

SELF PUBLISHING? HERE ARE SOME RESOURCES TO CONSIDER

Making the change to being an indie author was like taking myself back through grad school. There was so much to learn—and I *still* have so much to learn. Since everything in this world is always changing, learning can never cease, or one will soon be left in the dust.

No matter how adept you become at marketing skills, the basis of a growing indie career is writing stories that are compelling and well-edited—novels that pull the reader along and make her (or him) eager for the next book you write. Weak plotting, one-dimensional characters, and/or sloppy editing will be a death knell to your career, leading to terrible reviews that may follow your books forever. So make sure your novel is edited meticulously before you think about publishing it!

Friends and I have devoured the following books on marketing and craft, and I am always looking for new resources to study. I hope you will too—whether you are republishing old books or writing anew.

BOOKS ON PUBLISHING and MARKETING—highly recommended

LET'S GET DIGITAL David Gaughran

AMAZON DECODED David Gaughran

STRANGERS TO SUPERFANS David Gaughran

BOOKBUB ADS EXPERT: MARKETING GUIDE TO AUTHOR DISCOVERY David Gaughran

Note: Gaughran regularly goes back into his e-books and does updates, but beyond that, he also writes updated full revisions. Be sure you watch for the newest pub dates. For instance, Let's Get Visible was out in 2013, and the original Let's Get Digital first came out in 2012

AMAZON ADS FOR AUTHORS Ricardo Fayet

HOW TO MARKET A BOOK Ricardo Fayet

FICTION BLURBS—THE BEST PAGE FORWARD Bryan Cohen

ULTIMATE GUIDE TO BOOK MARKETING Nicholas Erik

SELF PUBLISHING WITH AMAZON ADS Bryan Cohen

NEWSLETTER NINJA Tammi LaBreque

CRAFT BOOKS: Need to spruce up your content? Here are some good ones!

EMOTIONAL BEATS	Nicolas C Rossis
THE EMOTION THESAURUS	Becca Puglisi (almost 3,400 rating on AMZ—4.8 stars)
THE EMOTIONAL WOUND THESAURUS	Becca Puglisi 1,987 ratings, 4.9 stars
THE CONFLICT THESAURUS	Becca Puglisi 1,045 ratings, 4.8 stars

There are other excellent book in this series as well.

PLOT & STRUCTURE	James Scott Bell
REVISION AND SELF-EDITING	James Scott Bell
WRITE YOUR NOVEL FROM THE MIDDLE	James Scott Bell
CONFLICT & SUSPENSE	James Scott Bell
7 FIGURE FICTION (by analyzing & studying tropes)	T. Taylor
2,000 TO 10,000 WORDS	Rachel Aaron
ROMANCING THE BEAT	Gwen Hayes
HOW TO WRITE A MOVIE IN 21 DAYS	Viki King
SCREENWRITING TRICKS FOR AUTHORS	Alexandra Sokoloff
WRITE TO MARKET—DELIVER A BOOK THAT SELLS	Chris Fox -- Free at his website

And finally, a good website article:

<https://www.jessicabrody.com/2020/11/how-to-write-your-novel-using-the-save-the-cat-beat-sheet/>

I'm sure you know of many other wonderful resources. would love to hear about them!

FOR CLASSES, LONGER COURSES, AND OTHER RESOURCES

BRYAN COHEN'S FIVE-DAY AUTHOR AD CHALLENGE

The course is offered free, four times per year. The next one starts July 19th, 2023
Here is the link to sign up for the next class series, or the ones that follow:

authorsadvertise.com

If you do nothing else, do this free course! Many writers take it over and over. I took it at least three times, and learned more every time.

I then joined Cohen's Author Ad School—and it is worth its weight in gold. Lifetime access to a huge trove of courses, access (via a private FB group) to Ad School staff for feedback on your covers, blurbs, Amazon book sales pages, ad strategies, and more. Almost every day of the week they offer Zoom forums on a variety of topics, where you can ask questions and get live feedback

ALANA TERRY -- Patreon <https://successfulwriter.podia.com/>

Free newsletter

Podcasts

Many courses & webinars you can take on marketing, craft, etc.

For a small monthly fee (\$3, \$10, or \$25 per month) you can be part of Patreon.

I've been a Patreon member at the \$25 level for several years, which includes two free live webinars every month plus many other benefits)

I took her course **"2022 AND BEYOND AMAZON ADS CLASS"** last year, and it was so packed with information that I ended up typing up 57 pages of my notes.

