

# THE POWER OF PUBLICITY

## Elsagher's Latest Book, *Your Glasses Are on Top of Your Head*, debuts Oct. 2



Humor isn't just for entertainment—it can be a lifesaver! Just ask Twin Cities' comedian Brenda Elsagher, a colo-rectal cancer survivor, celebrating 20 years cancer-free this October.

Along with local comedians David Goldman, Rox Tarrant, Karen Pickering Cahow, and Maxine Jeffris, Elsagher performed and hosted the comedy show, Comics for a Cause, on October 2nd. The event took place at the Knights of Columbus Hall in Bloomington, Minn., and was preceded by a launch party for Elsagher's latest book, *Your Glasses Are On Top of Your Head*.

Elsagher was interviewed on [WCCO Radio](#) the evening of Sept. 28 to preview the event. An article was also published in the Bloomington edition of the [MN Sun Current](#).



(Above) Brenda Elsagher, author, *Your Glasses Are on Top of Your Head*, poses with Pam Huck, the model whose photo is on her book cover, during the book launch event on Oct. 2.

Visit [www.LivingAndLaughing.com](http://www.LivingAndLaughing.com) for more information about Brenda Elsagher's work or to order copies of her books.

### Free Mystery Writers Workshops Planned in Minnesota in October, The Month of Mystery



October is the Month of Mystery and award-winning mystery author Marilyn Jax has two free mystery writers workshops planned in October.

She will be at Barnes & Noble Eagan, Minn., on Sat., Oct. 10 from 1 p.m.- 4 p.m., and Barnes & Noble Edina, Minn., on Sat., Oct. 24 from 1 p.m. – 4 p.m. On Sept. 19, she held a similar workshop at the Barnes & Noble in Eden Prairie, Minn.

During each 3-hour workshop, participants will learn from Jax how to incorporate intriguing

#### COMING UP IN OCTOBER

**The Creative Activist: Make the World Better, One Person, One Action at a Time**, officially launches on Oct. 4 in Chicago at the charity event, "Walk A Mile in Her Shoes."

Elliott Foster, author, **Whispering Pines: Tales From a Northwoods Cabin**, will sign books at The Bookstore at Fitgers in Duluth, Minn., on Oct. 8. He will also be on KBJR-TV and FOX News Duluth that morning

Dave Wilkowske, author, **The Chronic Job Hopper**, will be interviewed on the national radio show It's Your Health on Oct. 9.

Justin M. Anderson, author, **Saving Stripes; A Kitty's Story**, will sign books at the Chuck & Don's pet food store in Wayzata, Minn., on Oct. 25.

The **Twin Cities Book Festival** will be held on Sat., Oct. 17 from 10 a.m. – 5 p.m. at the Minnesota State Fairgrounds.

plots, haunting characters, memorable settings, clues, red herrings, and twists and turns into their work, then hone their new skills through a series of writing exercises.

