

THE POWER OF PUBLICITY

COR Retreat Increases Awareness About Program for Food Addicts by Participating in Be Healthy MN with Dr. Oz

COR Retreat, a food addiction recovery program in Wayzata, Minn., was one of the sponsors for the FOX 9 event, “Be Healthy MN with Dr. Oz.”

The event took place on Feb. 28 and began with a 5K walk led by Dr. Oz. COR Retreat program director Michelle Goldberger participated, as did several COR Retreat alumnae. After the walk, Dr. Oz posed for pictures with members of the team before giving an hour-long talk about what it takes to be healthy.

As part of their sponsorship, the nonprofit had a table at the event, which was staffed by COR Retreat alumnae. The volunteers interacted with mall shoppers and answered people's questions about the program.



In the United States, 20 million women and 10 million men suffer from a clinically significant eating disorder at some point in their lives. Treatment for eating disorders is highly successful, but unfortunately, most people do not seek treatment. Find out how COR Retreat may be able to help you or someone you care about at www.cormn.org.



Author of *A Journal of the Crazy Year* Appears on Coast-to-Coast AM



Congratulations to Forrest Carr, author, *A Journal of the Crazy Year*. RMA Publicity landed him an appearance on the nationally syndicated radio show, [Coast to Coast AM](#) with George Noory on Feb. 28.

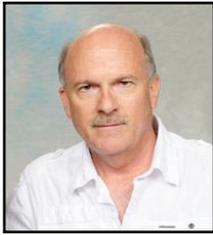
Carr was invited onto the show to comment on a new study about zombies, a subject he is now an expert on thanks to the research he did for his latest novel. He also had the opportunity to talk a bit about his background,

COMING UP IN MARCH

R.J. Petrella, author, *Days of the Giants*, is participating in a Mystery Writer's Roundtable event at the Barnes & Noble Booksellers in Framingham, Mass., on March 10.

Several of the people profiled in Rob Severson's book, *Achievers, Ordinary People Who Do Extraordinary Things*, will share their stories with students at Linwood Monroe Arts Plus, a magnet school in St. Paul, Minn., on March 11.

and how 30 years in the news business inspired the book he wrote.

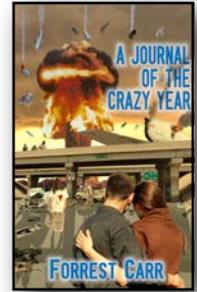


Earlier in the month, on Feb. 18, Carr also shared his story on the show, [Write On! Four Corners in Albuquerque](#). On Feb. 12, he was interviewed on KXYL-AM (Brownwood, TX), on Feb. 10 he was interviewed on radio station [WTIS-AM](#) (Tampa). In addition, a review of his book is pending in the Arizona Daily Star.

A Journal of the Crazy Year begins with the main character, John Cruz, waking up in a mental hospital. He has no memory of how he got there, and soon learns he has been there for three years. The story follows John as he is released from the institution into the care of his wife, Maria.

It isn't long before John comes to the realization that Maria is one of the few "sane" people remaining in the world who has not turned into a zombie. The "insane," himself included, seem to be immune to the malady that threatens to destroy humanity. The odds may be against him, but John vows to do whatever it takes to protect the love of his life from certain doom.

Learn more about the science-fiction novel or purchase your copy at www.ForrestCarr.com.



Saudi Girl Barbara Author's Letter to the Editor Appears in the New York Times



Because of all the competition from national and international news stories, securing coverage about your book in such major publications as the Wall Street Journal and New York Times can be difficult. However, RMA Publicity found another way into one of the big papers for Barbara R. Hauser, author, *Saudi Girl Barbara*.

Hauser let us know about a story in the paper she did not agree with regarding Saudi Arabia. We encouraged her to write a letter to the editor, submitted it on her behalf, and that letter got published in the paper. [Here is a link to the letter](#) Barbara wrote.

Nicely done Barbara! Congratulations on the great exposure for your book.



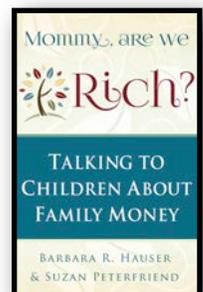
Mommy Are We Rich? Author Interviewed on Mom Talk Radio



Suzy Peterfriend, co-author, *Mommy Are We Rich? Talking to Children About Family Money*, was interviewed on [Mom Talk Radio](#) on Feb. 22. Peterfriend and show host Maria Bailey discussed how to talk about family money with children at different ages.

Peterfriend specializes in working with high profile American families, as well as those who have relocated to the United States from other countries and still have a global presence. Her interest in this area expanded when two matriarchs she worked with lost their husbands and became instant CEOs of international businesses. Peterfriend helped them educate the next generation on best business practices and developed a mission statement for the families on their philanthropic endeavors.

