

## SELF PUBLISHING? HERE ARE SOME RESOURCES TO CONSIDER

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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 growing an 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. Make sure your novel is edited meticulously before you think about publishing it!

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

**BOOKS ON PUBLISHING and MARKETING**—I have read and used these. 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 the content when you update a book, or write a new one? Here are some good ones!**

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

*There are other excellent book in this series as well.*

<b>PLOT &amp; STRUCTURE</b>	James Scott Bell
<b>REVISION AND SELF-EDITING</b>	James Scott Bell
<b>WRITE YOUR NOVEL FROM THE MIDDLE</b>	James Scott Bell
<b>CONFLICT &amp; SUSPENSE</b>	James Scott Bell
<b>WIRED FOR STORY</b>	Lisa Cron
<b>STRUCTURING YOUR NOVEL (and others by this author!)</b>	K.M. Weiland
<b>STORY</b>	Robert McKee

*When I was writing for Harlequin, the editors were all told to study this book.*

**My daughter, who writes as Quinn Hallows, recommended these to me. Excellent books!**

<b>7 FIGURE FICTION (by analyzing &amp; studying tropes)</b>	T. Taylor
<b>2,000 TO 10,000 WORDS</b>	Rachel Aaron
<b>ROMANCING THE BEAT</b>	Gwen Hayes
<b>HOW TO WRITE A MOVIE IN 21 DAYS</b>	Viki King
<b>SCREENWRITING TRICKS FOR AUTHORS</b>	Alexandra Sokoloff
<b>WRITE TO MARKET—DELIVER A BOOK THAT SELLS</b>	Chris Fox -- Free at his website

**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. I would love to hear about them!

## CLASSES, LONGER COURSES, AND OTHER RESOURCES that I highly recommend

### 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](https://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

**PUBLISHING RESOURCES --I highly recommend these!**

K-Lytics - <https://k-lytics.com/basic-reports/sample/>  
<https://k-lytics.com/pricing>

INVALUABLE data on a wide variety of specific genre markets.

You can access information for free, or choose to pay for more in-depth information at various rates.

You can also choose to pay for just a specific genre report...or pay \$37.00 for one month to check it out.

I did that at first, but it provides such a wealth of data that I ended up buying the Elite Annual Pass.

**Publisher Rocket** <https://publisherrocket.com/>

Lifetime access for just \$97.00

All future updates included

Wonderful tool for researching profitable keywords

Research bestselling categories

Generate thousands of Amazon keywords in seconds

You can check out the top books in your genre, and see what categories

*They* are under, what they are earning, page length, what the covers look like (do the top books have similar colors, design, and more/

Excellent support

To me, this is a “must-have.” It can save you hundreds of hours of research.

**PUBLISHER ROCKET is actually part of the Kindlepreneur website. Read on to see what else they offer.**

KINDLEPRENEUR <https://kindlepreneur.com/>

## We Build Tools for Self-Publishers

Check out some of the resources we've built to help you sell more books online

### **MORE TOOLS**

Product details

**Paperback:** 275 pages  
**Publisher:** (February 26, 2020)  
**Language:** English  
**ISBN-10:**  
**ISBN-13:**  
**Product Dimensions:** 7 x 0.6 x 10 inches  
**Shipping Weight:** 1.3 pounds ([View shipping rates](#))  
**Customer Reviews:** ★★★★★ 11 customer reviews  
**Amazon Best Sellers Rank:** #415,360 in Books ( #773 in Advertising (Books) #113 in Search Engine Optimization)

Kindle Best Seller Calculator

Kindle Books Books

Discover How Many Kindle Books An Author Is Selling By Entering Their Kindle Best Seller Rank

Enter Best Sellers Rank... CALCULATE

SEE HOW MANY BOOKS A DAY SOMEONE IS SELLING ON AMAZON

### **Amazon Sales Rank Calculator**

This tool lets you convert Amazon's Best Seller Rank into a rough estimate of how many Sales Per Day the book receives.

[TRY OUT THIS TOOL](#)

### **Book Description Generator**

### **QR Code Generator**

### **Free Amazon Ads Course**

### **Free MailerLite for Authors Course**

### **Publisher Rocket**

### **Atticus**

**\*\*Note: Atticus is a way to format your books for publication. I've been meaning to try it. Some other options (among many) are Draft -2-Digital, Vellum, and Amazon's new option.**

**CANVA** for creating memes, covers, and more ( free or paid versions)\_

### calibre - E-book management



[Calibre eBook](https://calibre-ebook.com) <https://calibre-ebook.com>

**Their blurb:** “*calibre*: The one stop solution for all your e-book needs. Comprehensive e-book software.”

I use this for converting files (example: epub → Word)

## 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**

(you may know of many others)

Novelists Inc

Authors Guild

RWA

ACFW (Christian)

RWA/FHL Chapter (Christian)

Science Fiction & Fantasy Writers --website includes "Preditors & Editors" warnings

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 lengthy, excellent discussions on their email loop—a great place to ask questions on all aspects of writing and publishing.

**SOME GOOD CONFERENCES TO CONSIDER**

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

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

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

There are 190 sessions this year. See the 2023 schedule here:

<https://docs.google.com/spreadsheets/d/1D6S-ZTNA4wyfvZCMMwd6FEeR5QtqLBS1mp9NeKo1rgl/edit#gid=0>

**ACFW (Christian)**

**RWA**



### 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 you can join as many, many group promotions as you'd like, at no cost. You can use BF for author swaps, sending ARCs, sending prizes, selling your books, and more.

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

A great place for increasing your visibility. It's \$150.00 per month, but they manage my newsletters, 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.

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[www.roxannerustand.com](http://www.roxannerustand.com)

[Check out the "Writer's" tab on my website for more writing resources](#)