

## Understanding the CAN Blog

The Christian Authors Network (CAN) [blog](#) offers new posts daily, Monday through Friday. Each day has its own theme. Consider these ways to use the content as a resource for you, your staff, and your customers:

### **Monday: Encouragement and inspiration**

On Mondays, our bloggers post inspirational messages and devotions.

Use the Monday post in the following ways:

- ✓ as a weekly theme for your staff devotions
- ✓ print the inspirational message for a bag stuffer for customers
- ✓ share it on your Facebook page and start a conversation with your fans by asking a question about the topic

### **Tuesday: New releases by CAN authors**

We post the new releases of CAN authors on Tuesdays. This is a helpful resource to educate your staff and keep your customers informed about the newest books by their favorite authors.

You can also post the new release on your Facebook page and start a conversation by asking people to comment with their favorite book by that author.

### **Wednesday: Posts related to marketing**

On Wednesdays, our authors post articles related to marketing books. Many of the marketing principles can be applied to retail sales. Review the Wednesday post with your staff and brainstorm ways you can apply the information to your retail business.

### **Thursday: Interviews with CAN authors**

Interviews with CAN authors appear on Thursdays. Use the information to educate your staff about authors represented in your store.

You can also use the information to create trivia games and contests for your customers. Post a question-of-the- in your store and on your social media. Then post a picture of the winner on your social media!

### **Friday: Posts related to the craft of writing**

Our Friday posts are related to the craft of writing. Do your customers wonder how their favorite authors craft their books? Here's their opportunity to find out! Or perhaps some of your customers want to write their own books. These posts are a terrific source of advice from the experts in Christian publishing!

Ava Pennington ([www.ChristianAuthorsNetwork.com/Ava-Pennington](http://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

