

Lama Jabr

The
**Self-Publishing
Tools of Trade
Every Author
Must Know**



www.xanapublishingandmarketing.com

THE SELF-PUBLISHING TOOLS OF TRADE EVERY AUTHOR MUST KNOW

Lama Jabr



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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 own 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.

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 in order 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 what is important and what will help you on your individual journey. Most of the websites I have featured in the e-book 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 more about what each site has to offer before deciding which is best suited to your project.

All the links are active at the time of this publication; if any websites show error messages in the future 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 the e-book, 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 e-book. 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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 xanapublishingandmarketing.com		<i>Helping Authors Self Publish #1 Amazon Best Sellers</i>	

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STEP 1: Claim Your FREE UPDATES

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 in order 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.

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.

<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.

<http://ereaderiq.com>

3. 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.

<http://kdpulse.com>

4. 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.

<http://kds Spy.com>

5. 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.

<http://keywordinspector.com>

6. 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>

7. KindleSamurai

KindleSamurai analyses how profitable your keywords are and how easy it is to get your link on the first page of results.

<http://kindlesamurai.net>

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. 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.

<http://merchantwords.com>

10. NovelRank

Free Amazon Sales Rank tracker for tracking book sales on all Amazon domains.

<http://novelrank.com>

1.2 Keyword Research Tools

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 version.

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.

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 answer 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 for 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 actually works.

<http://howstuffworks.com>

6. HubPages

HubPages has magazine-style articles and provides a number of ways to improve your writing skill. You even get your own 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 ones is <http://gutenberg.org>. Just make sure you do your own research to check that the content really is copyright free 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.

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 up 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>

Part II: Writing Your Book

2.1 Book Title Generators and Blog Topic Generators

These sites create titles for your poems, books, articles and blogs.

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 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)

summarises 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 maximise 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 is 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 not 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 specialise in this service; some editors also offer assessments, and writers' organisations 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 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. Bear in mind: (1) You generally get what you pay for and (2) The fast, cheap, good rule. Two are sometimes attainable, but not all three. 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.

- *Finalising 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); copy-editing; 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 have 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 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.

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.

1. AmazonS3

Amazon Simple Storage Service (Amazon S3) only charges you for the data storage that you actually 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. 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 absolutely free.

<http://fakenamegenerator.com>

2. Name Generator

This pseudonym generator can randomly generate thousands of names for both male and female,

<http://namegenerator.biz/pseudonym-generator.php>

2.5 Plagiarism Checker Sites

Plagiarism is a serious problem 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 checking and preventing any forms of plagiarism linked to your text.

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 a copy.

<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 absolutely free to use and it allows you to check for plagiarized parts in your writing, 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 with 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 Freemium 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 a consistency checker, it can be tailored to the style sheet for your MS, checking consistency in headings, capitalisation, abbreviations, spellings, hyphenation, and much more.

<http://www.intelligentediting.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 so you can make sure that you're over (or under) your prescribed limits.

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>

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, Content server for online access to your book collection and an E-book editor for the major e-book formats. (Free)

<http://calibre-ebook.com>

3. Creatavist

Creatavist helps you integrate text, audio, video, and interactive elements into e-books. 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 e-books 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 e-books for the iPad. You can also add galleries, video, interactive diagrams, 3D objects, interactive widgets, and more to bring your e-book to

life. Choose from a variety of templates and layouts, or create one of your own. *iBooks* 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 e-book 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.

<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 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 reducing drastically the size of your images and photos whilst 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 a number of 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>

3.3 Market Places for Book Covers

These websites provide freelancers who can design your book cover or other graphic design.

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 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 more 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>

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.

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 e-books, audio books, 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 e-books, audio books, and comic books. It's a subscription service and is home to around one million titles.

<http://scribd.com>

4.2 Digital Books Publishing Platforms

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 to produce your printed book on demand, these services have you covered.

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 own 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, e-books, music, images and custom calendars.

