

Hi Author Learning Center,

In this week's issue of *Noteworthy*, we're covering Tip #6 in our **"Practical Book Marketing for Authors" series: email marketing.**

According to industry statistics, over 4.7 billion people worldwide use email with at least 93% of users checking their email multiple times a day, and 59% of users reporting that product and service emails do influence their buying decisions. By 2027, the number of email users worldwide is projected to reach over 4.8 billion!

With this huge potential reach, an email newsletter can be a very powerful tool for authors wanting to create awareness for their work, build a loyal following, and share exclusive content with their readers. While social media platforms can come and go, email remains a direct, reliable, and cost-effective channel authors can control. No matter your genre and publishing path, email communications can and should be an integral part of your author platform.

Below are valuable resources on how to get started with an email newsletter, which email marketing platforms are a good fit for authors, how to entice readers to sign-up for your newsletter and build your list, and what type of content to share to keep readers interested and engaged.

It's never too early or too late to build your email list!

Featured Resources



5 Steps for Starting an Author Newsletter

In this article, we share 5 steps to start a newsletter: evaluate, plan, prepare, execute, and analyze.

How to start a newsletter

Using a Lead Magnet to Get Sign-Ups



W Publishing Group's VP of Marketing Caren Wolfe explains lead magnets and gives examples.

How to create a lead magnet

Strategies for Email Marketing Success

In this recorded webinar, A.G. Billig shares strategies for building a loyal readership through email.

Set yourself up for email success



What Authors Can Share in Newsletters

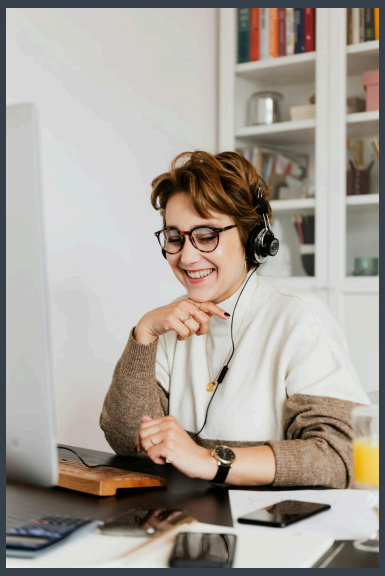
In this article, we share dos and don'ts for creating newsletter content that keeps readers coming back.

Create engaging newsletter content

UPCOMING LIVE WEBINARS:

Oct. 20: The Art of the Live Presentation - *with Derek Taylor Kent*
Oct. 21: Back to Basics: Book Marketing in the Age of AI - *with Beth Kallman Werner*
Oct. 27: Two Paths, Fiction and Memoir: Traveling the One That's Right for You - *with Julie Ryan McGue & Jennifer Celeste Briggs*
Oct. 29: Enhancing Your Nonfiction Book with Editorial Boards - *with Cathy Fyock*

Register for an event

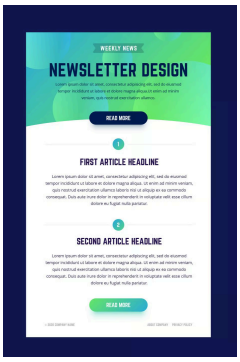


Industry Insights

The Best Email Marketing Platforms in 2026

35+ Sites to Get Free Stock Images For Commercial Use

Author Newsletter Examples: 12 Inspiring Email Ideas





Contests & Events

IBPA Book Awards: 12/15 deadline

Independent Press Award: 12/15 deadline

Author Nation: 11/10-11/13; Las Vegas, NV

Mesa Book Festival: 12/5-12/6; Mesa, AZ

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

To access our Noteworthy Newsletter Archive CLICK HERE.

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