Lama Jabr

The Self-Publishing Tools of Trade Every Author Must Know
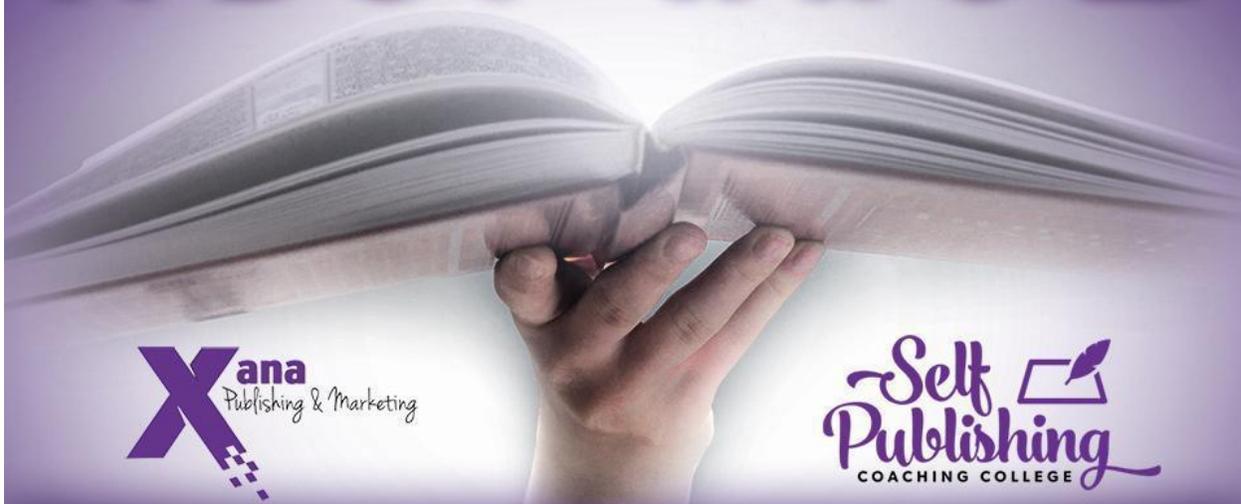
THE SELF-PUBLISHING TOOLS OF TRADE
EVERY AUTHOR MUST KNOW

Lama Jabr

Second Edition 2017

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Title: Self-Publishing Tools of Trade Every Author Must Know

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A message from the author

Dear Aspiring Author,

The process of writing, editing, proofreading and publishing a book on your own can be overwhelming. The sheer amount of work necessary to complete every task associated with writing and publishing your book has the potential to confuse anyone, and the process can easily cause some authors to forget the important steps necessary to achieve your goal successfully. Proofreading and editing, for example, are vital steps that many potential authors neglect or prioritize properly.

Even once your book is published, achieving full exposure of your work can be more difficult than actually publishing it. However, there are many useful resources online to help authors like yourself be reminded, guided and inspired throughout your journey of self-publishing. It is important that we learn to navigate through these online tools to effectively take advantage of these resources and maximize our success while on our self-publishing journey.

My latest work 'The Self-Publishing Tools of the Trade Every Author Must Know' was published with the intent of guiding you, as a self-publishing author to some of the most useful tools currently available on the web, and to save you time and money.

I have compiled lists of some of the most popular online services in themed sections so you can easily navigate through what is important and what will help you on your journey. Most of the websites I have featured in this eBook come with a short description to help you choose the right sites for your publishing needs.

The websites are listed in alphabetical order unless specified otherwise. Please use the lists to guide your publishing process, but note that you will need to research each site to see what it has to offer before deciding which is best suited to your project.

All the links listed were active at the time of this publication; if any websites display error messages when you click on a link, I apologize in advance. I do not have control over these sites, so if any links do not

open after the publication of this eBook, my first opportunity to make editorial changes will be with the next edition of 'The Self-Publishing Tools of the Trade Every Author Must Know.'

While I have included a variety of useful resources, any additional unidentified websites that you feel are beneficial and should be included, please don't hesitate to let me know. Additionally, if you have encountered a noteworthy experience in dealing with any of these sites, positive or negative, please contact me as I would greatly appreciate your feedback.

I sincerely wish you all the best with your journey of writing and self-publishing.

Please contact me if you have any questions, suggestions, or comments about the content of this eBook. I would love to hear from you.

My direct email is lama@xanapublishingandmarketing.com, or you can submit the 'Contact Form' at this link: http://xanapublishingandmarketing.com/contact

Warmest regards,

Lama Jabr

http://xanapublishingandmarketing.com

Connect with me

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STEP 1: <mark>Claim Your FREE UPDATES</mark>

To claim your FREE updates, get notified of new releases; receive ongoing tips, special bonuses and exclusive deals

Simply [Click Here NOW!]

Part I: Researching Your Book

1.1 Amazon Kindle Research Tools and Category Selection

These websites provide an avenue of analyzing and researching the Kindle store. You can analyze search terms to optimize your book in the Amazon search engine, find out how difficult it is to rank your eBook on the first page of results, research categories, investigate your competition, and find out hot niches and more. This is an important first step as it will drive your success.

1. Aaron Shepard's Sales Rank Express
This site helps you check Amazon Sales Ranks for Print Books, Kindle Books, and Audiobooks on Amazon Worldwide. It achieves this with the Premier Sales Rank Checker, Book Monitor, and Market Research Tool for Authors and Publishers. This is a great tool for the beginner as they have a step-by-step process and an extensive list of FAQ's available.
http://salesrankexpress.com

2. eReaderIQ
eReaderIQ is a price tracking service for Kindle books. Their goal is to help you make faster, easier and smarter decisions when it comes to managing your Kindle. They provide ways to track your book and other books in the same genre; also, it will help with pricing your books competitively with other books in the same genre.
http://ereaderiq.com

3. KDP Rocket
Helps writers identify profitable book ideas, market your book to Amazon buyers, and improve Kindle ranking. Simple to install software. Comes with a *30 Day No Questions Asked Money Back Guarantee.*
https://kdprocket.com

4. KDPulse
KDPulse lets you import the statistics of any *competitor's* book and help you keep track of it. You can constantly compare how your books are doing compared to your competition. You also get a link directly to each book. Their dashboard will provide you with access to all your Kindle stats in one easy place.

You can track Best Sellers Rank, Current Book Promotion Sites List, Live Sales and Pages Read as well as Reviews and Stars. Their plugin is compatible with Microsoft, Apple, Chrome and Firefox.

http://kdpulse.com

5. KDSpy

KDSpy is a Google Chrome extension. It uses, "Reverse Engineers' to analyze the Kindle marketplace & reveals lucrative Kindle niches - in seconds!" It can quickly develop a sort of "word cloud" of words that make up titles in your genre and help you to create a new, high ranking title based on those results. Easy to use, load it onto your browser to receive alerts and notifications on your book. Comes with a *30 Day No Questions Asked Money Back Guarantee.*

http://kdspy.com

6. KeywordInspector

KeywordInspector is a combination of tools that is made to help you sell your products and optimize your sales on Amazon.com to gain an edge over the competition. *KeywordInspector's* Reverse ASIN Keyword Tool (for US, UK, DE marketplaces) is their most popular tool. This nifty tool helps you to see what keywords are trending to help you stay on target. It is important to know which keywords consumers are using to search for their purchases. As a self-publisher, this tool is very useful.

http://keywordinspector.com

7. KindlePreneur Sales Rank Calculator

This *Kindle Sales Rank Calculator* has been created as a free tool to help authors understand the connection between Amazon's Best Sellers Rank number and Kindle eBooks sold per day.

http://kindlepreneur.com/amazon-kdp-sales-rank-calculator

8. K-Lytics

K-lytics is the leading eBook market intelligence for success. K-lytics is an online tool for instant market data on the Amazon Kindle eBook Market. Latest Kindle trends, eBook publishing trends for authors and publishers. It will show you how to invent new genres and themes by blending with the best niches with newly created ones to make your book highly visible. One of the best tools for authors and publishers.

http://k-lytics.com

9. MerchantWords

MerchantWords collects the most commonly searched words and phrases on Amazon.com and stores the records in its database. You can find out exactly which search terms are the most popular and which ones are the least popular. Modeling their data collection after Google, MerchantWords will collect data, apply their unique algorithm to measure the number of searches for keywords on Amazon.

http://merchantwords.com

10. NovelRank

Free Amazon Sales Rank tracker for tracking book sales on all Amazon domains. It is an easy tool for tracking Amazon sales across the world, the effectiveness of your marketing efforts and the number of actual sales you can expect.

 http://novelrank.com

1.2 Keyword Research Tools

Keyword research tools are used to find and research all alternative search terms used by searchers to find a genre or a book.

1. Google AdWords Keyword Planner Tool

Keyword Planner is a free AdWords tool that helps you build Search Network campaigns by finding keyword ideas and estimating how they may perform. You can use Keyword Planner to help you get historical statistics such as search volume data for new keyword ideas or to get forecasts on keyword ideas so you can plan your budget. Very useful tool when researching your niche.

https://adwords.google.com/KeywordPlanner

2. Google Alerts

This tool sends you e-mail updates on the topics you choose and lets you know about any mentions of your name, company, product, book or anything important that you specify. It is great for monitoring your online reputation and the web for new interesting content.

http://google.com/alerts

3. Google Trends

Google Trends allows you to explore search topics that are trending. It shows how often a specific search term is entered relative to the total search volume across several regions and languages.

http://google.com/trends

4. Google Trends Top Charts

This tool allows you to view charts of the most popular and frequently searched topics on the internet.

http://google.com/trends/topcharts

5. Keyword Tool

Keyword Tool can help you find out what your target audience is typing into Google, Bing, Amazon and YouTube search box. They have both free and pro versions.

The Free version of Keyword Tool generates up to 750+ long-tail keyword suggestions for every search term.

http://keywordtool.io

6. SEO Chat Suggest Tool

The tool collects as-you-type "suggestions" whenever you use a search engine like Bing, Yahoo, Google, or even YouTube and Amazon. It expands the list after you've typed in your "core" keyword to give you a large list of phrases to use in the SEO.

http://tools.seochat.com/tools/suggest-tool

1.3 Reference and Online Research Sites

These sites provide references and information for your research. They're often great for finding more specific information about a topic when all you have so far is a general idea or term. These sites are meant to help writers find focused and purposeful information by using internet based resources and information. They can be accessed quickly and efficiently and in most cases are free.

1. About
About is an online resource site that provides articles, online courses, multimedia content and relevant links regarding a variety of topics.
http://about.com

2. Answers
Answers is another Q&A based site. Users can post or answer questions, and interesting questions are promoted by the site. Please note that this site is user driven, which means the answers are of dubious and questionable quality at best.
http://answers.com

3. eHow
eHow is a website that offers how-to-guides in both text and videos on nearly any topic.
http://ehow.com

4. Google books
Google books allow users to browse books online. If the book is out of copyright, or the publisher has been given Google permission, you'll be able to see a preview of the book. When the book is in the public domain, you're able to download a PDF copy.
https://books.google.com

5. HowStuffWorks
This site provides unbiased, reliable and easy to understand answers of how the world works.
http://howstuffworks.com

6. HubPages

HubPages has magazine-style articles and provides several ways to improve your writing skill. You even get your subdomain where you can post and advertise.

http://hubpages.com

7. Public Domain Archives

You can look for public domain content at public domain archives. One of the most popular sites is http://gutenberg.org. Just make sure you do your research to verify that the content is truly copyright before you use it.

Important note: You should not use Public Domain Content as is. You need to adapt it, rewrite it, add value to it and make the work your own. Plagiarism is a huge deal in the literary world!
Before publishing your works on the Kindle, the iBookstore and the Nook store, make sure your work is compliant with their policies on public domain works.

http://gutenberg.org

8. Reference

Reference is an online encyclopedia, dictionary, and thesaurus. It also offers machine translation and web search.

http://reference.com

9. Wikia

Wikia is a free hosting service for wikis. It hosts hundreds of thousands of wikis on a wide array of subjects.

http://wikia.com/Wikia

10. Wikipedia

Wikipedia is the most popular reference website on the internet and covers millions of topics in hundreds of languages.

http://wikipedia.org

11. Yahoo! Answers

Yahoo! Answers site uses a Q&A based format. Type in your question and other users can answer or vote on the most popular answer. It is a question-and-answer site driven by a community of users, where people can ask or answer questions posted by others. The best answer is then either chosen by the asker or voted on by the community.   Please note that this site is user driven, which means the answers may be of dubious and questionable quality.

http://answers.yahoo.com

✵✵✵✵✵

Share This Book

Twitter

Facebook

Google+

Part II: Writing Your Book

2.1 Book Title Generators and Blog Topic Generators

These sites can be used to help create titles for your poems, books, articles and blogs. For some writers, creating titles is a road block that can halt writing for hours and sometimes even days. For others, the title guides the story line of the book. These useful resources can help in many ways to further your writing and reaching your ultimate goal – writing a book!

