

# THE POWER OF PUBLICITY

## Marilyn Jax launches her 3rd Mystery Novel in Montana

They say the third time's the charm, and that is definitely the case for mystery writer Marilyn Jax. She sold nearly 300 copies of her 3rd novel, "Sapphire Trails," at her launch event, The Bigfork Festival of the Arts in Bigfork, Montana.

The event took place the weekend of August 4th and 5th, and was preceded by an appearance on [Good Morning Montana](#) and an article in the [Bigfork Eagle](#).

The venue made perfect sense as a place to launch the book, as the story is set in the Bigfork area. When the mystery begins, private investigators Claire Caswell and Gaston "Guy" Lombard have just arrived at their friend's lodge where they are hoping to get some rest and relaxation after narrowly escaping death on their last adventure.



*Above: Marilyn Jax proudly shows off her latest novel while sitting in her booth at the Big Fork Festival of the Arts.*



They don't get much of a chance to rest, however. Before they know it, they are back at work. This time, trying to help police solve a murder that happened at their friends' lodge.

Jax says the story was inspired by both places she has been and the work she used to do. As a former

senior enforcement investigator for the State of Minnesota, it was her job to investigate complex cases and uncover evidence of law violations, including fraud. "I can see mystery everywhere I go, but I do like to write about places I've been," said Jax. She and her husband have been vacationing in northwestern Montana in the summer

### COMING UP IN SEPTEMBER

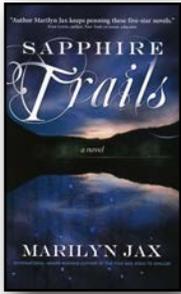
On Tues., Sept. 11th, Rob Severson, author, "Connecting Peace, Purpose and Prosperity" will speak at Minneapolis Community & Technical College.

On Friday, Sept. 14th, at 7 p.m., there will be a publication reading, exhibit and gala party at the Loft Literary Center to celebrate the launch of Evelyn D. Klein's 3rd book, "Seasons of Desire." Admission is free. The event is open to the public.

On Saturday, Sept. 22nd, Suzann Yue, author, "Snort's Special Gift" will participate in the Boxer Walk at French Regional Park in Plymouth, MN. The event begins at 11 a.m.

On Saturday, Sept. 22nd, Kelly McCleary, author, "The Best Possible World – A Search for the Nature of Heaven" will sign books at the Barnes & Noble in Fayetteville, AR, from 1 p.m. – 3 p.m.

months for the past 12 years.



“Sapphire Trails” is the third part of an on-going series about two fictional private investigators. Jax’s other two books “The Find” and “Road to Omalos,” have won multiple national book awards.

More information about all of Jax’s novels can be found at [www.marilynjax.com](http://www.marilynjax.com). Books are available for purchase via the website, as well as at [www.amazon.com](http://www.amazon.com) and at [www.barnesandnoble.com](http://www.barnesandnoble.com), and at bookstores everywhere. Ebook editions are also available.

**Author Marilyn Jax has three public appearances planned for September.**

Sept. 7&8, Noon – 10 p.m., Sept. 9, Noon – 6 p.m., Meet the author at The Greek Festival at St. Mary’s Greek Orthodox Church in Minneapolis.

Sept. 22nd, 9 a.m. – 5 p.m., Meet the author, Hayward Fall Festival, Hayward, Wisc.

Sept. 29th, Noon – 3 p.m., Meet the author, Eyes of Mendota  
740 Main Street, Mendota Heights, Minnesota

**Author of Blizzard Ball Talks About Powerball Probability and Appeal on FOX 9 News in the Twin Cities**



When the Powerball Jackpot climbed above \$250 million in the middle of August, that served as the perfect time to get a little publicity for Dennis Kelly’s novel, “Blizzard Ball.” [FOX 9 News in the Twin Cities](http://FOX9News.com) took us up on our offer to have him come on the show and talk about the power behind the lottery, why it’s as successful as it is and the things that could happen if the jackpot ever got to the level described in his book.

