



Hi Author Learning Center,

Marketing your book doesn't have to mean investing thousands of dollars or becoming a social media influencer overnight. The most successful authors build their marketing plan over time and with a series of consistent efforts that fit their goals, audience, and budget.

In our new series, "**Practical Book Marketing for Authors**," we'll be breaking down the marketing process into manageable, actionable steps that authors can implement at any point in the journey. Whether you're preparing for your first book launch or looking to expand your readership, we'll be exploring proven strategies that deliver results. Throughout the series, we'll be covering everything from creating a professional online presence to generating publicity, planning book events, maximizing social media, growing an email list, leveraging reviews, and more. We'll also be highlighting budget-friendly marketing tools and ideas to help you make the most of your time and investment.

The first strategy we're tackling is **author branding**. Marketing your books without having an author brand in place is like building a home without a solid foundation. Your author brand comprises any assets and messaging that represent you and your work including logos, colors, fonts, imagery, brand statements, and more. The type of book or books you write should influence the design choices and elements used to enhance your authorship both online and in-person. A consistent, memorable brand will establish professionalism, credibility, and an emotional connection with readers.

Start building your author brand today!

Featured Resources



What is a Brand?

Author and social media expert Kyle Lacy explains that branding is about how people perceive you.

[Learn what a brand is](#)

How to Build an Unforgettable Brand

Book marketing expert A.G. Billig reviews key brand building blocks that leave a lasting impression.

[Discover brand building blocks](#)

How to Create a Brand Logo

Learn how to create a logo yourself, or hire an experienced graphic design to create one for you.

[Create your brand logo](#)

Use Your Brand to Create Content

Angela Marie Hutchinson encourages authors to use their branding to create content on social platforms.

[Create content online](#)



UPCOMING LIVE WEBINARS:

Aug. 4: Getting Under Their Skin: Mastering Deep Point of View - *with Jennifer Crosswhite*

Aug 6: Boffo Beginnings & Fab Finales - *with Laurie Schnebly Campbell*

Aug. 11 : Think Like a Publisher from the Start - *with Michele DeFilippo*

Aug. 12: From Idea to Impact: Navigating the Author's Journey with Confidence- *with Jan Zucker*

[Register for an event](#)



Industry Insights

[Canva Author Templates](#)

[United States Patent and Trademark Office:](#)

[Trademark Basics](#)

[6 Proven Tips to Build an Author Brand Readers](#)

[Love and Remember](#)



Contests & Events

[Poetry Super Highway Contest : 9/26 deadline](#)

[The Bridport Prize - Memoir: 9/30 deadline](#)

[Tahoe Literary Festival: 10/9-10/10; Tahoe City, CA](#)

[Boston Book Festival: 10/17; Boston, MA](#)

Ask Sheila

ALC's Author Education Specialist, 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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