Authors create, print, and sell their books through all major retail channels. They set their own royalties and control the publishing process.

<http://lulu.com>

Part V: Author Branding & eBook Marketing

5.1 Author Websites

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. In addition, 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>

5.1.2 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 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 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 automatically fit any screen and can be read on every device. Even more so, it also allows the reader to change the color and size of 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 a number of other features.

<http://themeforest.net/item/keilir-responsive-wordpress-blog-theme/4893662>

6. Papyrus - 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/papyrus-ultimate-wordpress-book-store/7970443>

7. Preface - A WordPress Theme for Authors

‘Preface’ is great for authors of every style on any kind of medium, whether e-book or print.

<http://themeforest.net/item/preface-a-wordpress-theme-for-authors/898063>

8. Webbie - WordPress theme for ebook authors

Webbie is focused on simple yet elegant design, and it’s built around making it easy for you to write, sell, and promote your book with ease.

<http://themeforest.net/item/webbie-wordpress-theme-for-ebook-authors/4706203>

5.2 eBook Marketing

5.2.1 Audio, Video and Webinar Software

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 exactly 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 own 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. In order 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>

4. WorldLiteraryCafe

WorldLiteraryCafe aims to bring the literary community together and offers helpful and invaluable publicity for any writers. Anyone from a blogger to an editor can find help here using their easy-to-navigate website. The *WLC* connects readers and authors and its main goal is "paying it forward" for everyone involved in the literary field.

<http://worldliterarycafe.com/forum>

5.2.3 Author Interview Opportunities

The following list of websites offer 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> [For Women Authors]
4. <http://bookie-monster.com/submit-an-interview>
5. <http://readwriteclub.com/author-interviews>
6. <http://myadultplace.net/author-interview>
7. <http://mybookplace.net/author-interview>
8. <http://bookgoodies.com/contact-us/author-self-serve-interview>
9. <http://awesomegang.com/author-interview>
10. <http://bookreadermagazine.com/featured-author-interview-series>
11. <http://pretty-hot.com/author-interview>

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.

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 7 days before your free promotion period starts. Those directories will promote your book for free on their website. This way we can achieve higher downloads, reviews and increase the visibility of your Kindle eBook!

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

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

<http://pixelscroll.com/0-99-book-notification-form>

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

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

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

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

<http://iloveebooks.com/for-authors.html>

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://digitalbooktoday.com/join-our-team>

<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://mommasaysread.com/author-reviews/author-services>
<http://freediscountedbooks.com/submit>
<http://ebookdealoftheday.co.uk/free-book-feature>
<http://thatbookplace.com/free-promo-submissions>
<http://freebookclub.org/kindle-books/book-submissions>
<http://indie-book-bargains.co.uk/addBook.php>
<http://kornerkonnektion.com/index.html>
<http://ereadernewstoday.com/ent-free-book-submissions>
<http://freebooksy.com/editorial-submissions>
<http://thatbookplace.com/free-promo-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, you can submit it to the following sites to get 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://freebooknetwork.com>

<http://ebooks4free.net>

<http://101forexebook.com>

5.2.7 Book Promotion Sites

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

AuthorMarketingClub helps authors find readers. It offers Free and Paid membership.

When you become an Author Marketing Club member you will have access to the following:

- * A thriving community of authors willing to share their marketing tactics and lessons, and failures
- * Helpful advice and resources for new and experienced authors alike
- * Specials and offers for discounted services to help you publish your book

<http://authormarketingclub.com/members/premiummembership/>

2. AwesomeGang

AwsomeGang 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 to their newsletters. Your book will be featured on their homepage for 2 days and also be placed on their Featured books page. Your book will also be shared on their social media channels

<http://awesomegang.com>

3. BookBub

BookBub's daily email alerts readers to ebooks 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.

<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 \$4.99! 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

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 and lets you know within 24 hours. Their editors create a brief summary of your book and 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 with free book promotions at no extra charge!