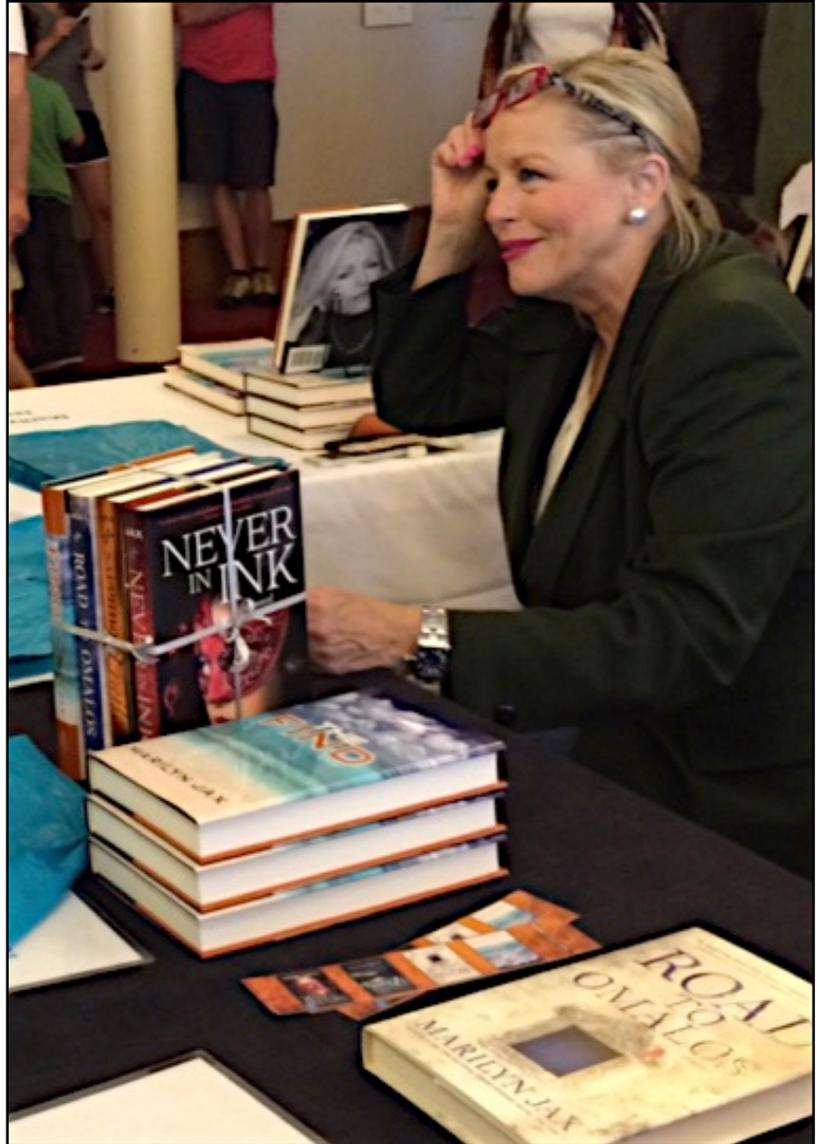
The series was previewed on [The Jordana Green Show](#) on WCCO Radio on Sept. 17.

There has also been a story published in the [Eden Prairie News](#), and more newspaper stories are planned.

October will be the second month in a row for significant book activity for Jax's series. In September, she appeared at the three-day Taste of Greece Festival held Sept. 11 - 13 at St. Mary's Greek Orthodox Church in Minneapolis.

Jax sold several sets of her mysteries, which include *The Find*, set in Miami and the Caribbean, *Road to Omalos*, which is set on the Greek Island of Crete, *Sapphire Trails*, set in Montana and her latest title, *Never in Ink*, set in Europe. *Never in Ink* won a Midwest Book Award earlier this year for Best Mystery produced in the Midwest in 2014.

Learn more about Marilyn Jax's work at [www.MarilynJax.com](http://www.MarilynJax.com).



### Minnesota Author's New Financial Thriller, *The Reason*, Will Soon Start Showing Up in Bookstores

The book launch party for Minnesota author Quentin Brent's debut novel, *The Reason: It's About More than Just the Money*, will be held at Open Book in Minneapolis on Oct. 26.

*The Reason* is a financial thriller in which the villain is the person in charge of one of the most powerful agencies in America—The Federal Reserve. Brent and his wife, Shannon, picked up their first carton of books from the distributor in mid-September. Brent's first bookstore event is planned for the end of October in Florida. He will appear at the Sanibel Island Bookshop on Oct. 31 and The Beach Book Nook on Ft. Myers Beach on Nov. 3.

Learn more about this title at [www.QuentinBrent.com](http://www.QuentinBrent.com).



## Stories Air on KARE-TV and KSTP-TV About School Uniform Giveaway in Minneapolis



Thousands of needy kids in Minneapolis received free school uniforms on Sept. 9 thanks to Assistance League Minneapolis/St. Paul. Students from five other Minneapolis schools, Nellie Stone, Cityview, Elizabeth Hall, Jenny Lind and Bethune Elementary, were bused to Lucey Craft Laney School on Penn Ave. in Minneapolis for school uniform distribution day.

[KARE-TV \(NBC\)](#) and [KSTP-TV \(ABC\)](#) were there

as students got help picking out the right size. Each student was outfitted with three complete school uniforms, which include three pairs of khaki pants, three navy shirts and one crew-neck sweatshirt. The cost for outfitting each child is \$28. Money for the program comes from sales at the Assistance League Thrift Shop in Richfield as well as from donations and grants.

