

THE POWER OF PUBLICITY

RMA Publicity Secures Two Placements on WCCO TV's Mid-Morning in January

Arthur Crowell, author, *Finding Our Golden Ball: A Hero's Journey Roadmap*

Arthur Crowell, the author of *Finding Our Golden Ball: A Hero's Journey Roadmap*, appeared on [WCCO TV's Mid-Morning Show](#) on January 16. A.J. Hinton and Heather Brown interviewed him about the story behind his book, which was written to help people examine their life's purpose and the hero's journey.

The 140-page text can be used as a standalone self-help guide, and also as an accompaniment to the *Hero's Journey* workshops Crowell offers through his website, [HJRoadmap.com](#), and in the "Intro to the Power of Story" classes he offers through community education.

Registration links for Crowell's upcoming classes, that are being offered through several community education programs in Minnesota, [can be found on his website](#).



Lori Myren Manbeck, author, *We Can Save the World... Mars Can Wait*



Another New Year is upon us and an increase in the use of artificial intelligence won't be the only technological advance affecting our lives. Minnesota author Lori Myren Manbeck has found a way to use technology to keep her book on creating a sustainable lifestyle relevant for the foreseeable future.

We Can Save the World... Mars Can Wait will include QR codes that can be updated as needed to direct readers to new resources, including tips, contests, products and stories, as they become available. The book is currently being

publicized by the crowd funding literary agency Publishizer, which has named Lori as a Publishizer Visionary Author.

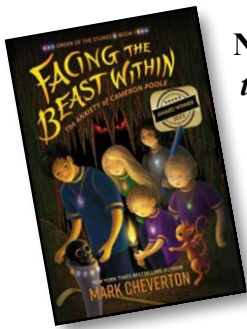
Lori appeared on [WCCO TV's Mid-Morning](#) newscast on January 5, and shared the story behind her project. Learn more about Lori's work on the [Publishizer website](#)

January Edition of Eden Magazine Features Emilie Macas' Story

Eden Magazine's January issue featured a story about author Emilie Macas of Toronto, Canada. She stayed silent about the abuse she endured as a child for a long time, finally confronting it after being diagnosed with a severe autoimmune disease. She had reached the point in her life where she came to the realization that trauma stuck in her body was to blame for her physical ailment.

Now she is trying to help others find a path to recovery like she did through her memoir, *The Naked Truth of a Healer: The Path to My Authentic Self*.

Her mission aligns so well with that of The Eden Magazine, which is to inspire people to make a positive impact in their lives and on those around them, that the magazine decided to feature her story in its [January issue](#). The story is on Pages 62-64.



New York's Times Union and Spotlight News Newspaper Publish Stories About *Facing the Beast Within*

Stories about author Mark Cheverton's latest book were featured in two Albany, New York newspapers in January. Both [Spotlight News](#) and the [Times Union](#) interviewed the author of *Facing the Beast Within: The Anxiety of Cameron Poole*.

If your kids deal with anxiety, this is a book that needs to be on your family's reading list. The author's website is: MarkCheverton.com

The New Nonprofit OneCommunity Alliance Introduced to the St. Cloud Community on WJON-AM Jan. 31st

Minnesota harbors one of the widest racial disparities in homeownership nationwide, with Central, Western, and Greater Minnesota particularly affected. The St. Cloud area, despite a 30 percent population of color, faces a stark homeownership rate of just 12.6 percent among these communities. This places it as the 9th highest in homeownership disparity across all U.S. metropolitan areas.



There is an effort underway in St. Cloud to turn the tide, and it is being led by the new nonprofit, [OneCommunity Alliance](#). Executive Director Hudda Ibrahim, Director of Engagement and Development Megan Kalk, and Board Member Romaine Bray were interviewed on WJON-AM the afternoon of January 31st.

The nonprofit is committed to fostering a more inclusive and equitable regional economy, and they have just taken a significant step forward in their mission. OneCommunity Alliance is working to help people of color achieve the American Dream of homeownership. The nonprofit just started training a second group of would-be homeowners in its Homestretch Courses delivered in partnership with the African Development Center. The course is designed to equip people with the knowledge and qualifications needed for homeownership and access to downpayment assistance.