NICHOLAS ERIK <https://nicholaserik.com/promo-sites/>

Definitely sign up for his free book marketing newsletter.

Click on the For Authors tab, to receive his free marketing guides

Next, click get his free "Mini Guide to Promo Site Strategies." Do so!

Keep scrolling down to the bottom. Along the way, you'll see valuable, regularly updated lists of the best places to use for promoting your book. Hint: Bookbub and the "Tier One" sites are the best.

The link he offers are updated regularly, and are valuable.

To do a book promotion (whether a new release or an older title) you can "stack" ads, along with Amazon ads, over a several-day period to drive sales, whether you have won a "Bookbub Featured Deal" or not.

DAVID GAUGHRAN <https://davidgaughran.com/>

His workshops are excellent, as are his newsletter, blog, and his books on publishing.

Be sure to sign up for his free newsletter at

<https://davidgaughran.com/following-free-newsletter/>

Don't miss reading LET'S GET DIGITAL, 2018 version (or newer, if there is one by the time you read this.)

He regularly adds updates to his books to keep the material current. (This book is a must-have.)

REEDSY

<https://reedsy.com/>

A wonderful resource for writing and publishing

Offers free ten-day publishing courses

Free publishing webinars

Free podcasts (many)

A blog with excellent information

Free newsletter

List of free and paid book promo sites

Tour the website—there's more!

Ricardo Fayet is one of the founders of Reedsy.

He has a new book out: **AMAZON ADS FOR AUTHORS** I highly recommend it.

HOW TO MARKET YOUR BOOK, is also excellent, with 1,132 reviews and 4.5 stars

OTHER AUTHOR RESOURCES

FACEBOOK GROUPS

Author Support Network on FB. If you aren't yet aware of it, join. It's a goldmine of valuable info via other published authors. Find this FB page and ask to be admitted. A great place to ask questions.

Authors Optimizing Amazon and Facebook Ads—Facebook.

[Plottr Writer Community](#) on FB –this is a live link

There are many other Facebook pages for authors of various genres. Search for those with your interests.

ORGANIZATIONS that provide valuable information (this is just a short list—you may know of many others)

Novelists Inc
Authors Guild
RWA
ACFW (Christian)
RWA/FHL Chapter (Christian)
Science Fiction & Fantasy Writers
Sisters in Crime
Kiss of Death chapter of RWA
ALLI (Alliance for Independent Authors)
And there are *many* others...

I belonged to Author's Guild in the early 2000's, but left. I rejoined last year and I'm so glad I did. Besides the legal assistance they can give you with contracts, they have excellent discussions on their email loop—a great place to ask questions on all aspects of writing and publishing.

SOME GOOD CONFERENCE TO CONSIDER

NOVELISTS INC ANNUAL CONFERENCE is one I never miss.
It's totally geared toward published authors)

RWA I attended without fail from 1995 through 2018. Wonderful !

20Books: <https://20booksvegas.com/>

Attend, or you can receive every workshop virtually for just \$50

There are 190 sessions this year. See schedule here:

<https://docs.google.com/spreadsheets/d/1D6S-ZTNA4wyfvZCMmwd6FEeR5QtqLBS1mp9NeKo1rgI/edit#gid=0>

ACFW (Christian)

SOME GOOD PROMOTION SITES

Booksweeps— <https://www.booksweeps.com/authors/>

You can sign up for your genre-specific promotions at a low cost and receive a lot of visibility

Litring Book Promotions <https://litring.com/promos>

You can sign up for your genre-specific promotions at a low cost and receive a lot of visibility

Bookfunnel <https://bookfunnel.com>

(\$100 per year, but then you can join as many, many group promotions as you'd like, at no further cost.)_You can also use it for author swaps, sending ARCs, sending prizes, selling your books, and much more.

Writerspace <https://authors.writerspace.com/>

This is a great place for increasing your visibility. It's \$150.00 per month, but they manage mynewsletters, they have monthly reader contests which reach 150,000 members. (you can

offer one free book, and just one winner is chosen for it, but *everyone* who enters is added to your personal mailing list.)

You can also blog on their website, reaching those 150,000 readers, attend their big promotion events to reach more readers, participate in their Facebook events, etc. Every year they will design a free book cover for you, but you can also use their website and bookcover design services.