About 7,600 students, who attend kindergarten through 5th grade at six schools in North Minneapolis and two in St. Paul where uniforms are required, will be receiving free school uniforms this year. The two St. Paul schools being served this year are Maxfield Elementary and Riverview West Side School of Excellence.

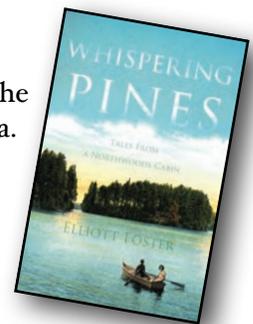
“This is the 20th year we’ve done this program, and unfortunately the need never seems to go away. We have a lot of members who tell us the school uniform distribution day is their favorite experience of the year. They love seeing the smiles on the faces of the kids who are properly dressed and ready to learn. In a lot of cases, these may be the only new clothes the children receive the entire year,” said Carolyn Pierce, V.P. Philanthropic Programs for Assistance League Minneapolis/St. Paul.

To learn more about Assistance League Minneapolis/St. Paul, visit [msp.assistanceleague.org](http://msp.assistanceleague.org).

## Rochester Post Bulletin Publishes Story About Foster's Novel, *Whispering Pines: Tales From a Northwoods Cabin*

The Rochester Post Bulletin published a story about Elliott Foster's new novel, *Whispering Pines: Tales From a Northwoods Cabin* in the Sept. 21 edition of the paper. In the story, [Author spins fiction from real-life family history](#), reporter Matt Stolle shares how the story came to be, what it is about and Foster's family connections to southern Minnesota.

Copies of *Whispering Pines: Tales From a Northwoods Cabin* are available for purchase at Barnes & Noble stores throughout Minnesota, as well as online at [www.ElliottFoster.com](http://www.ElliottFoster.com).

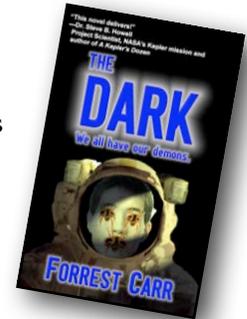


### Publisher's Weekly Offers Favorable Review of Carr's *The Dark*

Congratulations to Forrest Carr! Publisher's Weekly has just offered a favorable review for his latest sci-fi novel. *The Dark* is a story in which new technology whisks a team of astronauts to a place beyond the stars and planets.

It isn't long before the crew begins to wonder if they've reached a place where God no longer exists. In its review, Publisher's Weekly says, "In this yarn blending horror and SF, Carr sends a spaceship into absolute, unimaginable darkness and watches as terrifying things press in from outside and emerge from inside the crew... In short order, everyone's personal vulnerabilities are magnified into deadly form, and multiple mechanical failures threaten to strand them all in the dark forever... Carr mainly just wants to make readers twitch and cringe, and he succeeds."

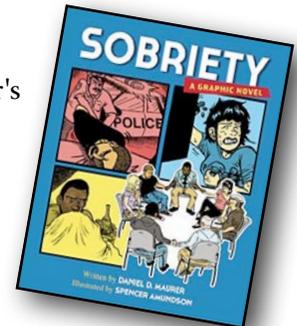
Books are available for purchase on [Amazon.com](http://Amazon.com).



### Maurer Interview Airs on WCCO Radio in Minneapolis on Sept. 21

September was National Recovery Month and Daniel Maurer of Transformation is Real shared his story on [WCCO Radio](http://WCCORadio.com) in Minneapolis on Sept. 21. He revealed to interviewer Jordana Green details about how he came to be arrested inside a stranger's home, apparently looking for pills, and how his arrest that day ultimately led him to recovery.

Maurer is now an author specializing in transformative stories. His first book, *Sobriety: A Graphic Novel*, won the 2015 Midwest Book Award earlier this year. His second book, *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*, was released in April 2015 and is selling well.



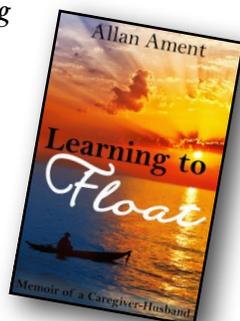
### ALSO IN SEPTEMBER ...



