



Hi Author Learning Center,

Building an online presence is only the first step. The next challenge is creating content consistently that keeps readers coming back for more. A well-designed blog or website and active social media accounts are important, but they're only as effective as the content you share. Every blog post, behind-the-scenes update, writing tip, research story, book recommendation, or glimpse into your creative process gives readers another opportunity to connect with you as both an author and a person. Over time, these connections build trust, encourage engagement, and keep your books top of mind.

The good news is creating dynamic content doesn't mean constantly reinventing the wheel. A single topic can often be repurposed into a blog article, several social media posts, an email newsletter, a short video, or discussion prompts for your readers. By planning your content with intention, you can maintain a steady online presence without feeling like you're always starting from scratch.

In this issue of *Noteworthy*, we're sharing practical strategies for creating engaging, sustainable content that strengthens your author brand, keeps your audience engaged, and helps turn casual visitors into loyal readers.

Keep creating. Keep sharing. Keep giving readers a reason to come back!

Featured Resources



How to Create a Blog Calendar

Learn to build a blog plan along with tips & tricks for writing posts more quickly & effectively.

[Build your blog calendar](#)

The Three E's of Social Media Content



Discover the three things every social media post must do in order to be effective & engage readers.

Create engaging posts

Elements of a Great Author Website

In this collection of interviews, authors, designers, & industry experts share website tips & best practices.

Build a great website



How to Create a Social Media Plan

Learn to use this free, online real estate to grow your readership & build your author brand over time.

Create your social media plan

UPCOMING LIVE WEBINARS:

July 8: Amazon Algorithms 101 - *with Keri-Rae Barnum*

July 9: Book Marketing Ideas You Can Implement NOW! - *with Cathy Fyock*

July 14: Getting Under Their Skin: Mastering Deep Point of View - *with Jennifer Crosswhite*

July 16: How to Have a Successful Book Event - *with Russell Nohelty*

Register for an event



Industry Insights

[Top 28 Author Websites in 2026](#)

[Best Website Builders in 2026](#)

[Social Media Today Newsletter](#)





Contests & Events

[Granum Foundation Prizes: 8/1 deadline](#)

[The Masters Review Short Story Award: 8/30 deadline](#)

[Brooklyn Book Festival: 9/20-9/28; Brooklyn, NY](#)

[Mississippi Book Festival: 9/26; Jackson, MS](#)

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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