



Hi Author Learning Center,

As shared in the last issue of *Noteworthy*, your author platform involves strategizing both offline and online initiatives in order to reach readers. Offline efforts include in-person events such as festivals, school visits, speaking engagements, and book signings. Online efforts include your digital presence such as your author website/blog, social media platforms, contests, reviews, and more.

When it comes to online efforts, the more you can put yourself and your work out there, the more internet search engines will find you and the more discoverable you'll become, leading to an increase in your readership and sales.

In this week's issue of *Noteworthy*, we're sharing valuable insights and resources to help you strengthen your online presence long term.

Start enhancing your digital footprint and visibility!

Featured Resources



What to Write About in a Blog

Learn the importance of having a plan for your blog, & some practical ideas on what you can write about.

[Write a blog post](#)

The Dos and Don'ts of Social Media

A traditional publishing pro explains the importance of authenticity & customizing content across platforms.

[Share on social media](#)



Expand Your Online Distribution

Discover how DIY publishing platforms like IngramSpark can broaden your distribution & reach.

Expand your distribution

Build Awareness for Your Book

Learn three key, online strategies that you can implement at any time & build a loyal fan base.

Build a fan base online

UPCOMING LIVE WEBINARS:

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

June 11: How to Write and Illustrate a Children's Book - *with Sheri Fink*

June 16: Creating Captivating Characters in Fiction - *with Jeanne Lyet Gassman*

June 17: 9 Things I Wish I'd Known Before Self-Publishing 5 Books - *with ALC President Keith Ogorek*

Register for an event



Industry Insights

[How Literary Tours are Building Real-life Adventure](#)

[Is the Book World Way Too Obsessed With Tropes?](#)

[The Man Who Reads Books For a Living](#)



Contests & Events

[Storytrade Book Awards: 6/30 deadline](#)

[Bellevue Literary Review Prizes: 7/1 deadline](#)

[National Book Club Conference: 7/31-8/2; Atlanta, GA](#)

[Willamette Writers Conference: 7/31-8/2; Portland, OR](#)

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



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