Kelly worked in promotional marketing for more than 25 years before retiring and becoming an author. “Blizzard Ball” examines numerical probability, conspiracies, international ticket scalpers, counterfeiters, disgruntled players and illegal aliens.

To help promote his book, Kelly is offering a \$1 million prize. Those who purchase a book are eligible to win. The next drawing is December 31st.

For more information, log on to [www.blizzardballnovel.com](http://www.blizzardballnovel.com).



**Rachel M. Anderson to Speak on the Topic of Book Marketing & Public Relations**

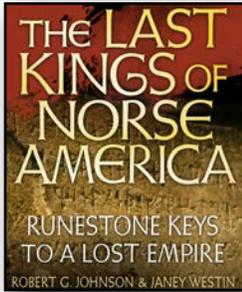
I am looking forward to being one of the guest speakers at the Women of Words (WOW) Fall Retreat at the Open Book Building in Downtown Minneapolis, on Saturday, September 15, 2012.

The organization is going to have a day-long workshop where women will learn everything they need to know about bringing a book to market. In addition to my session on marketing and public relations, there will be breakout sessions on submitting query letters, self-publishing, ebooks, Website design, editing, blogging, speaking and legal issues related to books.

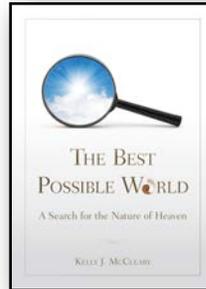
The event runs from 9 a.m. – 4 p.m. For more information, contact Meg Corrigan [megcorrigan@comcast.net](mailto:megcorrigan@comcast.net).



ALSO IN AUGUST..

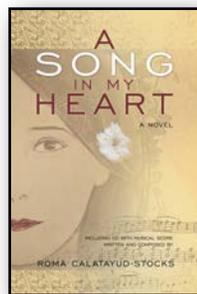


Robert Johnson and Janey Westin, authors of “The Last Kings of Norse America: Runestone Keys to a Lost Empire” appeared at the Icelandic Celebration at Gimli, an hours drive north of Winnipeg, Canada, on August 5th.

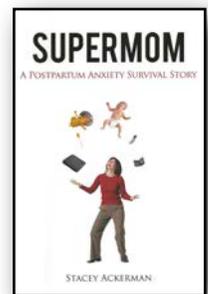


An article about Kelly McCleary’s book, “The Best Possible World: A Search for the Nature of Heaven” was published by Northwest Arkansas Newspapers on August 11th. She also had a book signing event at the Rogers, Arkansas Barnes & Noble on August 25th.

Roma Calatayud-Stocks, author, “A Song in My Heart” was a guest speaker at The Minneapolis Women’s Club on August 8th. Her book is a historical novel set in Minneapolis at the turn of the 20th century.



Stacey Ackerman, author, "Supermom: A Postpartum Anxiety Survival Story" was interviewed for the article, "[A Postpartum Anxiety Survival Story](#)" that posted to the Hudson Valley Parent website on August 3rd.

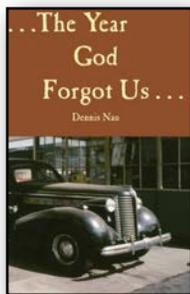


WELCOME TO THESE NEW AUTHORS:

Larry Cauthen, M.D., “The Transients, Five Generations of a Southern Family,” a historic fiction series he originally hand-wrote on legal pads. The series follows the life of John Charles Roberts, a young man who courageously serves his country during World War II.

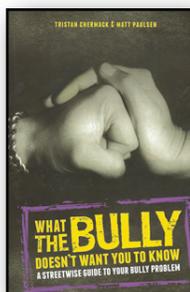
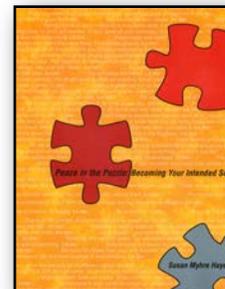


## NEW AUTHORS CONTINUED:



Dennis Nau, "The Year God Forgot Us"

Susan Myhre Hayes,  
"Peace in the Puzzle"



Tristan Chermack, "What the Bully Doesn't Want You to Know"