Learn more about the book she co-wrote with fellow internationally recognized advisor to global families Barbara R. Hauser at www.MommyAreWeRich.com.



Strong Media Coverage for the Unofficial Launch of *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*

The book doesn't officially launch until April, but word is already out about *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*.

Authors R. Kevin Kline and Dan Maurer spoke at the Wartburg Theological Seminary in Dubuque, Iowa on Feb. 24, and RMA Publicity secured media coverage of their event.

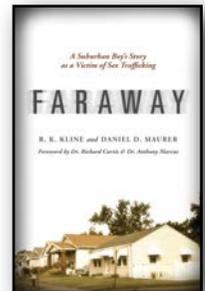


Pastor Kline was interviewed by [KDTH-AM in Dubuque](#) and a 2-minute story about the book and event aired on [NBC affiliate KWWL](#) in Cedar Rapids that evening.

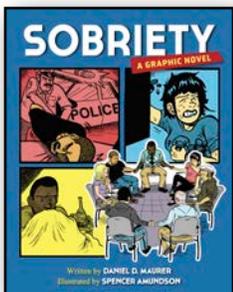
Kline is hoping his memoir, *Faraway - A Suburban Boy's Story as a Victim of Sex Trafficking*, which is about what happened to him on the streets of St. Louis, Missouri in 1975, will help lead to the creation of resources that will help the young male victims of sex trafficking. Kline and Maurer teamed up to write *Faraway* after Kline shared his story with Maurer, a Wartburg alum who specializes in writing transformative stories under the Dan the Story Man brand.

Faraway is Kline's first book and Maurer's second. His first, *Sobriety: A Graphic Novel*, was released by Hazelden Publishing last year.

More information about *Faraway* can be found on the website, www.Faraway-Book.com.



National Media Campaign for *Sobriety: A Graphic Novel* Gets Underway

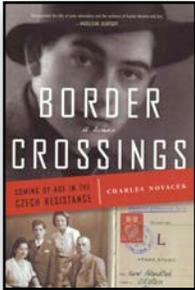


The campaign to get some national attention for *Sobriety: A Graphic Novel* by Dan Maurer of St. Paul is now underway. Here is a link to an article RMA Publicity wrote about the benefit of using comics as teaching tools. It is being distributed by PR News Channel.

Sobriety: A Graphic Novel presents the Twelve Step recovery process in comic strip form. The story takes place as five addicts in recovery share their stories. Learn more about the book, which was published by Hazelden Publishing at www.DantheStoryMan.com.

Three Authors RMA Publicity Works with Featured in Valentine's Day Related Interviews the Week of Feb. 8 – 14

The Valentine's Day holiday delivered some great publicity opportunities for three of RMA Publicity's authors.

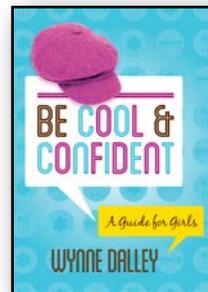
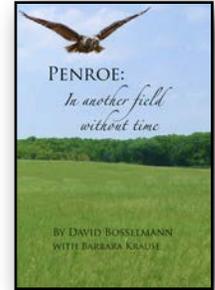


Sandra Novacek, publisher, [Border Crossings: Coming of Age in the Czech Resistance](#), was interviewed on Feb. 11 on [Xtra 99 in Norfolk, Va.](#), Feb. 12 on [WINT-AM in Willoughby, Ohio](#), and Feb. 13 on [WDPN-AM in Cleveland, Ohio](#). In addition, The Daily

Press & Argus newspaper printed the story, [Devoted woman self-publishes husband's WWII memoir](#).

Novacek shared the story behind how her book came to be. She self-published the award-winning memoir as a gift to her husband, Charles, whose dying wish was to share his story with the world.

David Bosselmann, author, [Penroe: In Another Field Without Time](#), shared his story with listeners on [PowerTalk 1210 in Tucson, AZ.](#), on Feb. 13. Bosselmann's book is a tribute to his wife, Penny, who died of ovarian cancer in 2007.



And Wynne Dalley, author of the etiquette guides, [Be Cool & Confident: A Guide for Girls](#) and [Be Cool & Confident: A Guide for Guys](#), shared etiquette tips with radio listeners of the [Louie b Free show in Youngstown, Ohio](#) on Feb. 12. and [WRVA-AM in Richmond, Va.](#), on Feb. 13 She offered tips for guys and gals on date etiquette. She was also interviewed this month for the article, [Mass transit riders breaking laws of motion](#), that appears in the Feb. 16 issue of the San Francisco Chronicle.

RMA Publicity secured all of the media placements mentioned above.

