



Hi Author Learning Center,

Writers often hear that they need to have an "author platform" in order to be successful.

What is an author platform, anyway?

Your author platform is your ability to reach readers and sell books, and it includes both online and offline initiatives. For authors that want to get traditionally published, having a solid platform in place can greatly influence an agent or publisher's decision as to whether or not they want to work with you. For self or independently published authors, your platform acts as your foundation for building a readership long term. No matter your genre or publishing path, it's never too early to start building your author platform.

In this issue of *Noteworthy*, we're providing resources and advice for creating an author platform that will help you reach readers and your goals.

Start building your author platform today!

Featured Resources



Platform Building for Nonfiction

Learn how to ensure your book's narrative and packaging aligns with your platform.

Build a nonfiction platform

Platform Building for Fiction

Learn how strong characters and dynamic plots can enhance and support your platform.



Build a fiction platform

Use Your Platform to Get an Agent

Discover how a solid marketing plan and author platform can get you closer to a positive response.

Get an agent

Strategies to Support Your Platform

Learn the key components of an effective author platform from a traditional publishing insider.

Support your platform



UPCOMING LIVE WEBINARS:

May 27 : Creating Captivating Characters in Fiction - *with Jeanne Lyet Gassman*

June 2 : Memoirs that Matter - *with Allie Pleiter*

June 3 : Book Marketing Ideas You Can Implement NOW! - *with Cathy Fyock*

June 9 : Amazon Algorithms 101 - *with Keri-Rae Barnum*

Register for an event



Industry Insights

[Prime Video Bets on YA Book-to-Screen Slate](#)

[Americans Still Opt For Print Books](#)

[Book Output Topped Four Million in 2025](#)



Contests & Events



[Halifax Ranch Fiction Prize: 6/1 deadline](#)

[Bard Fiction Prize: 6/1 deadline](#)

[Santa Barbara Writers Conference: 6/21-6/26; Santa Barbara, CA](#)

[Southampton Writers Conference: 7/15-7/19; Southampton, NY](#)

Ask Sheila

ALC's Manager of Author Education, Sheila Manna, writes a biweekly blog with answers to common questions asked by you, the ALC community. Check out the blog to see if your questions have been answered.

[Read the blog](#)

Got a question you can't find the answer to? Submit your question for a chance to have it featured and answered in a future blog entry!

[Submit a question](#)



Keep writing, keep dreaming. The Author Learning Center is with you every step of the way.



www.authorlearningcenter.com



Sent to: smanna@authorlearningcenter.com

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Author Learning Center, 1151 W. 2nd St., Bloomington, IN 47403, United States