

Hi Author Learning Center,

To optimize your book marketing strategy, it's important to include publicity efforts such as press releases, interviews with media outlets, guest podcasting, vlogging, or blogging, and more. In this week's issue of *Noteworthy*, we're continuing our **"Practical Book Marketing for Authors" series with Tip #7: Public Relations.**

Writing a great book is just the beginning. Connecting that book with the readers who will appreciate it most takes a thoughtful, strategic approach that will boost your book's visibility and enhance your credibility in the marketplace. Effective book publicity is about identifying what makes your book newsworthy, establishing meaningful relationships, and finding opportunities to create awareness. While marketing efforts such as website development and email marketing may require a financial investment, book publicity can be a free path for building a readership and strengthening your brand.

In this issue, we're sharing helpful resources and tools to help you navigate the world of book publicity, identify opportunities to increase your visibility through interviews, and make the most of the channels available to authors today.

Get your book noticed and in the hands of readers!

Featured Resources



How to Garner Media Attention

Learn how to get the attention of media outlets through press releases and online visibility.

Get media attention

Elements of an Author Media Kit

Discover the essential components of an author

media kit and how to create an effective one.



Create your author media kit

Tips for Guest Podcasting and Vlogging

Learn the benefits of appearing as a guest on a podcast or vlog, and how to find opportunities.



Find opportunities as a guest

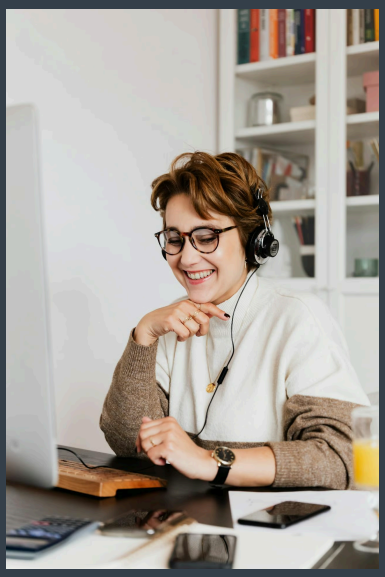
How to Elevate Your Interview Skills

Publicist Lindsey Gobel teaches how to make your interviews dynamic, no matter the media or outlet.

Elevate your interview skills

UPCOMING LIVE WEBINARS:

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*
Nov. 3: Cracking the Code: Secrets to a Successful Book Launch Campaign - *with A.G. Billig*
Nov. 4: Sustainable Success: Crafting an Actionable Year-Round Book Marketing Strategy - *with Keri-Rae Barnum*



Register for an event

Industry Insights

Help a Reporter Out (HARO) - Connect with Journalists

PodcastGuests - Find Podcast Opportunities

PRLog - Distribute Your Press Release





Contests & Events

Writers of the Future Quarterly: 12/31 deadline

Virginia Woolf Award for Short Fiction: 12/31 deadline

Charleston Literary Festival: 11/6-11/15; Charleston, SC

Florida Writers Book Fair: 11/14; Sanford, FL

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.

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