the search box and all three books come right up.

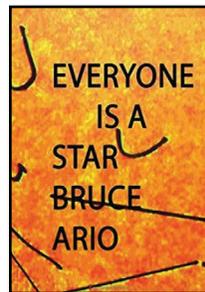
The Daily Journal article previews Terry's Aug. 2 signing at Victor Lundeen in Fergus Falls. The event begins at 12:30 p.m.



Also in July



The [Billings Gazette](#) published a story about Elaine Koyama's soon to be released memoir, *Let Me In, A Japanese American Woman Crashes the Corporate Club - 1976 - 1996*. The book officially launches on Sept. 3 and is [available for preorder here](#).



Bruce Ario, whose books feature characters living with disabilities, signed copies of his three novels at the Barnes and Noble in Minneapolis on July 13.

RMA Publicity

A Recommended Timeline for Book Marketing & PR Activities to Promote Your Book

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



I have been working as a book publicist for ten years now, and really enjoy sharing the knowledge I've gained about the publishing industry. One question I get a lot is at what stage in the process should authors who are serious about promoting their books get started on the outreach work.

In an ideal world, thought would have gone into such things as your target audience, who you would seek reviews from and sales goals before you started writing the book, and you would already have a marketing plan in place well before the book came out. If you were more focused on the writing process than sales until now, don't despair. There are still things you can and should do to spread awareness about your book.

This article will offer advice on steps to implement whether you have a few months left before your publication date, or your book is already on the market.

First and foremost, sit down and make a list of who your ideal target audience is, and NO it is not everyone who can read. If you have a novel set in the Boundary Waters of Minnesota, for example, your target audience would likely be people who are interested in boating and adventure sports. If you have a how-to book about making vintage clothing, people who like to sew, and history buffs are your most likely targets.

Once you know who you are trying to reach, develop a marketing plan and start executing it. A marketing plan is basically a report that outlines your strategies for reaching your target audience. Typically, one includes an overview of your goals, a description of your readers' needs, a timeline for when tasks will be completed, and key performance indicators you will be tracking.

[If you have 4-to-6 months left before your book becomes available](#)

Securing reviews of your book from reputable sources has to be one of the best, and easiest ways to get the word out about your title. In order to do this, you will first need to secure printed advance review copies (ARCS) or galleys, and then send them to the appropriate places.

The difference between the two is that a galley basically contains the text on a page, while an ARC closely resembles what the final book will look like. Typically, the back of the book, no matter which format you choose to go with, will contain a basic summary of the book, an author biography, a basic marketing plan, and publicist contact information.

Once you have the ARCS or galleys in hand, you'll want to send them out to potential reviewers. The idea is to get back some kind of blurb that can be printed on the final cover. No matter what category your manuscript falls into, some good places to send books are Publisher's Weekly's Book Life (the mechanism through which small presses and independently published books can get reviewed), Book List, Library Journal, Midwest Book Review and San Francisco Book Review. Each review company requires books to be mailed a minimum of three and preferably four months prior to your publication month, and unless you do a paid review, there is no guarantee you will get a review.

Paid reviews are available from Midwest Book Review (\$50) and San Francisco Book Review (\$199). Kirkus Reviews, which only does free reviews of titles from larger publishing companies, offers paid reviews for small presses. Cost starts at \$350 for a picture book, and goes up to \$575 for an expanded review.

If you choose to pursue the free reviews, remember that timing is based on the month the book becomes available, not the specific date. So, whether you plan to release your title on the 1st or 31st of December, you must get the book mailed out by the last day of August to give reviewers all of September, October and November to work on a review that would hopefully publish in the reviewer's December issue.

If you are considering seeking stories in magazines, now would also be a good time to send query letters along with ARCS or galleys to the editors you think may be interested in doing a story about you and your book. Magazine editors tend to work four-to-six months ahead. Now that we're in August, they are likely already working on holiday, and perhaps even New Year's content.

If you have 3-to-4 months left before your book becomes available

If there are still between three-and-four months to go before publication, reviews from the major reviewers—Publisher’s Weekly’s Book List, Library Journal and Book List—are still possible to secure. This would also be a good time to start thinking of newspapers to reach out to in an effort to seek reviews, keeping in mind that newspapers tend to be hyper local.

I recommend concentrating on major dailies in the city and region in which you live, and/or in the city or cities where the story is set. In Minnesota, the best papers to seek reviews from are The Pioneer Press, Star Tribune, St. Cloud Times, Rochester-Post Bulletin and Duluth-News Tribune. The smaller community papers are often able to offer stories about books, but reporters rarely have the time available to read books and offer reviews. Simply sending them the article or press release created by your publicist is often all you have to do to secure interest.

At this stage is also a good time to seek reviews from people in the industry you have written about, or in the case of novels, friends and other authors.

If you have 1-to-3 months left before your book becomes available

This is a good time to begin work on setting up your launch event. The more time you have for planning the better. The first thing to decide is if you want to do a private launch for friends and family, or a public one; and if you want to spend money on an elaborate event, or do one that is free at a book store.

If you decide to plan a party, there will be all kinds of details to attend to, such as selecting the date and time, sending out invitations, tracking R.S.V.Ps, the menu, who will handle book sales for you, etc. If you instead decide to do a launch event at a bookstore, all you’ll need to worry about is who you want to invite and getting the word out. The store will take care of the rest.

If you decide to do an event at an independent bookstore, you may be allowed to bring in food and non-alcoholic drinks. At Barnes and Noble stores, outside food is not allowed, but if the store has a café or restaurant, you can order food and drinks to serve at the event.

When you are 1-to-3 months out from launch is also a good time to start thinking about setting up signing events, or perhaps a book tour. If you want to do events at Barnes and Noble bookstores, keep in mind that the book must already be listed with a distributor, and it must be both returnable and available at a standard trade discount. Independent bookstores are less stringent, and may be willing to do events on consignment, rather than ordering books through a distributor.

If your book is already out and no planning has been done for book marketing or PR yet

For those of you who didn’t put much thought into marketing or PR before the book came out, and are now wondering why you aren’t racking up significant sales, the best place to start is by making a list of who your potential readers are and where they spend their time, then putting together a marketing & PR plan and executing it.

If the idea of creating a plan then executing it by setting up events, seeking reviews, and pursuing media stories seems daunting to you, now is a good time to hire a publicist. The first thing he or she will likely talk to you about is creating some kind of marketing materials for the book. Once ready to go, work will get underway on sending the article out right away.

[Contact us](#) today to secure a quote for your project.

Next month’s publicity tips article:

How to determine the best “hook” when reaching out to the media.

Like us on Facebook please. RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our page and “like” it.

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in July 2019 or August 2019, 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
National Immunization Awareness Month
Read A Romance Month
What Will Be Your Legacy Month

Also coming up in August...

Girlfriends Day – Aug. 1
Professional Speakers Day – Aug. 7
Assistance Dog Week – Aug. 11 – 17
Be Kind to Humankind Week – Aug. 25 – 31

September is...

Childhood Cancer Awareness Month
Happy Cat Month
Hunger Action Month
National Recovery Month
Ovarian Cancer Awareness Month
Healthy Aging Month

Also coming up in September....

National Days of Prayer and Remembrance – Sept. 6 – 8
World Suicide Prevention Day – Sept. 10
National Rehabilitation Awareness Celebration – Sept. 15
– 21
Prostate Cancer Awareness Week – Sept. 15 – 21
Citizenship Day – Sept. 17

*Source: 2019 Chase's Calendar of Events