<http://booksends.com/advertise.php>

8. DigitalBookSpot (bknights)

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

<http://digitalbookspot.com>

9. 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>

10. eBooksHabit

eBooksHabit has several book promotion opportunities available to authors. Their basic submission is Free, guaranteed placement is \$10 and Twitter Book Promo \$19+

<http://ebookshabit.com/for-authors>

11. 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 and reach 45,000 subscribers.

<http://ereaderiq.com>

12. 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.

<http://ereadernewstoday.com>

13. 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 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>

14. 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.

A Facebook post about the blog post to KBoards Facebook fans.

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

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

15. 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/?page_id=642

16. 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>

17. 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 with all personal details, book details and social media links. They also publish author interviews and offer a tweet scheduler.

<http://quotesrain.com/pro-author-program.php>

18. ReadCheaply

ReadCheaply targeted daily email reaches over 70K subscribers across 23 genres

<http://readcheaply.com>

19. Reading Deals

Reading Deals offers 2 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>

20. 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>

21. The Fussy Librarian

The Fussy Librarian sends 121,000 subscribers a daily email, which is 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>

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. 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 reviews romance novels.

<http://thebookbinge.com>

2. Book Blogger Directory

The Book Blogger Directory provides a listing of “book blogs” so that you can easily find the blog you're looking for. The blogs are listed alphabetically and are divided by genre.

<http://bookbloggerdirectory.wordpress.com>

3. Bookgasm

This website reviews thrillers, crime novels/novellas, and mystery books.

<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.

<http://thebooknut.com>

5. Book Reviewer Yellow Pages

Online directory of book reviewers listed alphabetically.

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

6. Kittling Book

This blog reviews mystery and thriller works.

<http://kittlingbooks.com>

7. 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 plus author interviews and top tens.

<http://thebookbag.co.uk/reviews>

8. 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>

9. The Book Smugglers

The site reviews fantasy and romance works.

<http://thebooksmugglers.com>

5.2.9 Book Review Sites - Free Service

The following websites provide free book reviews. Book reviews are good no matter where they come from. 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 in 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 it's 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 discussion, whether people are talking about recommendations, reviews, or discussing the ideas within the books themselves.

<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 e-books and audio books, and cover a number of genres from comic books and graphic novels to poetry books. If you get reviewed by them, your finished review gets posted on their site *and* the pages of a number of publicity giants, like Barnes & Noble, Google Books, and even social media sites like Facebook and Twitter.

<http://readersfavorite.com/book-reviews.htm>

5. ReviewSaint

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

<http://reviewst.com/getreviews>

6. TheIndieView- Free

This page provides links to where Indie books are reviewed.

<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/or 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>

5.2.10 Book Review Sites - Paid Service

These websites offer the same benefits as those above, but their services will cost you a fee.

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.

<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

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.

https://instafreebie.com/authors?invite_code=r6x15WZGPM

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)