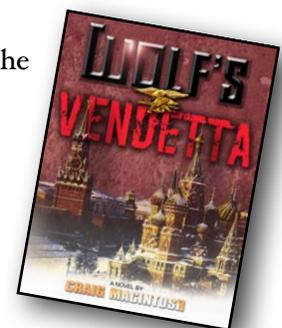
Robert Stern, Program Manager for the Minnesota College Savings Plan, was on WCCO

Radio with Jordana Green on Sept. 1. He was also on KMSU Radio on Sept. 4, live out at the State Fair

Allan Ament, author, *Learning to Float: Memoir of a Caregiver Husband*, had a presentation at Village Books in Bellingham, Wash., on Sept. 4.



Craig MacIntosh, author, *Wolf's Vendetta*, presented at the Robert Trail Library in Rosemount on Sept. 15



## Planning a Book Selling Strategy for the Holiday Season.... Here are 5 Tips to Get You Started

Every year around this time I begin receiving calls from present and past clients—and also new prospects—asking for my help setting up book events at Barnes & Nobles and independent bookstores “just in time for the holiday season.”



Unfortunately, I have to turn them down. Because retailers are so busy in the weeks leading up to Christmas, most stores won't do any signings between Halloween and the first of the year. Those stores that will do signings have been booked since early summer.

While it may be too late to get into a bookstore for the holidays this year, that doesn't mean you can't capitalize on the holiday season. Here are 5 things you can do to ring up some much-deserved sales during the most wonderful time of the year.

### 1) Capitalize on your social media connections

Remind your Facebook friends that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

### 2) Offer discounts and bonuses

Offer a special holiday season discount, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about a teddy's bear's adventures, perhaps you could include a small stuffed bear with purchases made in December.

### 3) Give books away

This may seem counterproductive at first since your goal is sales, but there are so many wonderful charitable events held during the holiday season that you can participate in. Offer to donate a book to your favorite charity that they can in turn auction off at their holiday party. Think about how many people will see your title at the party... people you never would have been able to reach otherwise.

That one book you gave away could lead to dozens of sales.

### 4) Hand out flyers

It is a given that people are going to be out in the community throughout the holiday season shopping and socializing. Coffee shops and community centers are sure to be popular hangouts.

Create a handout touting your book as a great holiday gift, and put them up on community bulletin boards, or leave them on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating en masse is sure to get at least a few people's attention.

Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

### 5) Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive is sure to pay off.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2016, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town, and any other events you think will be good places to showcase your book. Hopefully you're not already too late as a number of the more popular events actually start booking a year in advance.

Planning to travel in 2016? If so start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent book stores.

Still not not sure where to start? [RMA Publicity would be happy to help.](#)

**Next month's publicity tips article:**

What Authors Can Do Now to Start Planning for a Successful New Year

## RMA Publicity

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RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our Facebook page and [“like” it](#).

### MEDIA OPPORTUNITIES

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

#### October is...

Adopt-A-Shelter Dog Month  
 Antidepressant Death Awareness Month  
 Breast Cancer Awareness Month  
 Domestic Violence Awareness Month  
 National Bullying Prevention Awareness Month  
 National Crime Prevention Month  
 National Domestic Violence Awareness Month

#### Also Observed in October...

National Diversity Day – Oct. 2  
 Mental Illness Awareness Week – Oct. 4 – 10  
 Mystery Series Week – Oct. 4 – 10  
 National Depression Screening Day – Oct. 8  
 Teen Read Week – Oct. 18 – 24  
 Pastoral Care Week – Oct. 25 – 31  
 National Cat Day – Oct. 29  
 National Forgiveness Day – Oct. 31

#### November is...

American Diabetes Month  
 Lung Cancer Awareness Month  
 National Adoption Month  
 National Alzheimer's Awareness Month  
 National Family Caregivers Month  
 National Long-term Care Awareness Month  
 National Memoir Writing Month  
 National Novel Writing Month  
 National Patient Accessibility Month

#### Also Observed in November...

National Author's Day – Nov. 1  
 National Parents as Teachers Day – Nov. 8  
 National Young Readers Week – Nov. 9-13  
 World Kindness Day – Nov. 13  
 National Family Week – Nov. 22-28  
 Small Business Saturday – Nov. 28  
 Computer Security Day – Nov. 30  
 Cyber Month – Nov. 30