1. ContentIdeator
This generator will create a list of titles that have *already been* created for any keyword you input. It can help you get an idea started if you're having trouble.
http://contentforest.com/ideator

2. Hubspot's Blog Topic Generator
This tool helps you generate relevant blog post titles based on terms that you would like to write about.
http://hubspot.com/blog-topic-generator

3. Romance Novel Title Generator
Some of the titles this generator creates can be silly. That's OK. They might work for a comedy novel or just to keep you flexible and loose. Just keep pressing "Give Me Some Titles" until you find one that might work!
http://novelistvmd.awardspace.com/RomanceTitleGenerator2.htm

2.2 Editing and proofreading

Sally Asnicar of *Full Proofreading Services* and *Blue Eye Editing* (www.proofreadingaustralia.com.au) summarizes the process of editing and proofreading prior to publishing, and offers some useful tips on how to prepare your MS for editing, how to save money on editing, how to find an editor, and how to follow through to the final proofreading stage to ensure your published book is the best it can be. Preparing, researching and writing your MS takes time; weeks, months – even years. But that's just the beginning. Writing is the first step in a long process to self-publish your book. You still have to get your MS edited and proofread, and the book published and marketed before it can be sold to the world and hopefully, attract great reviews. Here is a rundown of what you need to do to get your MS publish-ready, and maximize your book's chances of success:

A). Self-editing

At last, you've finished writing your MS – but it's still a long way from becoming a published book. You first need to go through the process of self-editing. See Part 2.6 Writing Tools for some useful links to software programs that can help you with this process.

B). Feedback

Once you've self-edited your MS and are fairly happy with it, it's time to let other people read it. You may want to start by showing it to relatives, friends or colleagues, but bear in mind that as they know you (and some of them love you), they may not be entirely objective or honest in their feedback. Flattery and encouragement are great, but it's not very helpful if your MS has flaws.

Your next step, therefore, is to get *objective* feedback, and this can be done by beta-readers. Beta-readers will generally read your MS for free, will give you honest feedback and, hopefully, constructive criticism. A few things to remember:

- Beta readers are <u>not</u> editors! Don't expect them to edit or proofread your MS. Their job is to give you honest feedback on the story only – what works; what doesn't; their overall opinion, etc.
- How do you find beta readers? Usually through readers' or writers' groups, social media groups, blogs, and forums.

- It's important to try and find a beta reader who likes your genre. Don't expect a sci-fi enthusiast to enjoy your chick lit and vice versa (unless it's a sci-fi chick lit).
- You can offer to beta read other writers' work – it's a good way to learn more about writing styles; what works and what doesn't.

C). Manuscript assessment/appraisal

Not all writers use this service – especially if they have successfully had their MS beta-read and have been able to use the feedback to rework any parts that need fixing. However, if you are still not satisfied with your MS, and it doesn't seem to be working no matter how much you self-edit, a cheaper option before hiring a professional editor (who may have to do a full developmental or structural edit), is to have the MS assessed or appraised. This is usually done for a fixed fee based on word count. You will receive a report – anything from 1 page to 10 or more pages depending on the length of the MS and how much work it needs, and can use this to iron out the main issues that need fixing. There are manuscript assessment businesses that specialize in this service; some editors also offer assessments, and writers' organizations and some publishers also offer an appraisal service.

D). Hiring an Editor

A well-edited book is one of the crucial components for its success**.** Once you have received honest, constructive feedback, have self-edited your MS and are happy that it's in reasonably good shape, it's time to hire an editor. Here are a few tips to help you with that process:

- *Budget*. Simply put, editors cost money – and really, you get what you pay for. If you are serious about your book's success, you are well-advised to start putting some money aside to pay for an editor while you are still writing your MS.

- *Book it in*! Good editors are often (literally) booked up months in advance, so if you have a specific editor in mind – someone who's been recommended to you, for example – it's important you contact them even before you've finished writing your MS. Don't wait until your MS is 'almost perfect' and then start making enquiries. You will probably be disappointed with how long you have to wait.

- *Find your editor.* If you've never hired an editor before, and have no idea where to begin, you have a few options:

  - ➢ Ask for recommendations. Other writers are the best people to ask – especially writers of the same genre.
  - ➢ Check out local, state or national editors' associations. These associations have registers of their members, advertising their services and specialties.
  - ➢ Google it! Search for editors who have professional websites that appeal to you; make a shortlist of several and check out their reviews, then contact them.
  - ➢ If you are on a tight budget, you can try some of the sites mentioned in Part 4.3 to find affordable editors. There are qualities in an editor you should be looking for – someone with experience; someone who is affordable; and someone who can work within your schedule.   Inexperienced editors often sign up to these registries and may be located far from where you are (issues might be communication/payment problems), and English may not even be their first language. It's preferable to hire someone whose first language is the same version of English that you write.

  - ➢ *Get a quote/sample edit.* Once you've found an editor, or have two or three shortlisted editors, it's time to get a quote and a sample edit. Most editors will ask to see your MS – or at least an extract of it – so that they can assess the type(s) of editing it requires and how long it will take to carry out the editing, so that they can provide you with a quote.

Important: By the time you have received the sample edit and had numerous communications with the editor, you should feel a rapport developing. You must trust the editor you hire and you should feel comfortable handing over your MS to them. If you have any doubts at all, you may need to keep looking. This is an important decision because a writer-editor relationship that goes sour can be disastrous for both of you, not to mention your book.

- *Finalizing the details.* Now that you've selected your perfect editor and have booked them in, they should provide you with a contract that includes details such as:

➢ Type(s) of editing to be carried out, e.g. substantive/developmental editing (this shouldn't be necessary if you've followed the recommended steps above); copyediting; proofreading (*see below). The editor will also confirm which version of English is to be used (some writers unintentionally mix up versions, e.g. UK/Australian English with US English).

➢ Number of passes. Depending on the type(s) of editing to be done, the MS may require two or three passes (sometimes more). The editor should return the MS to you between passes, to deal with any queries he/she may have that need addressing before the next pass.

➢ Timing, pricing, terms of payment, etc. should all be agreed upon before the editor begins. You will normally be required to pay a deposit (say, 50%) upfront before he/she begins, and the balance on completion.

There may be other terms and conditions added by the editor or you, which must be agreed to before editing commences.

● *Communicate!* Remember, you and your editor are a team. The editor knows how much effort you have put into writing your MS; how important it is to you; and wants you to have the best outcome so that you publish a book of which you are truly proud. The editor should liaise with you regularly through the editing process to achieve this outcome. Editing is a collaborative effort (for which the editor expects no recognition other than your gratitude and prompt payment).

E). Proofreading the formatted proof

Once your editor has edited your MS and you are completely happy with it, it's time to get it ready for publishing. If you are having a business do the formatting and publishing for you, they may have in-house or freelance proofreaders do the proofreading as part of the package. If not, you will need to hire a proofreader to run a final, keen pair of eyes over the formatted proof. It's easy to skip this final stage of editing, but it's unwise. Many a time innocuous but crucial errors are picked up at this final stage, which may have been completely missed by you, your editor, and the publishers. Your editor may or may not agree to also proofread* the book for you – often they feel they are 'too close' to the book and won't pick up anything they've previously missed. A fresh, professional pair of eyes is best. On the bright side, proofreading usually only involves one pass and is the cheapest stage of editing.

<center>***</center>

Author's Note: Thank you so much, Sally, for your contribution and sharing your knowledge and expertise with the readers. Very much appreciated.

2.3 File Sharing Sites

Sometimes you'll need to save and share your files. The following sites serve as both a great way to store your data and share it with others. Having backup copies of your manuscript is important. Too many times computers or lost thumb drives wreak havoc. Don't let it happen to you!

1. AmazonS3
Amazon Simple Storage Service (Amazon S3) only charges you for the data storage that you use, so none of your money is wasted. It gives secure and highly scalable storage. It's easy to use and lets you store and retrieve data from anywhere on the web.
http://aws.amazon.com

2. DropBox
Once you've downloaded *Dropbox* onto a device, you can save documents to it. These documents can then be viewed and opened on *any* device with *Dropbox*.
http://dropbox.com

3. GoogleDrive
You can back up or save and edit your content in *Google Drive*. You can then access them anywhere with an internet connection.
http://drive.google.com

4. OneDrive
OneDrive lets you store and share all your files from the cloud, and can be accessed on phone, tablet, or computer.
http://onedrive.live.com

2.4 Pen name Generators

These services can generate pseudonyms, just in case you don't want to put your real name on your content. Sometimes authors wish to venture off into another genre safely without jeopardizing their readership base. They are also useful when needing to find names for your characters.

1. Fake Name Generator
With 37 languages and 31 countries, the Fake Name Generator site claims the most advanced name generator on the internet. Generate names, addresses, social security numbers, credit card numbers, occupations, UPS tracking numbers, and more that are completely free.
http://fakenamegenerator.com

2. Name Generator
This pseudonym generator can randomly generate thousands of names for both males and females,
http://namegenerator.biz/pseudonym-generator.php

3. Behind the Name: Random Name Generator
This website offers names for male and female characters and pseudonym based on several factors – gender, ethnicity, period, mythology, Biblical and fantasy.
https://www.behindthename.com/random/

4. What a Lovely Name
This website offers names for both male and female characters based on personality and ethnicity.
http://www.whatalovelyname.com /

2.5 Plagiarism Checker Sites

Plagiarism is a serious problem that you need to be cautious of, whether you're trying to avoid doing it or trying to make sure someone doesn't attempt to do it to you. The following sites offer web scans that will check and prevent any forms of plagiarism linked to your text. Taking this step will allow you to keep track of your work through an easily downloadable program.

1. Anti-Plagiarism
Anti-Plagiarism is a software designed to effectively detect and thereby prevent plagiarism, especially in educational institutions, and it's designed to search the web for instances where someone copy-pastes work and claims it as their own. It's free, and you can check *.rtf, *.doc, *.docx, and *.pdf files.
http://sourceforge.net/projects/antiplagiarismc

2. CopyScape
Copyscape is an online plagiarism-checking software that thoroughly scans the internet for any copies of a client's work online. The service has a free option, but you can also choose to pay for *Copyscape* Premium (a more advanced version of the software) and *Copyscape* Sentry, which scans the internet daily or weekly and will e-mail you upon discovering any copies of your work.
http://copyscape.com

3. PaperRater
PaperRater offers three tools: Grammar Checking, Plagiarism Detection, and Writing Suggestions. It is a free resource that is developed and maintained by linguistics professionals and graduate students. It is completely free to use, and it allows you to check for plagiarized parts in your writing, this is commonly used by students for essay checks.
http://paperrater.com

4. Plagiarism
Plagiarism has a search box as well as a software download available for Windows. Users can also search for entire URLs and files in HTML, DOC, DOCX, RTF, TXT, ODT and PDF formats.
http://plagiarisma.net

2.6 Writing Tools

There are many software programs available to assist you through the process of writing and self-editing your MS. While these programs cannot edit or proofread your MS to the standard of a professional editor/proofreader (see Part 2.2 Editing and proofreading), they can assist with your writing and the self-editing process. Here are a few recommended programs and remember that prices vary.

1. Dragon Naturally Speaking Software
This is a voice dictation software that both dictates what you say and can enable you to control your computer with your voice.
http://shop.nuance.com/store/scsoftAP/pd/productID.306267900

2. Evernote
Evernote is a premium app that lets you take notes, sync files across your devices, save Web Pages, capture inspiration, and share your ideas with friends and colleagues.
http://evernote.com

3. Grammarly
Instantly check for 250 types of grammatical, spelling, and punctuation mistakes.
http://grammarly.com

4. Scrivener
Scrivener is a word processor and project management tool created specifically for writers of long texts such as novels and research papers. It won't try to tell you how to write - it just makes all the tools you have scattered around your desk available in one application. Download their free trial at this link:
http://literatureandlatte.com/trial.php

5. PerfectIt Pro
This program is popular with professional editors and writers. Primarily acting as a consistency checker, it can be tailored to the style sheet for your MS, checking consistency in headings, capitalization, abbreviations, spellings, hyphenation, and much more.