## MEDIA OPPORTUNITIES

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

### September Media Opportunities

AKC Responsible Dog Ownership Month  
Attention Deficit Hyperactivity Disorder Month  
Baby Safety Month  
Childhood Cancer Awareness Month  
College Savings Month  
International Self-Awareness Month  
National Recovery Month  
Healthy Aging Month

### Other dates observed in September...

National Assisted Living Week – Sept. 9 – 15  
National Suicide Prevention Week – Sept. 9 – 15  
Attack on America Anniversary – Sept. 11  
Build a Better Image Week – Sept. 16 – 22  
National Keep Kids Creative Week – Sept. 23 – 30  
Family Health and Fitness Day – Sept. 29  
National Public Lands Day – Sept. 29

### October Media Opportunities

Adopt a Shelter Dog Month  
Breast Cancer Awareness Month  
Domestic Violence Awareness Month  
Emotional Wellness Month  
Health Literacy Month  
Long-term Care Planning Month  
National Bullying Prevention Awareness Month  
National Crime Prevention Month  
Positive Attitude Month

### Other dates observed in October....

Financial Planning Week, Oct. 1-7  
National Diversity Day, Oct. 5  
World Smile Day, Oct. 5  
Fire Prevention Week, Oct. 7-13  
National Stop Bullying Day – Oct. 10  
Freedom From Bullies Week, Oct. 14-20  
Kids Care Week, Oct. 21-27  
National Massage Therapy Awareness Week, Oct. 21-27  
Prescription Errors Education & Awareness Week, Oct. 24-31  
Make a Difference Day, Oct. 27

\* Source: 2012 Chase's Calendar of Events

## Ten Quick and Easy Book Marketing Tips

These days, it seems like everyone's book marketing budgets are tighter than ever. Even the major publishers have cut back a lot. But if you want your book to sell, there is no question about it. You have to market it.



Here are ten tips for getting the word out to a large audience without spending a small fortune.

1) If you don't have one yet, sit down and develop a book marketing plan. If you want to get your book into Barnes & Noble, this is one of their requirements. A book marketing plan will help you focus on your target audience and increase awareness about the availability of your book.

2) Plan a contest or giveaway. It is human nature to want to get something for nothing and contests are a great way to promote your book. You can give away a book, a Target gift card or as one of my clients is doing, \$1 million. (Check out Dennis Kelly's website for more information about this if you'd like to enter: [blizzardballnovel.com](http://blizzardballnovel.com).)

Not only do contest entry forms help you gather contact information for people you can market to in the future, a number of the entrants are likely to be interested in the book, as well as the prize.

3) Set up an event at your neighborhood bookstore. This should be more than just your run-of-the-mill signing. Those are boring. You can attract more people with a discussion about the topic covered in your book.

4) Write a few articles on your topic of expertise and submit them to content providers like [ezinearticles.com](http://ezinearticles.com) and [articlecity.com](http://articlecity.com) for publication. Be sure to mention your book somewhere in the article.

5) Have business cards made if you don't have them already and hand them out to as many people as you can. [Vistaprint.com](http://Vistaprint.com) offers cards for free if you let them put their logo on the back. If you prefer to have a clean card, their fees are pretty nominal.

6) Send your book out to at least ten book reviewers this week. The only cost is time and postage. The return could be astronomical.

7) Do a quick Internet search for local writers' conferences and book festivals you can attend, or do what author Marilyn Jax is doing to promote her book, "Road to Omalos." The mystery is set on the Greek Island of Crete, so it's only natural for people at her local Greek Festival to be interested.

8) Create an email signature that includes a link to your book's Webpage for every email you send; email signatures are a great way to promote your book and message.

9) Start a Facebook Fan page. Fan pages are much better than groups because they're searchable in Google.

10) Pitch your story to the media in an effort to get a newspaper, radio or television editor interested in doing a story about you.

If you need help executing any of these marketing ideas, particularly the preparation of marketing materials and media outreach, give RMA Publicity a call. Book marketing is our specialty.

### Next month's article

Finding relevant sources for book reviews.

## RMA Publicity

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