

Effective Use of CAN-Authored Blog Posts and Articles

Did you know you have access to a wealth of information from and about your customers' favorite authors?

Resources to apply and share

Author-members of the Christian Authors Network (CAN) regularly generate blog posts and articles. These articles are a terrific resource for you, your staff, and your customers. Two major sources of online content available to you are:

- the [Christian Authors Network \(CAN\) blog](#)
- Munce's [More to Life Magazine](#)

Both resources are easy to follow. When you subscribe, you'll receive an email alert notifying you of new content as soon as it's available. To subscribe, go to:

- the CAN blog: [Sign up](#)
- More to Life Magazine: [Join](#)

The blog posts and articles are written on a variety of subjects. You can use the current post or take advantage of the **search feature** on both sites to locate articles related to particular topics. Consider seasonal themes, community needs, and current events.

How to apply and share

So what do you do with the content once you've located an article of interest? You can:

- ✓ post the article link on your social media pages
But don't stop with just a link. Start a conversation with your customers by quoting a line from the article and asking a question about it.
- ✓ print copies as bag stuffers
- ✓ include copies of the article as part of a store display of books by that author
- ✓ include a link in your store newsletter

Your customers' favorite authors delight in providing this content. Take advantage of the variety of information available to you!

Ava Pennington (www.ChristianAuthorsNetwork.com/Ava-Pennington) is an author, speaker, and Bible Study Fellowship teacher. Her most recent book is *Daily Reflections on the Names of God: A Devotional*, endorsed by Kay Arthur.



Resources you can trust from