Learn more about the organization online at OneCommunityAlliance.com

Ideas for Financing Your Book Project if You Plan to Self-Publish

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



Once they make the decision to self-publish their books, a lot of authors are quickly overwhelmed by the costs involved in doing it right. Publishing a book can be an expensive venture.

You need to hire an editor, a proofreader and someone to lay out and design the book. That's just to get the book created. Then there are also the expenses involved in distributing the book, and promoting it.

According to the article, "How Much Does It Cost to Self-Publish A Book in 2024" published by Reedsy.com, depending on the services you need help with, you can expect to spend between \$500 and \$4,800 to bring your book to market. Editing alone will cost between \$2,400 and \$3,400 for a 60,000-word manuscript; designing a cover costs between \$300 and \$500; book formatting costs between \$250 and \$750.

Once the book is produced, there will also be expenses for printing copies, distributing the book, and marketing it.

While many authors who decide to self-publish have the means available to cover the costs, for those who don't there are resources you can tap into.

1) Take out a business loan

People take out business loans every day to help fund their dreams, and you don't need to be opening a brick-and-mortar store to qualify for one. Set up a publishing company with your local Secretary of State's Office, and once you have that LLC, S-Corp, or other type of business venture set up you can go to the bank and apply for a loan.

As you are filling out the forms, you will likely be asked to define a clear timeline and goals for your business in your loan application. The bank after all wants to make sure you will be able to pay back the loan. Be sure to put some serious thought into that before you approach the bank.

2) Tap your friends and family for support

If you aren't anticipating needing a large sum of money to cover up front expenses, another avenue to pursue may be to tap friends and family for support. Often all you have to do is ask and the people who love you will do what they can to help you out.

If you have a big network and know, say 50 to 100 people willing to give you \$50 each, you could raise \$2,500 to \$5,000 very easily. Of course, be ready to thank your benefactors by providing each person who donated with a free signed copy of your book once it is available.

3) Partner with a Crowdfunding Platform

For those who don't have a large personal network, another way to secure the money you need to publish a book is to take advantage of crowdfunding. In recent years, this has become a popular strategy for people who need help coming up with the funding to publish a book.

Many of the hybrid publishing companies in the Twin Cities not only encourage it, their staffers help authors set up campaigns with the various companies that provide platforms to do it.

Most of the authors I have worked with who crowdfunded books tell me the biggest benefit other than helping to generate the funds needed to publish is building an audience for their work pre-publication. If you decide to go the crowdfunding route, be sure to be specific about your goals when sharing your story. It is also important to take the time to get to know the audience you are trying to connect with, and make your message relatable and personal for your potential supporters.

The top author-related crowdfunding websites for authors are as follows:

GoFundMe www.gofundme.com

Indiegogo www.indiegogo.com

Kickstarter www.kickstarter.com

Patreon www.patreon.com

Publishizer publishizer.com

Unbound unbound.com

4) Writing Contests

Another avenue worth pursuing is to enter writing contests that come with cash prizes, and/or publishing contracts. I have worked with several authors who have been fortunate enough to secure funding through contests. In fact, this is one of the popular methods

through which university presses find authors whose work they want to publish.

No matter which of these methods you select, it is of course necessary to get the word out about your project early in the process. RMA Publicity would be happy to help put together a press release and get it out to the news media for you. [Contact us today](#) or a free publicity consult and campaign price quote.

Next Month’s Publicity Tips Article:

Some Clever Ways to Build Awareness and Promote Your Book

www.RMAPublicity.com
rachel@RMAPublicity.com
(952) 240 - 2513

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in February or March 2024, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

February is...

- American Heart Month
- I Love to Read Month
- Library Lovers Month
- National Black History Month

Also Observed in February...

- National Donor Day – Feb. 14

March is...

- Brain Injury Awareness Month
- Credit Education Month
- National Colorectal Cancer Awareness Month
- National Kidney Month
- National Women’s History Month
- Paws to Read Month

Also Observed in March...

- Global Day of Unplugging – March 1 -2
- Refired Not Retired Day – March 1
- Read Across America Day – March 2
- Genealogy Day – March 9
- Brain Awareness Week – March 11 – 17

Source: 2024 Chase’s Calendar of Events

RMA Publicity