6. Writer's Blocks

The more you add to your MS, the more difficult it becomes to manage making polishing and editing more complex. Your computer screen only lets you see small snippets of your MS at a time. This tool is designed to allow you to create, view and organize your writing in an easy to manage way.

http://www.writersblocks.com

2.7 Word Counter Sites

Sometimes articles or content that you need to read, write, or evaluate may need to be of a certain length. These websites offer word counting services enabling you to meet your prescribed limits. A resource such as this is also useful to help monitor how much is added to taken away in the editing process.

1. AnyCount

AnyCount produces automatic word counts, character counts, line counts, and page counts for all common file formats.

http://anycount.com

2. CharacterCount

Character Count Online is another free online character and word counting tool.

All results are immediately shown.

http://charactercountonline.com

3. WordCounter

By simply copying and pasting your text in the *WordCounter* box, you can find out the exact amount of words and characters.

http://wordcounter.net

2.8 Beta Readers

Once you have written your book, gone back and done a first round of edits you need to pass your book to others with an objective point of view. Beta Readers are folks who read books, usually for free, and provide authors with plot holes, character development issues and anything else that does not make sense. It is important to give your book to someone who has no relationship to you, someone who won't mind being constructive in their input.

Beta Readers can be found on social media; usually, Facebook is a good venue to find them. It would be best to find people who enjoy the genre you write. In other words, do not ask someone who loves romance to review a science fiction or zombie genre book – they may not be able to separate their dislike of the genre from providing constructive criticism.

The goal of all beta readers is to help authors be the best they can be; if you don't feel like they have your best interest at heart, find another. Beta Readers are important to you.

2.8.1. Where to find Beta Readers

Most Facebook groups will have Beta Readers on stand-by and who are eager to read your work. Some good groups on Facebook to connect with to find Beta Readers; here are some search terms to use to find them:

Authors, Bloggers, Writers, Readers, and Books –group for everyone – readers and writers.
Passion for Books – romance genre. Zombie Book Club – Horror, Zombies, and thriller genres.
Beta Readers Club – Hangout for Beta Readers
Beta Reader Writers Club – Fun place for writers and betas alike.
The Beta Readers Club – When your writing needs a bit of realism.
The Lit Club Beta Readers – Small group of dedicated beta readers.

Beta Readers can also be found at:
Goodreads.com – Beta Reader groups and reviews
WordsAPlenty.com – Beta Reader and Reviewer

Freelancer.com – find Beta Reader, Reviewer, Writer, Editor

Betareadershub.tumblr.com/ - Beta Readers

2.8.2 Beta Reader Checklist

These sites provide checklists for Beta Readers enabling you to ask the right questions and to help keep you focused as you re-write. Helpful tips and resources to help you find the right Beta Reader and how to process their input.

https://www.standoutbooks.com/beta-reader-questionnaire/

https://thewritelife.com/ultimate-guide-to-beta-readers/

https://jmmcdowell.com/beta-reading-guidelines/

http://jamigold.com/2014/08/introducing-the-beta-reading-worksheet/

https://killzoneblog.com/2014/06/15-questions-for-your-beta-readers-and-to-focus-your-own-revisions.html

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Share This Book

Twitter

Facebook

Google+

Part III: Formatting Your Book

3.1 Formatting Sites and Tools for your eBook

Writing content is just one step if your book is an e-Book, you'll also need to format your book so that it's readable and clear on e-readers. These sites can help you deal with difficult formatting and can usually simplify the process to make it easier for you to format your new book.

1. Amazon Simplified Formatting Guide
Amazon's guide to formatting your book for Kindle.
http://kdp.amazon.com/help?topicId=A17W8UM0MMSQX6

2. Calibre
Calibre is a free and open-source e-Book library management application. It has several features divided into the following main categories:
Library Management, eBook conversion, Syncing to e-Book reader devices, Downloading news from the web and converting it into e-Book form, Comprehensive e-Book viewer, a content server for online access to your book collection and an e-Book editor for the major eBook formats. (Free)
http://calibre-ebook.com

3. Creatavist
Creatavist helps you integrate text, audio, video, and interactive elements into eBooks. Then it helps you publish, whether through an iPad, an e-reader, or a web browser. You can create, publish, and export one project on *Creatavist* for free, or choose to export unlimited eBooks for only $10 a month.
http://creatavist.com

4. EPUB Validator
A tool to validate EPUB files. It can recognize many types of errors in EPUB.
http://validator.idpf.org

5. iBooks Author
iBooks Author is a free application that allows you to create eBooks for the iPad. You can also add galleries, video, interactive diagrams, 3D objects, interactive widgets, and more to bring your eBook to

life. Choose from a variety of templates and layouts, or create one of your own. i*Books* will walk you through a step-by-step process to help you submit it to Apple's iBook store.

http://apple.com/in/ibooks-author

6. Jutoh
Jutoh is an eBook editor, converter and creator software for Mac, Windows, and Linux. Convert to eBooks for Kindle, iBooks, iPhone, iPad, Kobo, Nook.

http://jutoh.com

7. Online eBook Converter
This *online eBook converter* supports a variety of input formats like PDF, ePub, HTML, LIT, LRF, Mobi and more. Choose the target format you need for your eBook reader and start converting.

http://ebook.online-convert.com

8. PressBooks
PressBooks is an easy-to-use service that helps you create and format your eBook and offers customizable themes and templates for book design, and also partners with distributors so you can get your book sold through retailers. *PressBooks* exports to PDF, ePub, and Mobi. Pressbooks is free to use but leaves a Press books watermark on your work. It'll cost you $10 to remove it.

http://pressbooks.com

9. Sigil: The EPUB Editor
Sigil 0.8.9 is the result of countless hours of volunteer effort to create the fastest, most stable and powerful version of the best free EPUB editing software available. (It is free!)
Download Sigil from:

 http://code.google.com/p/sigil

10. Smashwords Formatting Guide
This free guide offers simple step-by-step instructions to create, format and publish an eBook. It's required reading for any author who wants to distribute their book via *Smashwords* to major eBook retailers such as Apple iBooks, Barnes & Noble, Scribd, Oyster & Kobo

http://smashwords.com

11. Word to Html

Convert your text to clean valid HTML. Just paste your text into the box, and it is instantly converted to clean valid HTML.

http://wordtohtml.net

12. Zinepal

Zinepal is used to create PDFs and eBooks from online content. This is useful if you have a blog or author website and you want to capture the content from online and move it into a PDF or eBook.

http://zinepal.com

3.2 Image Editing Sites Free

A picture is worth a thousand words. Using images in your blog posts or online content will help generate more interest and shares on social media and help achieve an emotional connection with your readers. Sometimes the images you have may not be the right size, shape, or format. The following sites can help you edit your photos:

1. Canva
Canva is good for those who might not be proficient in Photoshop or the more complex programs. It's free, and you can store all your work online. It also provides stock images to use (so no copyright issues arise).
http://canva.com

2. Compressor
Compressor is a powerful online tool for drastically reducing the size of your images and photos while maintaining a high quality with almost no difference before and after compression. Up to 90% file size reduction.
https://compressor.io

3. ImageBatch
ImageBatch is free downloadable software that lets you resize photos and convert, crop, or watermark your content.
http://imagebatch.org

4. Picasa
This Google product helps you organize and edit digital photos. It's available on Mac, Windows, and Linux. It offers some very helpful features, like red-eye reduction and color management. They also have a web album feature.
http://picasa.google.com

5. piZap
piZap is a free online photo editor. You can use different effects and stickers.

http://pizap.com

6. Lunapic

Lunapic is a free resource that provides the ability to resize, scale, crop, color, convert pictures to another format as well as make pictures transparent. There are more functions with Lunapic than mentioned here. Explore it – it's easy to use and no download or cost

http://www194.lunapic.com/editor/

3.3 Market Places for Book Covers

These websites provide freelancers who can design your book cover, or other graphic design needs professionally. The adage is "don't judge a book by its cover" but all too frequently that is how books are purchased. You want to select a cover that goes with your book, professional looking and unique. There are books on Amazon and other sites that are different genres and different writers but have the same cover!

1. Amazon Kindle Cover Creator
If you don't have a cover for your book, you can use KDP's Cover Creator to make one based on an image you provide or a selection from their gallery of stock images. Customize with a variety of layouts and font options.
http://kdp.amazon.com/help?topicId=A36JL6A6XSO6VH

2. CreateSpace Cover Creator
Cover Creator is a free online tool for building great-looking cover artwork for your book, CD, or DVD. Use your own photos, images, logos, and text to create customized cover artwork that represents your unique vision. Choose from several designs, themes, and colors from their professional templates. If you need an image, you can use their CS image gallery which is stocked with over 2,000 high-quality photos, all for use at no charge with your Cover Creator artwork.
Cover Creator formats and sizes your cover automatically, so you can focus on the layout, design, and copy for your title.
https://createspace.com/Tools/CoverCreator.jsp

3. DesignCrowd
DesignCrowd focuses on graphic design projects that help you get the best design possible.
http://designcrowd.com

4. Fiverr
Fiverr is a website where workers offer either standard or unique services, such as personalized advertising, entertaining videos, book covers and more. Most services start out at a rate of $5, but workers can earn more after completing successful projects.

http://fiverr.com

<center>*********</center>

<center>**Share This Book**</center>

<center>Twitter</center>

<center>Facebook</center>

<center>Google+</center>

Part IV: Publishing & Distribution

4.1 Audio Books

When you need to convert your work into an audio book, these services will have you covered for converting, publishing and distributing your audio book. They will also help connect you with the right narrator.

1. ACX
ACX is a marketplace where authors, literary agents, publishers, and other Rights Holders can connect with narrators, engineers, recording studios, and other producers capable of producing a finished audiobook. The result: more audiobooks will be made.
http://acx.com

2. Audible
Audible Inc. provides audio books and is one of the largest audio-entertainment websites in the world. Audible sells digital audiobooks, radio and TV programs, and audio versions of magazines and newspapers.
http://audible.com

3. OverDrive
OverDrive Inc. distributes eBooks, audiobooks, music, and videos. It provides helpful digital rights management and downloads services for libraries, schools, retailers, and publishers.
http://overdrive.com

4. Scribd
Scribd is a digital library and stocks eBooks, audio books, and comic books. It's a subscription service and is home to around one million titles.
http://scribd.com

5. Brilliance Audio
Brilliance Audio is a national leader in independent audiobook publishing. It publishes audiobooks that are formatted for compact disc, MP3-CD, and files suitable for download. It is not a subscription service and has over 6500 literary works to choose.

https://brillianceaudio.com

4.2 Digital Books Publishing Platforms

This is the foundation for preparing and delivering your content to your readers digitally. There are many different publishing platforms to utilize. Here are the most popular.

1. Amazon Kindle Direct Publishing (KDP)
A fast, easy and free way for authors and publishers to keep control and publish their book. Amazon KDP helps you publish your book directly to Kindle devices and apps. With KDP, you can convert your book to an eBook and sell it on the Amazon Kindle Store.
https://kdp.amazon.com

2. Apple iBooks
Apple iBooks allows you to submit your work for publication on their store.
https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wa/iBooksSignup

3. Barnes & Noble
Barnes & Noble may be the most iconic website for serious book lovers. They cover all genres and have age-based recommendations.
https://www.nookpress.com

4. Draft2digital
Upload your Word document, and Draft2digital will take care of the formatting, publishing, and distribution. Choose your list price and digital stores. You can track your sales daily with detailed reporting and make unlimited changes to your content for free.
https://draft2digital.com

5. GoogleBooks
GoogleBooks is one of the most common and massive book bases online. They have a "read anywhere, anytime" policy and their search base is quite substantial. Unfortunately, at the time of publishing this eBook, Google Books are not accepting new sign-ups.
https://play.google.com/books/publish

6. Kobo

Kobo supports many popular formats, including EPUB, EPUB3, and PDF and allows readers to buy and read their books from a number of sources. They offer a large online bookstore with the title in nearly one hundred languages and pride themselves on a large diversity of titles.

https://kobo.com/writinglife

7. SmashWords

SmashWords is an e-book distribution platform for independent authors and publishers.

http://smashwords.com

4.3 Freelance Marketplaces

These web services allow you to hire freelance writers as temps or as long term employees and pay per hour, per project, or per word basis (and more). Sometimes, you just need a proof-reader, editor, reviewer, book cover designer or an extra set of hands or eyes to finish some work, and these sites are good places to look.