Minnesota Artist Shares Her Story of Mental Illness with High School Students in Minneapolis



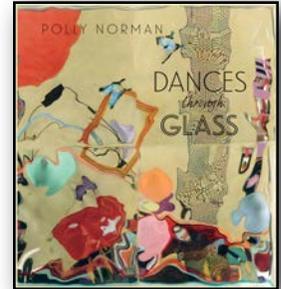
Mental illness is an issue the majority of high school students have never experienced or witnessed for themselves, but on Feb. 11, students at South High School in Minneapolis met a local woman who has lived with manic depressive disorder and anxiety most of her life.

Edina, Minn., resident Polly Norman shared her personal experience with the students, and amazed them by explaining how her mental illness has actually stimulated her to explore and navigate to a successful art career and the discovery of her own artistic process. Norman shares the journey she has traveled through her new book, [Dances Through Glass](#), which is a 25-year retrospective of her work.

Norman started her art career spending a decade photographing dancers at Ballet Arts Minnesota. This led to the creation of her signature work: dancey abstract works using architectural glass block.

Norman shared how moving back and forth from a manic state into depression and everything in between actually helped her come up with ideas that flowered into a unique artistic process of her own invention. So she says, "There is a positive that comes out of all of this."

During her visit, Norman also touched on the fear and taboo surrounding psychiatric medications, which she feels are absolutely necessary for some people with mental illnesses, and she encouraged students to seek help if they are having problems. "Many times you just can't do it yourself," she said. Norman went on to encourage kids to take advantage of their school counselors and the resources at their hands.



The talk was held in conjunction with the school's Silver Ribbon Campaign, a new program in which speakers come to the school to talk about their mental illnesses. The program is designed to enlighten and help remove the stigma surrounding mental illness. To learn more about Polly Norman's art, visit www.PollyNormanArt.com.

Wise Ink Creative Publishing Founders Featured in March Edition of Minnesota Women's Press



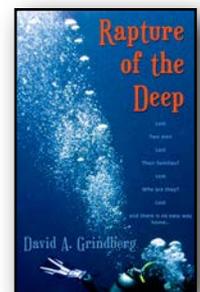
Wise Ink Creative Publishing founders Dara Beevas and Amy Quale are featured in the March 2015 edition of the Minnesota Women's Press, and RMA Publicity **WISE Ink CREATIVE ★ PUBLISHING** secured the placement.

The article profiles the women's backgrounds, and tells the story of how their company came to be. Learn more about the services Wise Ink offers at www.WiseInkPub.com.

Rapture of the Deep Gets Media Attention in Iowa

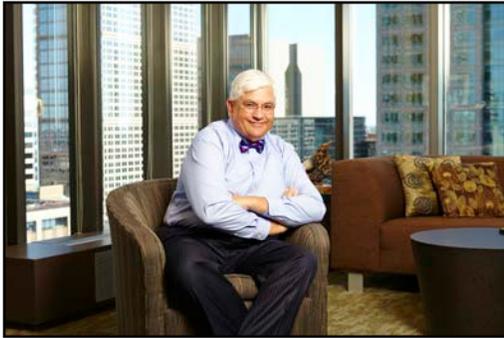
A story about Pastor Dave Grindberg's latest project was published in Iowa's Dayton Leader newspaper on Feb. 24, and on Feb. 20, he was interviewed on [KVFD Radio in Fort Dodge, Iowa](http://www.kvfd.com).

Grindberg has a new novel out titled *Rapture of the Deep*. His is a story of a story of tragedy and redemption, issues he is very familiar with as the Senior Pastor at St. Olaf Lutheran Church in Ft. Dodge, Iowa. He also shared details about a writing project he is working on with confirmation students at his church.



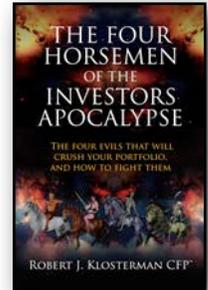
Learn more about Pastor Grindberg's work at www.DavidGrindberg.com.

Stories About Klosterman's Book on Investing All Over the Internet



RMA Publicity's press release about the new book, *The Four Horsemen of the Investor's Apocalypse* by Robert Klosterman, CFP and founder of White Oaks Wealth Advisors, Inc., is now live all over the Internet thanks to a Business Wire release.

Here is a look at the article as it appears on Marketwatch.com. It is also up on Yahoo Finance! and a number of other high traffic websites.



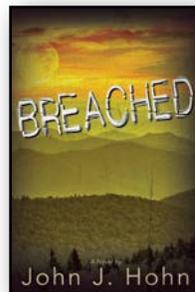
Learn more about the book at www.InvestorsApocalypse.com.

ALSO IN FEBRUARY ...



The Minnesota College Savings Plan participated in two free workshops in the Twin

Cities to help families save for college in February. RMA Publicity secured stories about both of them in the news media. Here is a link to a story in the Feb. 26 edition of Sun This Week Newspaper.