<https://facebook.com/groups/Paoloebook>

<https://facebook.com/groups/157675667738591>

<https://facebook.com/groups/282716651915330>

<https://facebook.com/groups/beautybookmakeup>

<https://facebook.com/groups/126168734223817>

<https://facebook.com/groups/1503960063191047>

<https://facebook.com/groups/Book.Books>

<https://facebook.com/groups/13284802558>

<https://facebook.com/groups/passionforbooks>

<https://facebook.com/groups/320356974732142>

<https://facebook.com/groups/English.Writers>

<https://facebook.com/groups/2friendspromatewithauthors>

<https://facebook.com/groups/bookpromo.review>

<https://facebook.com/groups/AmazonBookClubs>

<https://facebook.com/groups/freebooks>

<https://facebook.com/groups/2204546223>

<https://facebook.com/groups/179494068820033>

<https://facebook.com/groups/BookPromotion>

<https://facebook.com/groups/bookplace>

<https://facebook.com/groups/kindle.goodreads>

<https://facebook.com/groups/571135069563269>

<https://facebook.com/groups/booksgoneviral>

<https://facebook.com/groups/bookjunkiepromotions>

<https://facebook.com/groups/623206594363552>

<https://facebook.com/groups/481534748544531>
<https://facebook.com/groups/241846582600572>
<https://facebook.com/groups/337141432986476>
<https://facebook.com/groups/9476163038>
<https://facebook.com/groups/authorspostyourbooks>
<https://facebook.com/groups/419504758165134>
<https://facebook.com/groups/270558336379692>
<https://facebook.com/groups/BooksLovers>
<https://facebook.com/groups/388497611179690>
<https://facebook.com/groups/148313988694907>
<https://facebook.com/groups/512098985483106>
<https://facebook.com/groups/ebooksdownload>
<https://facebook.com/groups/400287663384215>
<https://facebook.com/groups/eBooksBooksPromo>
<https://facebook.com/groups/443014452450161>
<https://facebook.com/groups/FreeEbookGroup>
<https://facebook.com/groups/apablog>
<https://facebook.com/groups/126014020784739>
<https://facebook.com/groups/187547284642012>
<https://facebook.com/groups/147716185430164>
<https://facebook.com/groups/618474484838163>
<https://facebook.com/groups/294455560643884>
<https://facebook.com/groups/135486133130440>
<https://facebook.com/groups/129536203777715>
<https://facebook.com/groups/205686289555465>
<https://facebook.com/groups/acrebooks>

5.2.13 Facebook Pages

<https://facebook.com/kindle>

<https://facebook.com/EreaderNewsToday>

<https://facebook.com/PixelofInk>

<https://facebook.com/freebooksdotnet?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/freebookdeal>

<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/goodfreekindlebooks>
<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/freebookseveryday>
<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/FreeKindleChildrensBooks>
<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)

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. 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 be seen frequently by the people who'll want to see it most.

<http://facebook.com/about/ads>

3. 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.

<http://goodreads.com/advertisers>

4. 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>

5. 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>

6. StumbleUpon

StumbleUpon offers inexpensive ads that have a solid traffic rate.

<http://ads.stumbleupon.com>

7. 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>

8. 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 out there—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 and publishes 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 it stand out.

<http://onlineprnews.com>

3. PR.com (Free)

PR.com allows you to promote anything you need to in a sort of “one-stop shop” 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 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 include 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.

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.

<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.

<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.

<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/or 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.

<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 help promote your work across various social media platforms.

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 allows you to get alerts and keep track whenever you're mentioned, your brand, your industry, a competitor and any mention you get on the internet.

<http://mention.com/en>

8. Sniply

Sniply allows you to backlink to your own website.... whenever you link to another site, you'll leave what *Sniply* calls a "call to action" link leading back to your own 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>

9. Swayy

Swayy connects users to content that's connected to their interests.

<http://swayy.co>

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.

<http://tagboard.com>

5.2.18 Image Resources- Public Domain

These sites have images listed under the public domain, therefore no need to worry about copyright fights if you use them.

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 10 new free photos every 10 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, or drawing traffic into 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.

1. Anobii

Anobii is a community built by readers and for readers and allows you to keep your own 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 and let others read what you think about recently purchased books.

<http://booklikes.com>

4. Booksie

Booksie is a free social publishing site that connects writers and readers all over the world.

<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 e-books. *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.

1. Facebook Insights

Facebook Insights lets you track the number of active users on your site 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.

<http://quantcast.com>

5. Twitter analytics

Measure engagement and learn how to make your Tweets more successful. You can find this new analytics data by visiting

<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
#freebook	#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		#Indiepub
#kindlebooks	#audiobooks	#fun		#pubtip
#AmazonPrime		#chicklit		#selfpub
#Amazon	#RT			#selfbub
#AmazonKindle	#RETWEET	#cookbooks		#selfpublishing
#KindleUnlimited		#recipes		#publishing
#kindlebooks	#99cents	#food		#getpublished
#kindleebooks	#99c	#cooking		
		#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.