1. Fiverr

Fiverr is a website where workers offer either standard or more unique services, such as personalized advertising, entertaining videos, book cover designs and more. Most services start out at a rate of $5.

http://fiverr.com

2. Freelancer

Freelancer is an online service which allows you to hire **freelance** programmers, web developers, designers, writers, or bid on projects. Work can be short or long term, and project sizes range from "tiny" to "large."

http://freelancer.com

3. Guru

Guru is a general-use freelance employment platform. It offers work in technology, creative arts, and business.

http://guru.com

4. Upwork

Upwork offers both short and long term work for freelance writers and has both entry and expert level projects.

http://upwork.com

5. Reedsy

Use Reedsy to find freelance editors, designers, and marketers to assist you through the entire writing, editing, and publishing process.

https://reedsy.com

4.4 Physical books – Print on Demand

When you need or want to produce your printed book on demand, these services have you covered. Utilizing this method of printing ensures your book is always available to your readers and keeps the number of unbought books to a minimum.

1. Createspace
Createspace provides free tools to help you self-publish and distribute your books, DVDs, CDs, and video downloads on-demand through Internet retail outlets, your website, and other bookstores, retailers, libraries, and academic institutions.

http://createspace.com

2. LightningSource
LightningSource is the global leader in print on demand and distribution services. It is the fastest and most economical way to get your books to consumers around the world.

http://lightningsource.com

3. Lulu
Lulu offers self-publishing for print-on-demand books, eBooksBooks, music, images and custom calendars. Authors create, print, and sell their books through all major retail channels. They set their royalties and control the publishing process.

http://lulu.com

4.5 Pirated Books

Like with everything, there are people who will take advantage of you by posting pirated copies of your book online. There are websites that act as venues for the illegal downloads of books by popular and new authors. While some will find themselves solely focusing on removing their book from these sites, please know that you cannot lose sight of your writing. Many of these pirate sites have "removal options." Beyond that, it is likely you will waste too much of your time focused on them and not on furthering your writing. Frequently, readers will find these books and then search you out on Amazon and other legitimate sites to purchase your book. The following is a short list of online assistance in this area.

1. https://opentrackers.org/downloading-ebooks-textbooks/ - software to help track your books on pirated sites.
2. http://ebookpiratehunters.blogspot.com/p/ebook-pirate-sites.html - they help authors to remove their books from pirated sites.
3. http://www.molly-greene.com/what-to-do-when-your-ebook-is-pirated/ - step by step instructions when your eBook is pirated.
4. http://www.wikihow.com/Combat-Book-Piracy - 8 steps to follow when your eBook has been pirated.
5 .http://www.indiesunlimited.com/2015/06/08/my-book-is-being-pirated-what-can-i-do/ - guide on pirated books.

*****

Share This Book

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Facebook

Google+

Part V: Author Branding & eBook Marketing

5.1 Author Websites

Author websites are used for a variety of reasons but mainly to connect to your readers, generate interest in your book(s) and announce next publication date. An author website is one method of putting both yourself, as an author and your book(s) out there publicly and online.

5.1.1 Best Free Blogging Sites

Blogs are one of the most powerful ways to promote yourself and your work. They attract high web traffic when formatted correctly and updated regularly, and blog subscriptions can be a powerful tool, both to promote your old work and publicize newer content. Also, popular blogs may find that they can make money by hosting ads from other companies, making them a potentially powerful source of revenue as well. The following sites allow the user to create both casual and professional blogs as needed.

1. Blogger
Blogger was first known as BlogSpot and was one of the earliest blogging platforms. It's a Google-owned service, which allows it to boast exceptional stability, experience, and publicity. Blogger is frequently used by more casual writers and bloggers because it's easy to use and set up, but professional writers can use it as well.
http://blogger.com

2. WordPress
Wordpress is one of the most valuable and popular blogging tools on the internet. *Wordpress* offers many alternative free and paid themes, tools, and services. Many writers, both amateur and professional, use it to publicize their works because of its simplicity and flexibility.
http://wordpress.com

3. Wix Website Building
Wix has the option of choosing the type of site you want to build (blog or website).   Choose to build the site yourself or let their ADI process do it for you. The site is designed with your approval with easy to design step-by-step process. Allows you to collect members and sell books. Can be done free or through a monthly charge.

http://www.wix.com

5.1.2 Domain and Web Hosting Sites

It is necessary to purchase the name and URL of your website and blog to ensure your proprietorship. Thus a domain site is needed to purchase your domain (i.e. http://www.yourname.com). To publish the content on your domain online, you will need a host. Some domain and web hosting sites can do all or part of this process. Shop around for user-friendly options. Some sites offer professionally designed options while others are more of a DYI site. Do what you are most comfortable with – all offer support. Here are some of the most popular Domain and Web Hosting Sites:

1. GoDaddy
Godaddy is the world's largest domain Registrar Company with ICANN-accredited registrar. It also sells e-business related software and services.
http://godaddy.com

2. HostGator
HostGator hosts over 8 million domains and features one-click Word Press installation and 24/7 support.
http://hostgator.com

3. iPage
iPage is one of the most popular services that offer fast, reliable unlimited hosting with a FREE domain name. *iPage* offers a good number of services, like site analytics, free yellow page listing, and daily spam scanning.
http://ipage.com

5.1.3 WordPress Themes for Authors and Publishers

The following is a list of *WordPress* themes that are popular with both authors and publishers. Some focus on ease of use and readability and others focus on promoting your content. Using different themes can help you see different ways of marketing and presenting your products.

1. Basic - Ultra-clean Responsive WordPress Theme
This theme is better for writers who have lengthy posts and use a varied number of different post formats. It's easily customizable and allows the reader to focus on the post without flowery or flashy backgrounds, and it opens on many devices very easily.
http://themeforest.net/item/basic-ultraclean-responsive-wordpress-theme/4345245

2. Booklet - Personal Blogging Theme
The greatest focus and benefit of this theme is the ease of readability for users, as it is designed to fit any screen automatically and can be read on every device. Even more so, it also allows the reader to change the color and size of the font to their needs.
http://themeforest.net/item/booklet-personal-blogging-theme/5861111

3. eBookie - One Page WordPress Theme with Blog
This theme is another one-page landing that's great for promoting books. It even has an integrated blog section so you can write even more about the book you're promoting or others you might be interested in.
http://themeforest.net/item/ebookie-one-page-wordpress-theme-with-blog/4556580

4. FlatBook - Flat eBook Selling WordPress Theme
Flatbook is available in any color scheme you could want, and it's designed to look and feel both simple and trendy. It works well as a simple, one-page stop to showcase your work.
http://themeforest.net/item/flatbook-flat-ebook-selling-wordpress-theme/6023410

5. Keilir - Personal Wordpress Blog Theme
This theme makes it easy to publish any kind of content: posts, pics, videos, or anything else. This is a great theme for writers and comes with SMS widgets and some other features.
http://themeforest.net/item/keilir-responsive-wordpress-blog-theme/4893662

6. Papirus - Ultimate WordPress Book Store

This theme is powered by the "Visual Composer" plugin and is very customizable and sleek. It works well for retailers or company portfolios.

http://themeforest.net/item/papirus-ultimate-wordpress-book-store/7970443

5.2 eBook Marketing

This section will provide you with the necessary tools and resources to market your book digitally. Be creative in the ways you pursue eBook marketing. While it is relatively new, it is easy to become overwhelmed. Go slow but steady.

5.2.1 Audio, Video and Webinar Software

The following are a few options for presenting audio, video and webinar presentations. Be creative in creating opportunities to share your work, your knowledge and to market your books. One could use these tools to connect with your readers and give them an opportunity to connect with you in marketing focused interactions.

1. Audacity

Audacity® is a free, open source, cross-platform audio software for multi-track recording and editing.

http://audacityteam.org

2. Camtasia

A screen recorder that captures what you need every time. Records whatever part of your screen you need, down to the pixel. *Camtasia's* precise crosshairs make it simple to capture windows, regions, or your entire desktop. Costly but certainly worth it.

http://techsmith.com/camtasia.html

3. Google Hangouts

Google Hangouts are used to stay in contact. Message friends, begin free video or voice calls and is used to join a discussion with one individual or a group. Speak more with stickers, photos, and emoji.

http://hangouts.google.com

4. GoToWebinar

GoToWebinar is the online conference software that makes it possible for anyone to host a professional webinar from the comfort of their office.

http://gotomeeting.com/webinar

5. Skype

Skype keeps the world talking, for free. Share, message, and call - now with group video on mobile and tablet too.

http://skype.com

5.2.2 Author Forums

There are many author forums existing across the internet; the following are some of the most popular and active. To gain valuable publicity as an author, create a profile, add your books (some are divided by genre) and actively participate in discussion forums to draw even more attention, curiosity and popularity to your work.

1. AbsoluteWrite
AbsoluteWrite is a forum for writers which has threads that discuss all aspects of any subject, from art to business.
http://absolutewrite.com/forums

2. KDP Amazon Community
Kindle Direct Publishing (KDP) Community has many accomplished authors and publishers who are very knowledgeable about all things 'self-publishing with KDP' whose titles are currently selling in Amazon's Kindle Store. Ask for help from fellow authors or lend a hand to someone who is new to KDP.
http://kdp.amazon.com/community

3. KBoards
KBoards is a community forum for Kindle Users and Authors. It is highly trafficked and very active, where KBoard's discussion forums contain vast amounts of active threads which are frequently viewed by users all across the United States.
http://kboards.com

5.2.3 Author Interview Opportunities

The following list of websites offers a number of opportunities for writers to gain vital interviews or sources via radio podcasts or industry connections. These may prove helpful in either gaining more publicity for your work or interviewing experts in the fields you are writing about.

1. ArtistFirst Radio Network
ArtistFirst Radio Network hosts a weekly segment titled "Author's First," an hour-long interview with an independent author. A small donation might be required.
http://artistfirst.com

2. BlogTalkRadio
BlogTalkRadio provides assistance for both syndicated and independent podcasters and helps them with every aspect of producing a podcast, from recording to live streaming to facilitating downloads. All aspects of the technical and commercial sides of the podcast are expertly dealt with to allow the writer to focus more fiercely on content creation.
http://blogtalkradio.com

3. BookerList
The right pitch, to the right contact, gets you booked! Find the inside people you need to reach right now!
http://bookerlist.com

4. HelpAReporter
Owned by Cision, who is a leading media company across the globe, this website focuses on helping journalists find experts in their field/genre in a quick and efficient manner. Each year, it deals with over fifty thousand queries from leading media outlets and helps journalists minimize the time they spend *researching* and maximize the time they spent *writing* by connecting them with experts in a variety of fields. It is possible to follow HARO on Twitter @helpareporter.
http://helpareporter.com

5. PRLeads

PR Leads has been connecting reporters to expert sources for over fifteen years and has extensive experience connecting sources and leads to its users. Its editorial sources are of exceptional quality to help your quotes appear in the best possible media publications and minimize time wasted on chasing dead-end leads.

http://prleads.com

6. RadioGuestList

This website will notify you whenever a radio or podcast show has an opening for guests on their show. Read the description to ensure that you are the kind of guest they are looking for. Radio shows and podcasts frequently seek guests that have works related to their show's theme, so make sure that your request to be on the show is appropriately worded. Be clear and polite.

http://radioguestlist.com

7. SourceBottle

SourceBottle is a free online service that connects journalists with sources. Conversely, it provides PR professionals and subject-matter experts with timely insight into publicity opportunities to help them gain brand awareness for their clients' products and services or themselves.

http://sourcebottle.com

5.2.4 Author Interview Sites

These sites offer free interviews for writers and authors to help them garner more publicity and web traffic. All you have to do is answer the questions on the interview application and submit it; the pages will often notify you when your interview is published.