John Hohn, author, *Breached*, signed books at the Barnes & Noble in Winston Salem, N.C. on Feb. 28.

MEDIA OPPORTUNITIES

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

March is...

Credit Education Month
National Caffeine Awareness Month
National Cleanup Your ISA Act Month
National Colorectal Cancer Awareness Month
National Kidney Month
National Nutrition Month
Optimism Month

Also observed in March...

Read an eBook Week – Mar. 1-7
National Day of Unplugging – Mar. 6
Organize Your Home Office Day – Mar. 10
Brain Awareness Week – Mar. 16-22
Forgive Mom and Dad Day – Mar. 18
Consider Christianity Week – Mar. 22-28
Tolkien Reading Day – Mar. 25
National Protocol Officers Week – Mar. 29 – Apr. 4

April is...

Alcohol Awareness Month
Defeat Diabetes Month
Distracted Driving Awareness Month
Emotional Overeating Awareness Month
National Autism Awareness Month
National Child Abuse Prevention Month
National Sexual Assault Awareness and Prevention Month
Prevention of Animal Cruelty Month
School Library Month
Stress Awareness Month
Worldwide Bereaved Spouses Awareness Month

Also observed in April...

National Love Our Children Day – April 4
National Dog Fighting Awareness Day – April 8
National Volunteer Week – April 12-18
Celebrate Teen Literature Day – April 16
Money Smart Week – April 18-25
World Book Night – April 23
National Teach Children to Save Day – April 24
World Healing Day - April 25

How to Get Your Book into Local Bookstores

Whenever I start working with a new author, one of the first questions I ask is how they plan to sell their book. Just about everyone tells me they plan to make books available on Amazon.com, through their website and in bookstores.



My first reaction is to do them the service of explaining how sales to bookstores work. First a look at how most independent bookstores operate.

It won't do you much good to make the rounds at the bookstores in your hometown and try to sell books outright to them. Very few stores will pay for books they aren't sure they will be able to sell. However, as a community service, many of them will accept books by independent authors on consignment.

This means you drop books off at the store and hope for the best. If the books sell, most stores will pay you 60-percent of the cover price and keep the remaining 40-percent. So, for a book that lists at \$10, you get \$6 for each book sold. The store takes care of the tax so you don't need to worry about that.

Sounds good on the surface, but here's a warning. Don't count on the store automatically sending you a check. As an independent author, you are not one of their regular vendors. So, it's going to fall on you to keep track of the number of book dropped off, check in regularly to see if they have sold, and if they have to request payment.

Dealing with stores like Barnes & Noble and Books-A-Million gets even more complicated. Their policy is not to take any books on consignment. They work only through distributors such as Ingram and Baker and Taylor, neither of which will accept an independently published books. This means you need to partner with a middleman. In Minnesota, where RMA Publicity is based, the big players are [Itasca Books](#), [Consortium Book Sales & Distribution](#) and [Partners Publishing Group](#). All three charge fees for handling book sales for you.

While having your book available through a major distributor is all you need to do to qualify for a signing at a major bookstore, there are additional

steps you'll need to take if you want to see the book stocked on store shelves. You will also need to submit a copy of the finished book, along with a marketing plan outlining what you plan to do to drive people to the store to purchase copies. The bookstores won't be doing any promotion for you.

Even if a major bookstore accepts your title for stocking on the shelves, will the effort be worth it? By the time you are done paying the cost of printing books, the fees charged by your distributor, and then eating the discount the bookstore gets off the cover price, you may end up losing rather than making money.

Here's why. Say your book has a cover price of \$10. To get it into Barnes & Noble, you will need to offer a standard trade discount, which amounts to a 55-percent discount off the cover price. Typically the store gets a 40-percent discount and the distributor keeps the other 15-percent as its fee for handling the transaction. Once the 55-percent discount is offered, you're down to keeping \$4.50 from each book sale.

How much did it cost you to bring that book to market again? That expense hasn't been factored in yet. Neither has the monthly fee most distributors charge to keep your books in their warehouse, as well as the handling fee for each book they ship out. Oh, and if the bookstore decides to return books they ordered because they did not sell, the cost of shipping books back to the distributor gets passed onto you, the author/publisher, too.

Many of the authors I have worked with over the years have been disappointed when instead of getting a monthly check for books sold, they get a bill from their distributor.

So what are your options? While, sure it would be nice to see your book sitting on the shelf at a Barnes & Noble, it may make more sense to sell books through your website, at community events, or on Amazon.com instead. I work with numerous authors who have found success with this formula.

Next month's publicity tips article:

What Authors Should Be Doing Now to Get Ready for the Summer Selling Season

RMA Publicity

www.RMAPublicity.com
rachel@RMAPublicity.com

(952) 240 - 2513