<http://goo.gl>

5.2.23 Virtual Book Blog Tours

The sites below offer help organizing and running your book tour, and they can help you understand the specifics if you've never done one before.

1. Book Blasts and Blog Tours

Book Blasts and Blog Tours focuses on a heavy online presence and is made up of two parts; the “blast” and the “blog tour.”

The “Blast” option is a publicity boost. Over a few days, they get your book posted on a number of different blogs and focuses on building your following on social media like Facebook and Twitter. They also utilize an Amazon gift card giveaway which enters participants who add your book to their online reader accounts or subscribe to your social media accounts.

A “Blog Tour”, on the other hand, focuses on blog presence. You'll have a few interviews, perhaps some guest posting on the blogs, and book reviews. Multiple packages are available, but tours usually run for about two weeks. You must have eBooks copies or be able to ship printed ones for the reviews.

<http://bookblasttours.com>

2. 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>

3. 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>

4. 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>

5. 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). No non-fiction.

<http://rockstarbooktours.com>

6. Sage's Blog Tours

Sage's Blog Tours will work with authors of any genre, and helps to organize and schedule "blog tours" which are online tours where you might meet or correspond with the authors of a number of blogs to promote your book, including 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.

<http://sagesblogtours.com>

7. Xpresso Book Tours

Xpresso Book Tours 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 further promote your books, and the company strongly assures its clients that the tour will be completely organized for you.

<http://xpressobooktours.com>

8. YA Bound Book Tours

YA Bound Book Tours has been organizing and hosting Book Tours since May 2011 and has 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>

5.3 Productivity Tools

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 process better.

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. SimpleMind

SimpleMind has apps for Android and iOS and is easy to use on mobile. You can move branches and nodes and organize your map without sitting down at a desktop.

<http://simpleapps.eu/simplemind>

3. 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>

5.3.2 Task Management Software

These services can help you stay organized if you have trouble managing all of your projects.

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 and label and arrange them, and users can comment on other user's task feeds. You can also upgrade from the free service for \$99 per month for personalized support and 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 interesting services for authors and 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

Easiest way for book publishers and authors to team up with translators and sell their books in multiple languages globally. 10+ languages 300+ online retailers

<http://babelcube.com>

4. MySpeedread

The free website to calculate your reading speed. Take the simple timed reading test and find out your reading speed in words per minute. Plus. You can select any of the classic books to receive and read in installments - absolutely free.

<http://myreadspeed.com>

5. 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>

6. Rafflecopter

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

<http://rafflecopter.com>

7. 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 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>
<http://tckpublishing.com>
<http://amyharrop.com>
<http://debbiedrum.com>
<https://kindlepreneur.com>
<https://helpingwritersbecomeauthors.com>
<https://davidgaughran.wordpress.com>
<http://publishing.about.com>
<http://trainingauthors.com>
<https://amarketingexpert.com/blog>
<http://blog.nathanbransford.com>
<http://bookmarketingtools.com>
<http://bookmarketingservices.org>
<https://insights.bookbub.com>
<http://writersdigest.com>
<https://janefriedman.com>
<http://advicetowriters.com>
<http://thewritelife.com>
<http://copyblogger.com/blog>
<http://dailywritingtips.com>
<http://blog.smashwords.com>
<http://sethgodin.typepad.com>
<http://blog.nathanbransford.com>
<http://socialmediaexaminer.com>
<http://smashingapps.com>
<http://www.wordle.net>

<https://booklaunch.com/resources>
<http://www.bookpromotionhub.com>
<http://librestock.com>
<http://www.creativindie.com>

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, 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 idea 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 authorpreneur? If so, let Lama walk by your side and help to take you there.

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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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Warmest Regards,

Lama Jabr

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