1. .http://interviewswithwriters.com/interview-submission

2. http://writersnauthors.com/submit-an-interview

3. http://sylviabrowder.com/write-for-us/author-interview-submission.html.[Specifically for Women Authors]

4. http://readwriteclub.com/author-interviews

5. http://myadultplace.net/author-interview

6. http://mybookplace.net/author-interview

7. http://bookgoodies.com/contact-us/author-self-serve-interview

8. http://awesomegang.com/author-interview

9.http://bookreadermagazine.com/featured-author-interview-series

10.http://pretty-hot.com/author-interview

11.http://www.WordsAPlenty.com

5.2.5 Auto Responders and Email Marketing

An auto responder is a software application that allows for a sequence of emails to be sent automatically to a subscriber which will enable authors to build their email list of readers. A must for every serious author. They are a necessity for helping promote your book(s) as they can be prepared ahead of time and used as a venue to connect with your readers actively.

The following sites offer reliable ways to make sure that you communicate effectively with your readers and potential publishers.

1. Aweber

Aweber allows you to manage lists of any size, from hundreds to tens of thousands. *Aweber's* online delivery rates are some of the best online. *Aweber* is especially helpful if you are mostly utilizing online opt-in forms or listings.

http://aweber.com/landing.htm

2. GetResponse

GetResponse offers its user access to automatic follow-up emails, landing pages, web seminars, and even an e-mail creator to make sure that a writer gets the best results from the clients on their e-mail listings.

http://getresponse.com

3. Leadpages

No matter how large your e-mail client list is, it won't matter if your emails are marked as spam by their recipients. *Leadpages* helps get the e-mail's messages across clearly by analyzing statistics on spam to preserve the clarity and reputation of your e-mails. It also offers to help to create a number of helpful tools, such as sales pages, landing pages, and launch pages.

http://leadpages.net

4. Mailchimp

You can send 12,000 emails a month to a list of up to 2,000 subscribers with *Mail Chimp's* Forever Free plan. It's an excellent service for new writers and authors who are just starting to market their material. However, please note that their free service does not offer an *autoresponder*.

http://mailchimp.com

5.2.6 Book Promotion Site - Free

If you submit your book to some of the following directories during its Amazon Kindle Free Promo, they can help promote your Kindle book and increase downloads. Submit your book to the following list of Kindle directories at least seven days before your free promotion period starts. You may list your book as free or at a bargain price. These directories will promote your book for free or at a bargain price on their website. This will increase your downloads, reviews and increase the visibility of your Kindle eBook!

Recommended Tool: KDROI Software
"New Unique Software Application Submits Your Book Promotion To Over 32 Sites In 15 Seconds
http://kdroi.com

http://contentmo.com/submit-your-free-ebook-promo

https://theereadercafe.com/promote-your-books

http://bookfreebies.com/submit-book.php

http://form.jotformpro.com/form/21078469493969

https://robinreads.com/author-signup /

http://free-kindle-books.deha-solutions.com/promote-your-book

http://ebookdealofday.com/free-book-feature

http://itswritenow.com/submit-your-book

http://kindlebookpromos.luckycinda.com/?page_id=283

http://bookcanyon.com/submitbook

http://slashedreads.com/free-book-page-promotions

http://ebooklister.net/submit.php

http://digitalbooktoday.com/12-top-100-submit-your-free-book-to-be-included-on-this-list

http://freeebooksdaily.com/p/blog-page_17.html

http://freebookshub.com/authors

http://ereaderiq.com/about

http://manybooks.net/promote

https://www.bookbub.com/partners

http://ereaderperks.com/about

http://blackcaviar-bookclub.com/free-book-promotion.html#.UXFB27XYeOc

http://icravefreebies.com/contact

http://onehundredfreebooks.com/author-free-kindle-book-submission.html

http://freebooks.com/submit

http://bookgoodies.com/submit-your-free-kindle-days

http://armadilloebooks.com/submit-free-ebooks

http://ereadergirl.com/submit-your-ebook

http://totallyfreestuff.com/submit.asp

http://freediscountedbooks.com/submit

http://ebookdealoftheday.co.uk/free-book-feature

http://freebookclub.org/kindle-books/book-submissions

http://indie-book-bargains.co.uk/addBook.php

http://kornerkonnection.com/index.html

http://ereadernewstoday.com/ent-free-book-submissions

http://freebooksy.com/editorial-submissions

http://snickslist.com/books/place-ad

http://indiebookoftheday.com/authors/free-on-kindle-listing

For Perma Free books:

If your book is permanently free, the following sites are beneficial to the successful marketing of your book; you can submit it to the following sites for more exposure and downloads:

http://ebookdirectory.com

http://ebookjungle.com

http://getfreeebooks.com

http://ebook88.com

http://bestebooksworld.com

http://free-ebooks.co.za

http://jogena.com

http://freebyte.com

http://witguides.com

http://digilibraries.com

http://ebookplanet.net

http://freeebooknetwork.com

http://ebooks4free.net

5.2.7 Book Promotion Sites

It is vital to promote your book effectively using the best book promotion sites available; take advantage of established book promotion sites with their readership base. Utilizing these sites will be effectively useful in connecting to more readers and a wider audience for your book(s). The following sites promote free and bargain books; they offer a paid service that is mainly based on genre or the size of their email list. Please check each website for their book and promotion requirements.

1. Author Marketing Club (AMC)
AuthorMarketingClub helps authors find readers. Currently, the site has over 18,000 members, all of which get sent an email every day with free and bargain digital books from all genres. The site offers several promotion options as well as membership packages.
http://authormarketingclub.com/members/advertise /

2. AwesomeGang
AwesomeGang Featured Listing promotion cost is $10 for each book.
Their book promotion guarantees that your book will be listed on their site. Your book will also go out in their newsletters. Your book will be featured on their homepage for two days and also be placed on their Featured books page. Also, your book will also be shared on their social media channels.
http://awesomegang.com

3. BookBub
BookBub issues daily email alerts to readers of eBooks by matching their interests. Their curated deals are hand-selected by their team of editorial experts and targeted by category to ensure the best engagement from their audience. In other words, your book will be marketed to your targeted readership through their specialized system.
https://www.bookbub.com/partners

4. Book Buddy
Book Buddy is the home of Promo Sites Review - a review of promotional sites that help you to make the most of your advertising budget. Containing information on 244 sites for book promotion, the review

gives you everything from how popular the website is to the number of social media followers, and the best news is it's currently only $10! The review is published bi-monthly so visit the Promo Sites Review page to get your copy.

http://book-buddy.net

5. Book Goodies
BookGoodies offers several advertising options for authors, such as:

* Highlight Your Free Book Days – Kindle, Smashwords and other platforms accepted.

* Bargain Books Category Feature

* PermaFree Books Category Feature

* KDP Countdown Books Category Feature

* Advertise on 8 to 10 sites for one price (number of sites depends on genre)

* Advertise on specific genre sites

http://bookgoodies.com/advertising

6. BookLemur
The *BookLemur* team reviews your book and decides whether or not it should be included in their daily email alert. They will notify you within 24 hours of their decision. Their editors create a summary of your book and then your promotion is sent to readers interested in your book's genre. Your book will also be promoted in an individual post on their Facebook page.

http://booklemur.com/pages/promotion.php

7. Booksends
BookSends has over 120,000 active readers on their lists. Check the site for subscriber stats and prices. Authors can use their affiliate links for free book promotions at no extra charge to your targeted audience!

http://booksends.com/advertise.php

8. Buck Books
Offers discounted ebooks across multiple genre, both fiction and non fiction with a variety new releases and best sellers. All priced at 99c or less.

http://buckbooks.net/

9. DigitalBookSpot (bknights)

DigitalBookSpot promotes on Fiverr. They offer different options and packages. Their email list is now 50,000+ active readers and their site averages around 5,500 unique visits a day. Their readers are looking for free and discounted books.

http://digitalbookspot.com

10. Digital Book Today

DigitalBookToday provides several advertising options for books that are on Amazon. Promoted books can be regular price, on sale, or being offered for free ($0.00) on Amazon. They offer both paid and free promotions of Kindle books. They will promote your book to their 16,000+ subscribers.

http://digitalbooktoday.com

11. eBooksHabit

eBooksHabit has several book promotion opportunities available to authors. Their basic submission is free, or Guaranteed placement is $10 and Twitter Book Promo $19 plus.

http://ebookshabit.com/for-authors

12. eReader IQ

eReaderIQ Free Book of the Day promotion gets your eBook a prominent placement on their freebies page as well as in their Daily Deals & Steals email. This service reaches out to over 45,000 subscribers.

http://ereaderiq.com

13. eReader News Today

Advertise your bargain or free book with eReader News Today (ENT) to get it in front of thousands of active readers. ENT is one of the leading eBook promotion sites. It is one of the longest running eBook sites.

http://ereadernewstoday.com

14. Free Kindle Books & Tips

Your book(s) will be highlighted on their blog and to their opt-in subscribers. An ad will be sent out to over 675,000 enthusiastic Kindle readers, including:

600,000+ people are accessing the blog via the free reader app or the Collections app for their Kindle Fire.

150,000+ people via an e-Ink Kindle subscription, email or social media subscription, or directly on the blog's website, or via an RSS reader.

http://fkbt.com

15. KBoards Promotion

KBoards promotion offers inclusion in their Bargain Kindle Books post in the Kindle blog.

This includes excerpts from favorable reviews, a large (300-pixel) clickable book cover, a synopsis describing your book, and prominent links to your book's page on Amazon.

They will also complete a Facebook post about the blog post to KBoards Facebook fans.

An alert about the Free and Bargain Kindle Books blog post will be sent in their daily e-mail newsletter.

http://kboards.com/bargain-book-promo

16. Kindle Nation Daily

This site offers several sponsorship options and promotional packages. They are in touch with over 178,000 Kindle owners via web posts, email blasts, Facebook, and Twitter. Now, with their sponsorship programs, they are offering you the opportunity to connect directly with their readers.

http://indie.kindlenationdaily.com

17. ManyBooks

ManyBooks help authors promote their books to their list of over 130,000 subscribers. Authors are also able to get their books featured on their website, reaching an audience of over 320,000 unique visitors per month.

http://manybooks.net

18. Quotes Rain

Quotes Rain offers many services for authors. An author profile is created for all registered members which acts as an equivalent to a personal website containing all personal details, book details, and social media links. They also publish author interviews and offer a tweet scheduler.

https://allauthor.com

19. ReadCheaply

ReadCheaply sends out targeted daily emails that reach over 70K subscribers across 23 genres.

http://readcheaply.com

20. Reading Deals

Reading Deals offers two options for the author to promote their books. Free submission and guaranteed submission. They have 35,000 subscribers on their list and over 120,000 twitter followers.

http://readingdeals.com/submit-ebook

21. RobinReads

RobinReads has a growing community of over 120,000 members. Each book submitted is hand selected and put through their review process to ensure quality content is reaching their members.

http://robinreads.com/author-signup

22. The Fussy Librarian

The Fussy Librarian sends 121,000 subscribers a daily email, where your eBook will be featured once. The number of subscribers in each genre varies — you can find the latest stats on the prices page. Your book will be included in their searchable database for 30 days as part of your fee.

http://thefussylibrarian.com

23. The eReader Cafe

The site offers free and bargain Kindle book promotions at affordable prices

https://theereadercafe.com/promote-your-books /

5.2.8 Book Review Blogs

Some blogs are focused entirely on reviewing the books of other writers, which can be very helpful for promoting your new release. Blogs are popular tools for updates, keeping your creative juices flowing, and allows you to connect with your readers. Sharing your thoughts and next moves in writing is useful to keep your readers engaged. Check out these sites if you're looking for extra publicity, but do note that your content should be complete and polished since a bad blog review can be harmful.

1. Book Binge
This blog site focuses their reviews on romance genre based novels. They are clear about their "grading" system and pull no punches when they write their reviews.
http://thebookbinge.com

2. WordsAPlenty
This website bases their reviews on the quality of writing - specifically style, development of plot and character, research, and flow. The reviewer will share their like/dislike but do so in a respectful manner recognizing the authors hard work. Reviews are done professionally and followed up with a personal email. Authors interviews are also available.
http://wordsaplenty.com /

3. Bookgasm
This website reviews thrillers, crime novels/novellas, and mystery books. They provide a brief description of the book followed by their like/dislike of the book in a fun and creative manner
http://bookgasm.com

4. Book Nut
This site reviews literature for children and young adults, although it sometimes reviews adult fiction as well. Age ranges are included for each book that is reviewed here. Their review system is clear, and they offer "10 Questions for" interview series.
http://thebooknut.com

5. Book Reviewer Yellow Pages

Online directory of book reviewers listed alphabetically; A – Z. There are hundreds of options with brief descriptions of the genres they accept.

http://bookrevieweryellowpages.com/book-reviewer-list.html

6. The BookBag

This site is a book review site, with books from most walks of literary life; fiction, biography, crime, cookery and children's books. An added bonus is author interviews and a top-ten list of good books.

http://thebookbag.co.uk/reviews

7. The Book Blogger List

This database of book bloggers is organized by genre of interest. If a book blogger has expressed interest in multiple genres, they will be listed in each category. Any book blogger that is listed here has asked to be listed. Keep in mind that when approaching a book blogger about your book; use your manners and your common sense. Don't approach a blogger who only reads children's literature to read your non-fiction business book. Choose bloggers that are interested in your genre.

http://bookbloggerlist.com/instructions-for-authors

8. The Book Smugglers

The site focuses their reviews on the fantasy and romance genre books. They also provide author Give-Aways.

http://thebooksmugglers.com

5.2.9 Book Review Sites - Free Service

The following websites provide free book reviews. Book reviews are vital. An average reader's review can be just as valuable as a professional's, especially when there are a lot of them. Some of these sites are popular enough that if your book gets discussed in them, you could see a lot of publicity within a short amount of time.

