



Hi Author Learning Center,

In this week's issue of *Noteworthy*, we're covering Tip #5 in our "**Practical Book Marketing for Authors**" series: **speaking engagements**.

Talking to audiences about your book or area of expertise can be a very powerful marketing tool, allowing you to build credibility, create personal connections, and sell more books. Readers love meeting authors and when given the chance to hear about you and your book face-to-face, it's difficult for them to walk away empty-handed.

Speaking engagements have many valuable benefits for authors including:

- Strengthening your author platform
- Selling books and merchandise
- Incremental income from speaking fees
- Creating deeper connections with readers
- Enhancing your thought-leadership and credibility
- Promoting your business or services
- Enabling additional opportunities for you and your book

Below are helpful resources for finding and booking speaking engagements, speaking best practices, and strategies for making speaking a cornerstone of your overall book marketing plan.

Start booking speaking engagements today!

Featured Resources



How to Go From Page to Stage

Learn to turn what works on the page into live presentations that engage audiences.

Turn your book into speaking gigs

What Nonfiction Authors Can Speak About

Book strategist Cathy Fyock shares ideas for how nonfiction authors can turn their topic into speaking.

What nonfiction authors can speak about

What Fiction Authors Can Speak About

Book marketing expert Desiree Duffy shares ideas for what fiction authors can speak about at events.

What fiction authors can speak about

How to Find Speaking Opportunities

In this *Ask Sheila* blog post, Sheila explains where to find speaking opportunities and best practices.

Find speaking opportunities

UPCOMING LIVE WEBINARS:

Sept.29 : Building a Simple Author Website -
with *L.E. Perez*

Sept.30 : Back to Basics: Book Marketing in the
Age of AI - with *Beth Kallman Werner*

Oct. 7 : Two Paths, Fiction and Memoir: Traveling
the One That's Right for You - with *Julie Ryan
McGue & Jennifer Celeste Briggs*

Oct.8 : One Book, Five Audiences: How to
Change the Pitch Without Changing the Story? -
with *Steve Piacente*

Register for an event



Industry Insights

[National Speakers Association](#)

[Advanced Writers and Speakers Association](#)

[Double-Dipping: Selling Books While Speaking](#)



Contests & Events

[Feathered Quill Book Awards: 11/30 deadline](#)

[Illumination Book Awards: 12/10 deadline](#)

[WriterFest Nashville: 11/20-11/21; Nashville, TN](#)

[Guadalajara International Book Fair: 11/28-12/6;](#)

[Guadalajara/Jalisco, Mex.](#)

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.



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