1. Amazon hall of fame - Free
The Amazon Hall of Fame lists all authors who have been high ranked on the international website in previous years. However, the site also keeps a "Top Reviewer Rankings" list that highlights its most helpful reviewers. Getting your book read and reviewed by someone here can make a world of difference.
http://amazon.com/review/hall-of-fame

2. BlurbTrade – Free
BlurbTrade makes trading reviews with other authors easy. Through mutually beneficial incentives, the ability to screen reviews before they go public and safeguards to ensure FAIR and HONEST reviews, *BlurbTrade* is an unprecedented and indispensable system for getting a lot of reviews, quickly.
http://blurbtrade.com

3. Goodreads - Free
Goodreads is home to all kinds of book discussions, whether people are talking about recommendations, reviews, or discussing the ideas within the books themselves. This site is heavily perused and would be highly beneficial to have reviews posted here.
http://goodreads.com

4. Readers' Favorite – Free and Paid
Reader's Favorite offers both free and paid services. They'll review almost any kind of content (and it can be at just about any stage of development, from manuscripts and unpublished works to fully finished products). They'll also review eBooks and audio books, and they cover a number of genres from comic books and graphic novels to poetry books. If they review your book, your finished review is posted on their site *and* the pages of a number of publicity giants, like Barnes & Noble, Google Books, and even social media sites such as Facebook and Twitter.

5. ReviewSaint

ReviewSaint works by providing free books to readers in exchange for their honest reviews. This is a common industry technique to validate reviews.

http://reviewst.com/getreviews

6. TheIndieView- Free

This page provides links to where Indie books are reviewed. Their reviewers select their genre with the understanding that all books are Indie books. This eliminates negative reviews based solely on genre preference.

http://theindieview.com/indie-reviewers

7. TheKindleBookReview

The Kindle Book Review does not receive payment for reviews, nor do they review print books. They'll only accept a digital copy in exchange for a fair and honest review of your book. If a reviewer can't get into your work, believes the book needs work and is not eligible for a 3-star rating or higher, he or she is not required to write a review. They do not review Erotica.

http://thekindlebookreview.net/book-reviews

8. WordsAPlenty

WordsAPlenty accepts books in a variety of formats (PDF, audio, eBook). Reviews are professional and based on the following criteria: The writer's strength and talent, creativity, flow of story, character and plot development, grammar and spelling. The review is not based on whether the reviewer enjoyed the book as that is too subjective and takes away. We share our personal like/dislike in a personal email to the author as well as other observations found in the review. WordsAPlenty addresses the non-subjective pieces of the book review process publicly; it is not the intent of WordsAPlenty to embarrass the author. If the book requires more work, instead of providing a poor rating the author is approached and given feedback personally.

http://wordsaplenty.com

5.2.10 Book Review Sites - Paid Service

These websites offer reviews and other resources that will assist authors in the visibility and success of their book. These websites do charge fees for their services.

1. IndieReader
This web page reviews self-published books, but it also offers resources for authors, like publishing assistance and news feed on self-publishing.
http://indiereader.com

2. KirkusReviews
Reviews from this site are published on the 1st and 15th of every month and give a pre-publication look at the books they review. This site also allows you to view the review beforehand and determine whether or not to publish it on their site.
http://kirkusreviews.com/indie-reviews/about

3. Self-Publishing Review
Self-Publishing Review offers reviews for self-published authors, and it also offers essential services like proofreading, editing, and cover designing aid.
http://selfpublishingreview.com/about

5.2.11 Book Sharing Sites

Distribute your free digital books in an efficient manner that is both easy and hassle free. Digital books are distributed in a variety of formats to fit your needs and the needs of your readers. There is a charge for services.

1. BookFunnel
An online platform that allows you to upload your eBooks and easily send your eBooks directly to your readers' devices via a web link.
http://bookfunnel.com

2. Instafreebie
The site mission is to ensure that authors have a way of easily distributing free copies of their books to their fans and that readers have an excellent experience in claiming those free copies in whichever format they want. They provide sneak peeks, advanced access and special giveaways.
http://instafreebie.com

5.2.12 Facebook Groups for Authors to Promote Books

When your book has an Amazon Kindle Free Promotion or 99c promotion, then submitting it during its promotion period to these Facebook groups will increase the number of downloads.

Note: you need to submit your book on the day of the promotion to get maximum exposure: (Groups sorted by popularity). Note that Facebook groups pop up daily. Here are some keywords you should use to find more: using the genre (romance, historical, horror, etc.) and adding: fan club, free, readers, and writers, for Kindle, free eBooks, writers, readers, bloggers, novels … you can find more groups than those listed here.

Other group names on Facebook include:

Passion for Books

I♥Books

Coffee & Books

Hot Erotic Books

I Love Books

Books To Love

Free Books

Free Romance Books

Free Horror eBooks

Promote Your Books

Books 4 Sale

Books for Tots

Audio Books

20Books To50K

All About Books

Book Lovers

E-Books Rock

Indie Books Promotion

Books We Breathe

Kindle Books

Books Galore

Free Kindle Books

Free Books & Book Reviews

Kindle Zombie Books

WordsAPlenty

All Books Promopalooza

Community Author Books

Books, Books, and more Books!!!

5.2.13 Facebook Pages

These are pages that enable you to advertise your book promotion or make announcements. There is rarely any interaction – they are more like and share pages than the group Facebook pages where interaction is encouraged and expected.

https://facebook.com/kindle

https://facebook.com/EreaderNewsToday

https://facebook.com/PixelofInk

https://facebook.com/freeebooksdotnet?fref=ts

https://facebook.com/writersdigest

https://facebook.com/Freebooksy

https://facebook.com/weloveebooks

https://facebook.com/DigitalBookToday

https://facebook.com/StoryFinds

https://facebook.com/pages/I-Love-Books/100817506670064

https://facebook.com/eReaderLove

https://facebook.com/freeebookdeal

https://facebook.com/WorldLitCafe

https://facebook.com/pages/Free-Daily-eBooks/277545182364423

https://facebook.com/FreeBookEveryDay

https://facebook.com/FreeBookFeed

https://facebook.com/ereaderiq

https://facebook.com/ChristianBooksforFree

https://facebook.com/freekindlebookclub

https://facebook.com/KindleLove

https://facebook.com/pages/Best-books/188630521175193

https://facebook.com/digitalwords.org

https://facebook.com/ReadingAddicts

https://facebook.com/pages/Confessions-of-a-Bookaholic/136192026473783

https://facebook.com/Daily-Free-EBooks-for-Kindle-114387568641595

https://facebook.com/pages/Kindle-Promo/190778017689310

https://facebook.com/FreeDiscountedEbooks

https://facebook.com/freekindlestuff

https://facebook.com/ebooksfreefreefree

https://facebook.com/classicblog

https://facebook.com/digitalinktoday

https://facebook.com/pages/UK-Kindle-Book-Lovers/175617412524192

https://facebook.com/JumpSeatBookClub

https://facebook.com/pages/Promote-your-book/282499051780195

https://facebook.com/IndieBookLounge

https://facebook.com/goodfreekindleebooks

https://facebook.com/ILoveMyAuthors

https://facebook.com/FreeBookDude

https://facebook.com/FreeKindleBookHunter

https://facebook.com/FreeFluencyKindleEditionEBook

https://facebook.com/pages/Book-Trailer-Showcase/186440521450114

https://facebook.com/Ireadon

https://facebook.com/pages/Reviewers-Roundup/210598765630399

https://facebook.com/Free-Kindle-Ebooks-Online-253982691341943

https://facebook.com/pages/Share-FREE-eBooks/146399952110055

https://facebook.com/IndieAuthorInitiative

https://facebook.com/freeebookseveryday

https://facebook.com/pages/Authors-Round-table-for-Book-Lovers/161357303925773

https://facebook.com/Kindle-India-Free-Books-Promotion-355610374615842

https://facebook.com/pages/Indie-Kindle-Books-on-Amazon/219491824736253

https://facebook.com/downloadfreekindlebooks

https://facebook.com/BookADayCheapEBooks

https://facebook.com/Free-Bargain-Kindle-Books-Apps-214809101951452

https://facebook.com/Free-Kindle-Books-For-Kids-387173868111675

https://facebook.com/FreeRomanceNovelsForKindle

https://facebook.com/Kindle-free-Childrens-Book-Club-293696014038356

5.2.14 Pay Per Click (PPC) and Cost Per Impression (CPI) Advertising

Pay-Per-Click (PPC)

The pricing structure used by some online services to charge an advertiser each time a user clicks on the advertiser's ad. The amount is usually set by the advertiser, not by the channel. Also called cost-per-click (CPC). A cautionary word about pay-per-clicks, they can prove to be expensive. Every click, random or not, costs whether they purchase your book or not.

Cost-per-Impression (CPI) also called (CPM)

The price the advertiser pays when every 1000 potential customers view their ad on a web page.

1. Advertising for KDP Select

Purchase advertising for your KDP-Select-enrolled books on Amazon.com (US) through Amazon Marketing Services (AMS). To get started, create an Amazon Marketing Services account from the KDP website. You set the budget you want to spend and the maximum amount you're willing to pay when a customer clicks your ad. Customers who click your ad will go to your book's detail page. You'll only be charged when your ad is clicked, but if it's not clicked, you won't be charged.

http://advertising.amazon.com/kindle-select-ads

2. Advertising your book on Amazon KDP using Amazon Marketing Services (AMS)

Amazon Marketing Services offers targeted cost-per-click advertising solutions to help authors advertise their books on Amazon. There are two types of ads that are commonly used by authors: Product Display Ads and Sponsored Product Ads. The most popular type is Sponsored Product Ads.

Visit https://ams.amazon.com/faq for more information

https://advertising.amazon.com/lp/books

3. Facebook Advertising

Facebook allows you to create an ad and shows it to your target audience once they're logged in. Your title can be up to 25 characters, your text can be up to 135, and you can include one image. Facebook's incredibly high traffic rate means that your ad will frequently be seen by the people who'll want to see it most. The cost is determined by what you design and their ad auction.

4. Goodreads

Ads cost $.50 for every click you receive. You can target using your book genre, location, age, etc. You can then see statistics for views, clicks, and who has added your book. They have self-serve advertising and direct advertising; choose the one that best suits your needs.

http://goodreads.com/advertisers

5. Google AdWords

Google AdWords is an advertising service by Google that gets your ad seen by customers at the moment that they're searching on Google for the things you offer. And only pay when they click to visit your website.

http://google.com/adwords

6. LinkedIn

LinkedIn helps you connect with a wide base of professionals and get set up in minutes. You can pay by clicks or by impressions. No long-term contract is required.

http://linkedin.com/ads

7. StumbleUponAds

StumbleUponAds offers inexpensive ads that have a solid traffic rate. Full page advertising is reaching your targeted audience with targeted content distribution.

http://ads.stumbleupon.com

8. Twitter cards

With Twitter Cards, you can attach rich photos, videos, and media experience to Tweets that drive traffic to your website. Simply add a few lines of HTML to your webpage, and users who Tweet links to your content will have a "Card" added to the Tweet that's visible to all of their followers

http://dev.twitter.com/cards/overview

9. YouTube ads

Youtube ads appear embedded in the videos people watch and ensure that many users will see your ad before continuing to watch their desired content.

http://youtube.com/yt/advertise

5.2.15 Press Releases Sites - Paid and Free

These sites can help you get your press releases published—whether it's announcing your new book, upcoming tour, or a contest giveaway. Some are free, and some charge fees but all offer to help you get your press releases to the people who need to see them.

1. Newswire (Paid)
Newswire is a paid service, but it also has a free plan. They publish to thousands of media outlets.
http://newswire.com

2. OnlinePRNews (Free and Paid)
Online PR News offers a number of services regardless of your budget and mixes traditional PRs with social media and multimedia to help make it stand out.
http://onlineprnews.com

3. PR.com (Free)
PR.com allows you to promote anything you need to using a "one-stop shop" option for public relations and advertising (including a job search website and distribution service).
http://pr.com

4. PressReleaser (Free)
PressReleaser makes sure your press release is optimized for search engines and posted to all the major engines like Google and Yahoo.
http://pressreleaser.com

5. PRLog (Free)
PRLog is a free online press release distribution site and has entered into a partnership with PR Newswire to help enhance your online exposure and allow your press release to gain traction with search engines like Google or Bing.
http://prlog.org

6. PRNewswire (Paid)

PR Newswire is the world's largest PR network and distributes to thousands of websites and media outlets. It has the highest page ranking of any paid PR sites and offers many tools to optimize your release.

http://prnewswire.com

7. PRWeb (Paid)

PRWeb is a popular news release service. Their editors will check your release and then send it to their distributors (which includes search engines, news sites, and thousands of bloggers and journalists).

http://prweb.com

5.2.16 Social Media Sites

These sites are the main social media sites you'll want accounts on once you've got a solid book and reader base. You can promote your new content or hear feedback about your old … but mostly it's about connecting with your fans and creating return customers. It is imperative that one build a relationship with your readership base. You will evolve and grow your readership base through loyalty and friendship on these social media venues.

1. Facebook
Facebook lets you create photo albums and interest lists on your profile, you can communicate with friends or post to followers who are just fans. You can join other groups as well. Many people have a "professional' *Facebook* page to use for followers and fans rather than close friends so they can promote their works and keep in touch with their readers. You can use post giveaways, contests, and more.
http://facebook.com

2. Google Plus+
Google Plus+ is similar to Facebook but is not yet as popular as other SMS platforms. However, it reaches a number of users and is still valuable.
https://plus.google.com

3. Instagram
Instagram allows users to share photos and follow other users who interest them. Your readers will love to hear about your next book and more.
http://instagram.com

4. LinkedIn
LinkedIn is a social networking site mainly used for professional networking. Users can upload resumes and build professional connections. You can join groups based on your interests. You can also use their blogging option to post reviews, express your experiences and more.
http://linkedin.com

5. Pinterest

Pinterest allows you to create "boards" to organize your photos into like categories and "repin" pins from other users.

http://pinterest.com

6. Reddit

Reddit is a forum style SMS which allows users to upvote or downvote posts to determine what gets shown on the front page of the site as a whole (or on individual subreddits).

http://reddit.com

7. StumbleUpon

StumbleUpon is one of the best traffic generators among SMS platforms and refers more than other social bookmarking and voting sites.

When a user likes, or "stumbles upon," a particular page, it is put into the *StumbleUpon lineup*. As other *StumbleUpon* users are randomly searching for new content on a specific topic using the Stumble button on their toolbar, any pages in the lineup for that topic will be displayed to them.

http://stumbleupon.com

8. Tumblr

Tumblr users share content that is mostly visual: pictures, videos, links, and infographics. A *Tumblr* account is ideal for first-time users looking to start posting instantly without committing lots of time into SMS usage.

http://tumblr.com

9. Twitter

Twitter lets you post short messages up to 140 characters and followers can see and share your posts (called "tweets") and follow you to make sure they see everything you post. You can post teasers and brief announcements as well as sharing links.

http://twitter.com

10. YouTube

YouTube allows you to create videos that can be seen by its millions of users, and you can share the link to a video on other SMS platforms (in many cases, the video will embed in your post, so the reader doesn't even have to click on it).

http://youtube.com

5.2.17 Social Media Management and Marketing Tool

Social media is a powerful publicity tool. The following sites will help promote your work across various social media platforms. They are paid services. However, most of them offer a free option or a free trial period.

1. Buffer
Buffer will automatically share any content you queue up through the day, from pictures to posts.
http://bufferapp.com

2. Buzzstream
Buzzstream helps you to get in touch with influential contacts by helping you find their social media accounts or basic contact information. Sometimes just knowing how to get in touch with the right people is all you need.
http://buzzstream.com

3. BuzzSumo
BuzzSumo allows you to enter any word or backlink and receive a detailed report on the popularity of any content that used that word or link as a topic.
http://buzzsumo.com

4. CrowdFire
Crowdfire helps you find out who has "unfollowed" you on Twitter or just followers who aren't active anymore. You can also view analytics of how your posts and updates affect your following and manage your Twitter and Instagram accounts much more efficiently.
http://crowdfireapp.com

5. Hashtagify
Hashtagify.me searches Twitter hashtags and helps to find what tags your audience will connect with best.
http://hashtagify.me

6. Hootsuite

Hootsuite manages multiple social networks and schedule message, tweets, track mentions, and analyzing web traffic relating to your content.

http://hootsuite.com

7. Mention
Mention will provide you with alerts and will update you whenever your brand/book or you or your competitor or industry is mentioned on the internet and social media. It is real-time as well as providing you with insights and analysis.

http://mention.com/en

8.Share Link Generator
The site will help you create links to your postings on Facebook, Twitter, Google Plus, LinkedIn, Pinterest and "mail to." These "share links" will work everywhere including inside emails, on websites, and in postings!

http://sharelinkgenerator.com /

9. Sniply
Sniply allows you to backlink to your website whenever you link to another site; you'll leave what Sniply calls a "call to action" link leading back to your page. You can do this on every post you share or article you write, and it's an excellent tool for online marketing.

http://snip.ly

10. Tagboard
Tagboard monitors keywords on multiple social media platforms and creates a customized board that shows your chosen keywords (like a hashtag) anywhere they've been mentioned. This can then be transformed into impactful displays for any live broadcasts on social media, mobile platforms and more.

http://tagboard.com

5.2.18 Image Resources- Public Domain

There are public domain sites that have images that are free. A major plus is there is no need to worry about copyright infringements or issues. However, when selecting an image, make sure you read the license before you select. There may be some images that are not free; always double check.

1. 4FreePhotos
4 Free Photos is a public domain image collection and includes free textures.

http://4freephotos.com

2. AlegriPhotos
AlegriPhotos hosts a large collection of images and a rich texture selection.

http://alegriphotos.com

3. PD Photo
PD Photo has public domain images for use, but it's important to read the license for each picture because there may be a cost involved for permission to use.

http://pdphoto.org

4. Photos Public Domain
Photos Public Domain has a number of images that are free to use, including a very interesting texture collection.

http://photos-public-domain.com

5. Picdrome
Picdrome is a collection of freely licensed images that is constantly updated.

http://picdrome.com

6. Pixabay
All images and videos on *Pixabay* are released free of copyrights under Creative Commons CC0. You may download, modify, distribute, and use them royalty free for anything you like, even in commercial applications. Attribution is not required.

http://pixabay.com

7. Public Domain Photos

Public-Domain-Photos have a number of free images as well as clipart.

http://public-domain-photos.com

8. Unsplash

Do-whatever-you-want high-resolution photos. Download ten new free photos every ten days

http://unsplash.com

9. Wikimedia Commons

Wikimedia Commons contains a massive database of public domain images.

http://commons.wikimedia.org/wiki/Main_page

5.2.19 Social Networking Sites for Authors

Social networking is a powerful tool for author branding, promoting your content, marketing your published works, and drawing traffic to your website to gather a larger reader base. These sites can help you gain a larger SMS presence if you invest a little time into them. Be creative when you utilize social media – run contests, ask for input (naming characters, selecting locations), the possibilities are endless.

1. Anobii
Anobii is a community built by readers and for readers; this site allows you to keep your personal e-library. You can find, shelve, review and share books.
http://anobii.com

2. AuthorsDen
Authors' Den lets you store, edit, and catalog your writing tools and links you to other writers and authors.
http://authorsden.com

3. Booklikes
Booklikes is a blog platform designed by book nerds for book lovers. You can discover cool new books by following other popular and trendy users; review your selection of recently purchased books.
http://booklikes.com

4. Booksie
Booksie is a free social publishing site that connects writers and readers all over the world. This is an opportunity to share your writing and connect with others.
http://booksie.com

5. Goodreads
Goodreads has thousands of groups and millions of readers in every genre. You can promote book launches or tours and even sync in your followers from other SMS services.
http://goodreads.com

6. Library Thing

Library Thing helps you catalog your books. You can access your catalog from anywhere, even mobile. Library Thing also connects you with people who read or like the same books as you.

http://librarything.com

7. Wattpad

The world's most popular site for publishing and reading eBooks. *Wattpad* delivers billions of pages from its library of works created and published by its users.

http://wattpad.com

5.2.20 Tracking and Testing Resources

These services can help you track and analyze your traffic on the different media platforms.

1. Facebook Insights
Facebook Insights lets you track the number of active users on your fan page to get an idea of how well your page is performing, what day your site gets viewed most and what content is the most popular.
http://facebook.com/insights

2. Google Analytics
Google Analytics is the most commonly used free tool for tracking website traffic. Its dashboard is very user-friendly, and you can customize it to your needs.
 http://google.com/analytics

3. Pinterest Analytics
Pinterest Analytics helps you understand how Pinners are engaging with content from your site and Pins from your profile. You'll need a business account to use it, but it's easy to convert your personal Pinterest account to a business one. Of course, it's best to keep your personal and professional accounts separate in most cases.
There are three types of analytics, with metrics about your Pinterest profile, audience, and website.
http://analytics.pinterest.com

4. QuantCast
QuantCast helps advertisers and publisher's access targeted audiences in real time. This tool is reputed to give you a deeper insight into your audience; who they are, what they like, what content they enjoy, etc.
http://quantcast.com

5. Twitter analytics
Measure engagement and learn how to make your Tweets more successful and carry more of an impact.
http://analytics.twitter.com

5.2.21 Twitter Hashtags for Authors, Writers and Readers

#free	#reviews	#author		#romance
#freekindle	#bookreview	#authors		#RomanticSuspense
#freebook		#Indieauthors		
#kindlepromo	#indie			#shortstories
#freeebook	#indieauthor	#fanfic		#shortstory
#freebie	#indiepub	#fanfiction		#shortreads
#FreebieFriday		#Fiction		
#giveaway	#ebook	#literature		#womensfiction
#bookgiveaway	#ebooks			#womenfiction
#BookBoost	#book	#comedy		
	#books	#humor		#bookmarketing
#KDP	#novel	#funny		#bookpromotion
#Kindle	#paperbacks	#lol		
#kindlebooks	#audiobooks	#fun		#Indiepub
#AmazonPrime		#chicklit		#pubtip
#Amazon	#RT			#selfpub
#AmazonKindle	#RETWEET	#cookbooks		#selfbub
#KindleUnlimited		#recipes		#selfpublishing
#kindlebooks	#99cents	#food		#publishing
#kindleebooks	#99c	#cooking		#getpublished
		#cook		
#reading	#writing			
#readers	#amwriting	#crime		
#read	#writingtips	#mystery		
#amreading	#writer	#suspense		
#mustread	#writers	#thriller		
#goodreads	#writerslife	#cozymystery		
#bestread	#editing			
#bookworm	#amediting			

#ASMSG	Authors' Social Media Support Group
#IARTG	Indie Author ReTweet Group
#BYNR	Book Your Next Read
#PDF1	PAID FORWARD
#RRBC	Rave Review Book Club
#IAN1	Independent Author Network
#IAN	Independent Author Network
#CR4U	Clean Read For You
#EARTG	Erotic Author Retweet Twitter Group
#MGlit	Middle Grade lit

5.2.22 URL Shortening Services

Sometimes the URL to a website you have or are trying to create is too long and awkward; this makes it difficult to type and share. These services will shorten your URL so you can share and track your shortened links and make better marketing decisions.

Check this excellent post by Buffer App on URL Shorteners:

"The Beginner's Guide to URL Shorteners: How to Shorten and Track Links for Social Media"

http://blog.bufferapp.com/url-shorteners

1. Bit.ly
Bit.ly is a URL shortening and bookmarking service. It automatically generates a QR code and also allows for customization.

http://bit.ly

2. Book Linker
Free global universal link shortener for Amazon links and automatically takes readers to your book in their correct Amazon storefront.

http://booklinker.net

3. Goo.gl
Goo.gl is the URL shortening service provided by Google. It also provides statistics like the number of clicks, the geographical origin of the traffic on your page, and so on. It also provides QR code – a machine-readable code consisting of black and white square and used for storing URLs or other information to be read by your smartphone's camera.

http://goo.gl

5.2.23 Virtual Book Blog Tours

The sites below offer help organizing and running your book tour. They are easy to follow and implement, especially if you've never done one before.

1. Enchanted Book Promotions
Enchanted Book Promotions offers six different tour packages that will suit all your needs. They also have three different blitz packages for release days, cover reveals and trailer reveals.
 http://enchantedbookpromotions.com/tour-packages

2. Goddess Fish Promotions
Goddess Fish Promotions is a virtual book tour company that offers to coordinate and run your tour for a reasonable price. They specialize in romance fiction (in all its sub-genres: fantasy, suspense, paranormal, historical, etc.), other genre fiction (mystery, SFF, etc.) and Young Adult / Middle-Grade fiction.
http://goddessfish.com

3. iRead Book Tours
iRead Book Tours doesn't just offer reviews; they also offer to organize your book tour should you so desire. Each tour is tailored to the author. Their book reviews are still a large part of each tour.
http://ireadbooktours.com

4. Rockstar Book Tours
Mainly YA book bloggers, the types of books they will consider accepting for a tour include -
YA - most genres (paranormal/urban fantasy, dystopian, contemporary, suspense/thriller, epic/high fantasy, sci-fi, action/adventure, and horror). They do not take non-fiction.
http://rockstarbooktours.com

5. Sage's Blog Tours
Sage's Blog Tours will work with authors of any genre. They help to organize and schedule "blog tours." Blog Tours are online tours where you might meet or correspond with the authors of a number of different blogs to promote your book. This includes any interviews, guest posts you might write, and reviews of your work. They boast an in-house graphic designer who can assist you in any online or in-person event.

6. Xpresso Book Tours

This site helps design and organize book tours specifically for authors of young adult and new adult works, whether you're in the pre-release stages or the post-release. *Xpresso* will organize everything for you; all you have to do is show up, provide copies of your book for review, mail any giveaway prizes you might have and do any interviews you might have been assigned.

Their tour stops are scheduled from Monday to Friday (although the "Reviews to the Max" tour goes through Saturday). The company strongly encourages giveaways to promote your books further, and the company strongly assures its clients that the tour will be completely organized for you.

http://xpressobooktours.com

7. YA Bound Book Tours

This site has been organizing and hosting Book Tours since May 2011. Over the years they have grown and is now also offering complimentary cover reveals, book blitzes, and helping authors find reviewers for their books.

http://yaboundbooktours.blogspot.com.au/p/services.html

5.2.24 Book Giveaways

By giving your book away as rewards, gifts, etc. you are connecting with readers and potential fans. There are a variety of avenues you as the writer may take. You can utilize professional services, and you can utilize social media to its fullest.

These sites will put your book in front of more readers using special giveaways, advanced access, and rewards. Check out each one to decide which is the best for you. Remember, this maneuver will help connect you with more readers and give readers an opportunity to find new writers they love!

- Amazon Kindle - https://www.amazon.com/gp/help/customer/display.html?nodeId=201723200
- Bookfunnel - https://bookfunnel.com/features /
- Goodreads – http://www.goodreads.com/giveaway
- Instafreebie - https://www.instafreebie.com /
- KingSumo for WordPress - http://kingsumo.com/apps/giveaways /
- Rafflecopter - https://www.rafflecopter.com /
- Ryan Zee Multi-Author Giveaways - https://ryanzee.com/multi-author-giveaways

For more exposure, promote your giveaway on your website, email list, social media and add a link to your giveaway on sites like:

http://www.online-sweepstakes.com /

http://www.contestgirl.com /

5.3 Productivity Tools

These are tools that help keep you focused and writing. Distractions can be detrimental to your writing and your creativity. These resources will help in a variety of ways.

5.3.1 Mind Mapping Sites

Mind mapping is a way of visually representing, brainstorming and planning out what you're thinking. These sites can efficiently help you to pin down your ideas and understand your thinking process better. Everything centered around your writing and successful marketing of your book is overwhelming so having a mind mapping session or brain dump is vital to keep you focused and on track. These resources are excellent tools for helping you think clearer.

1. Bubbl.us
Bubbl.us will let you create mind maps for free. You can save three mind maps for free, or (for $6 a month) you can save unlimited maps and get priority customer support and the ability to add files.
http://bubbl.us

2. XMind
XMind is extremely popular and is an open-source app, meaning that it's much more versatile and customizable. You can also store your thought process using fishbone charts and matrices, although more basic mind maps are there as well.
http://xmind.net

3. Scrivener
Scrivener is a useful writing app for computers that makes it easier to for you to structure your writing and plan out your research.
https://www.literatureandlatte.com/scrivener.php#

4. Evernote

Evernote allows you to save full articles or quotes in Evermore for future reading/research. It allows you to organize your notes and also to structure your draft; this will help keep you focused.

https://evernote.com /

5.3.2 Task Management Software

These services will assist you in staying organized. Also, they will help you manage all your projects should you need help with this type of organization.

1. Google Keep
Google Keep is flexible and easy to use. It's a simple notepad that keeps lists, pictures, and notes synced across all your devices.
http://google.com/keep

2. Producteev
Producteev lets you create any number of tasks and subtasks; you can then label and arrange them to suit your needs. This also allows users to comment on other user's task feeds. You can also upgrade from the free service to the $99 per month for personalized support as well as color and logo customization.
http://producteev.com

3. Todoist
Todoist is a trusted standard in task management software. On the left, there are categories, and on the right, there are the tasks themselves, which can be broken down into subtasks, sent out for collaboration, and can be filtered by their corresponding labels.
http://en.todoist.com

Cool Sites For Authors

The following list of sites offers many different and interesting services for authors. They are worth checking out.

1. Authorgraph
A great way to add autographs/signatures to your eBooks for fans and readers. It is sent directly from an author to a reader's digital reading device.
http://authorgraph.com

2. Author Marketing App on Facebook
The Author Marketing App is a great way to give Facebook users an overview of your published work. It installs as a tab on your Author Page and allows you to add details about your books and upcoming events. If your books are listed on Amazon, listing the books is as easy as entering the ISBN.
https://apps.facebook.com/authorapp

3. Babelcube
The easiest way for book publishers and authors to team up with translators and sell their books in multiple languages globally. They have translators of 10+ languages 300+ online retailers.
http://babelcube.com

4.Babelsbook
Babelsbook provides professional and inexpensive book translation services, while self-published authors retain full royalties and remain in full control of their book during the entire publishing process.
http://babelsbook.com/translation/

5. MySpeedread

This free website is used to calculate your reading speed. Take the simple timed reading test and find out your reading speed in words per minute. As an added plus, you can select any of the classic books to receive and read in installments - absolutely free.
http://myreadspeed.com

6. Storify

Create stories using social media. Turn what people post on social media into compelling stories. Storify 2 gives you the tools to create the best evergreen and live blog stories, uniting traditional storytelling with engaged audiences.

https://storify.com

7. Rafflecopter

Rafflecopter makes it easy to run a giveaway online. Create & launch a giveaway in mere minutes.

http://rafflecopter.com

8. Woobox

Woobox provides millions of brands with an affordable suite of viral applications to grow and engage their fan base. Apps include custom page tabs, coupons, contests, sweepstakes, and more that also work on mobile and embedded on your website. They innovate features to maximize the viral spread of your campaigns such as bonus entries when friends enter sweepstakes.

http://woobox.com

Useful Resources

The following websites provide very useful resources and tips for writers, authors, and publishers. Web sites listed in no specific order.

http://thecreativepenn.com   - resources to write, publish and market your book

http://tckpublishing.com - how to boost your creative career

http://amyharrop.com   - resources to write, publish and market your book

http://debbiedrum.com - resources to write, publish and market your book

https://kindlepreneur.com – resources and tools to market your book

https://helpingwritersbecomeauthors.com - help crafting characters

https://davidgaughran.wordpress.com – help on self-publishing

http://trainingauthors.com - training for authors – online webinars

https://amarketingexpert.com/blog - more ways to sell more books

http://nathanbransford.com resources to write, market and publish your book

http://bookmarketingtools.com   - resources and tools to market your book

https://insights.bookbub.com - weekly tips for marketing, insights, and publishing

http://writersdigest.com - tips on writing better and publishing

https://janefriedman.com - helping authors make smart decisions

http://advicetowriters.com - common sense tips and advice on writing

http://thewritelife.com   - resource for marketing, blogging, and publishing

http://copyblogger.com/blog - challenge prompts for writing content

http://dailywritingtips.com - writing do and don'ts

http://blog.smashwords.com - blogs focused on marketing, publishing and more

http://sethgodin.com - marketing guru

http://socialmediaexaminer.com - marketing tips focusing on social media and building connections to your target readers

http://smashingapps.com – tools for bloggers, writers, and other resources

http://www.wordle.net - create word clouds

https://booklaunch.com/resources - book launch resources, marketing tools

http://www.bookpromotionhub.com – marketing tips

http://librestock.com – stock photos

http://www.creativindie.com - seminars and how to self-publish

Indie Book Award Sites

The following websites contain opportunities for you to receive national recognition for your book(s). Each site has their rules; please read carefully to see if you qualify.

1. indieBRAG - their mission is to discover talented self-published authors and help them give their work the attention and recognition it deserves. They do accept fiction and non-fiction books. There is a $50 fee to submit your book to them.
https://www.bragmedallion.com/

2. Independent Publisher Book Awards – they honor the year's best independently published titles from around the world. They have over 80 subject categories in National awards; they also provide regional and eBook Awards.
http://www.independentpublisher.com/ipland/IPAwards.php

3. Readers Favorite – provides book reviews and awards. They also provide useful articles and discount author services.
https://readersfavorite.com

4. Indie Book Awards – open to independent authors and publishers worldwide. There are 70 categories to select, cash prizes, exposure to leading New York agent and more.
http://www.indiebookawards.com/

5. Independent Author Network Book of the Year Award – open to all writers, international; has 34 fiction and non-fiction categories.
http://www.independentauthornetwork.com/book-of-the-year.html

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About the Author

Lama Jabr is a self-published author, speaker, trainer and online entrepreneur since 2004. Lama has worked as a digital marketing strategist, internet marketing, and social media consultant, and as an Amazon Kindle Direct Publishing expert before establishing Xana Publishing and Marketing as a vehicle for delivering customized digital publishing services for authors.

Lama writes eBooks on topics close to her heart, true to her nature, and relevant to her career experience. She is the author of titles on women in small business, social media, information, and internet marketing. Lama specializes in helping fellow authors self-publish Kindle format eBooks and promote them online, and generate more sales with several becoming #1 Amazon Best Sellers in more than one category.

Lama is passionate about educating, inspiring and helping authors like you to:

• Turn your passion and ideas into a #1 Amazon Best Seller
• Self-publish your books to earn a passive income
• Increase the sales of your published book
• Be recognized as an authority in your niche

Lama helps authors of high-quality work in many disciplines, format or genre.

★She works with you so you:

• Become a successful Amazon Kindle publisher
• Establish a platform for you and your work
• Reach, connect and engage with your target readers
• Create a powerful brand that stands out
• Develop a solid eBook marketing strategy and increase your sales
• Open more doors for bigger opportunities
• Maximize your direct eBook sales via your own Amazon KDP account

★Are you ready to become a serious "author-preneur?" If so, let Lama walk by your side and help to take you there.

★Connect with Lama today

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Testimonials available at this link: http://xanapublishingandmarketing.com/testimonials/

Author's note

Thank you for reading 'The Self-Publishing Tools of Trade Every Author Must Know.'

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To help you in your self-publishing journey I have decided to create a **Private Facebook Group** JUST for those of you who have downloaded this guide.

To join our Private Facebook Group CLICK HERE

If you enjoyed this book, I'd be very grateful if you'd write a short review to display on my website. Your support does make a difference.

My direct email is lama@xanapublishingandmarketing.com, or you can submit the 'Contact Form' at this link: http://xanapublishingandmarketing.com/contact/

Warmest Regards,

Lama Jabr

Connect with me on social media