

Self-Publishing Links

Thank you for attending my workshop. I hope this supporting material helps you explore the self-publishing landscape for yourself. If you have any questions, send me an email at:

TomE@writelough.com. If I can't answer them myself, I'll point you towards someone who can.

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Influencers

Recommended podcasts

Podcasts are my preferred way to stay current with what's happening in the indie-publishing scene, mostly because I can listen while driving or doing the dishes.

Here are my top ten, but I advise picking the two or three that suit you and listening to them regularly.

The Creative Penn: <https://www.thecreativepenn.com/podcasts/>

The Sell More Books Show: <https://www.sellmorebooksshow.com/category/podcast/>

The Self-Publishing Formula: <https://selfpublishingformula.com/spf-podcast/>

The Alliance of Independent Authors: <https://www.allianceindependentauthors.org/askalli-podcast/>

Self-Publishing with Dale: <https://selfpublishingwithdale.com/index.php/podcast/>

Self-Publishing School: <https://self-publishingschool.com/podcast/>

The Indy Author Podcast: <https://www.theindyauthor.com/podcast.html>

SPA Girls: <https://www.selfpublishingauthorspodcast.com/>

Go Publish Yourself (by IngramSpark): <https://www.ingramspark.com/podcast>

Kobo Writing Life Podcast: <https://kobowritinglife.libsyn.com/>

Great blogs

These days I consume my weekly self-publishing news and tips via audio, but if I'm Googling a topic, these are some of the blogs I'll look out for in the search results. However, if you prefer reading to listening, I would advise checking out Maureen Crisp's Weekly Roundup (www.maureencrisp.com), as she collates all the best articles each week, framing them from an NZ perspective.

The Alliance of Independent Authors: <https://selfpublishingadvice.org/alli-blog/>

Dave Chesson's Kindlepreneur: <https://kindlepreneur.com/blog/>

David Gaughran: <https://davidgaughran.com/blog/>

Jane Friedman: <https://www.janefriedman.com/blog/>

K. M. Weiland: <https://www.helpingwritersbecomeauthors.com/>

Janice Hardy's fiction university: <http://blog.janicehardy.com/>

Derek Murphy's Creative Indie blog: <https://www.creativindie.com/>

Kristen Lamb: <https://authorkristenlamb.com/>

IngramSpark's Self-Publishing Blog: <https://www.ingramspark.com/blog>

ProWritingAid blog: <https://prowritingaid.com/en/Blog/Categories>

Books on Self-Publishing

There are so many books on self-publishing, it's hard to know where to start. Here are ten that are on my kindle and have helped me get this far. If I had several books by the same author, I chose the best one to start with.

Successful Self-Publishing by Joanna Penn: <https://www.goodreads.com/book/show/28242375>

Rethinking the Writing Business by Kristine Kathryn Rusch:

<https://www.goodreads.com/book/show/54003375>

24 Assets by Daniel Priestly: <https://www.goodreads.com/book/show/35214497>

The Magic Bakery by Dean Wesley Smith: <https://www.goodreads.com/book/show/35880562>

Platform Mastery by Nick Thacker: <https://www.goodreads.com/book/show/50719198>

Strangers to Superfans by David Gaughran: <https://www.goodreads.com/book/show/54746634>

Self-Publishing with Amazon Ads by Bryan Cohen: <https://www.goodreads.com/book/show/61067452>

Author Unleashed by Robert J. Ryan: <https://www.goodreads.com/book/show/50887881>

Become a Successful Indie Author by Craig Martelle:

<https://www.goodreads.com/book/show/39663543>

Newsletter Ninja by Tammi Labrecque: <https://www.goodreads.com/book/show/39854097>

Useful organisations, services and tools

Finding Freelancers:

If you need an editor, proofreader, illustrator, blurb writer, or any other professionals to help you with your books, these are the best places to find them online:

<https://reedsy.com/>

<https://www.fiverr.com/>

<https://www.upwork.com/>

Joanna Penn and the Alliance of Independent Authors also have vetted lists:

<https://www.thecreativepenn.com/editors/>

<https://www.allianceindependentauthors.org/services-directory/>

Producing Books

ProWritingAid – <https://prowritingaid.com/>

This is an AI Generated grammar and style editor that I couldn't live without. It helps you polish your work before sending it to an editor, so they don't have to waste their time on the basics.

Scrivener – <https://www.literatureandlatte.com/scrivener/overview>

An all-in-one writing software for authors, Scrivener allows you to plan, write, develop your characters, and format your book, all in one place.

Atticus – <https://www.atticus.io/>

Write and format your eBooks and Print books in this extremely intuitive software, available on PC, Mac and online.

Vellum - <https://vellum.pub/>

Before Atticus, Vellum was the industry's go-to book formatting software. It produces awesome eBooks, but has a heftier price tag and is only available on Mac.

Affinity Publisher - <https://affinity.serif.com/en-gb/publisher/>

This graphic design software is a great alternative to Adobe Indesign, if you want to do your own elaborate print layout. It costs a one-off purchase of less than \$100 NZD and is fairly intuitive after a few basic tutorials.

Reaching Readers

Bookfunnel – Send advance copies of your books: <https://bookfunnel.com/>

Publisher Rocket – Find keywords and categories: <https://publisherrocket.com/>

Draft2Digital – Publishing aggregator: <https://www.draft2digital.com/>

PublishDrive – Another self-publishing aggregator: <https://publishdrive.com/>

Book2Read – Universal links that send the reader to their preferred store: <https://books2read.com/>

Mailing List Providers

Three popular email services for authors are Mailchimp, Mailerlite, and ConvertKit. However, they each have pros and cons, and it depends on how big your audience is, how much you want to pay, and many other factors.

The following article by Dave Chesson compares all their features and gives you the highlights. It's well worth a read before you commit to one.

<https://kindlepreneur.com/best-email-services-for-authors/>

The Alliance of Independent Authors also has a good comparison of five different options:

<https://www.emailtooltester.com/en/newsletter-software-comparison/>

They also have a great blog series that goes into the best strategies for email marketing:

<https://selfpublishingadvice.org/email-marketing-for-authors-part-1/>

Getting reviews

This article from the Alliance of Independent Authors walks you through getting your first 50 reviews:

<https://selfpublishingadvice.org/how-to-get-your-first-50-book-reviews/>

Here's a great article to help you build your own Advance Reader team:

<https://kindlepreneur.com/building-an-arc-launch-team/>

The paid ARC services that I use every time are:

BookSirens: <https://booksirens.com/>

Kbook Promotions: <https://www.kbookpromotions.com/>

Here are some other common paid options, but before using them, you need to make sure that they have the right readership for your book.

Hidden Gems: <https://www.hiddengemsbooks.com/>

NetGalley: <https://www.netgalley.com/>

Booksprout: <https://booksprout.co/>

Book Promotion Sites

There are too many book promotion sites to list them all, but my top three are:

Bookbub: <https://www.bookbub.com/>

BargainBooksy: <https://www.bargainbooksy.com/>

FreeBooksy: <https://www.freebooksy.com/>

For detailed and up-to-date information on how to use book promo sites and an analysis of the different options, check out David Gaughran's article:

<https://davidgaughran.com/best-promo-sites-books/>

Tom E. Moffatt's Self-Publishing Team

Anna Bowles – editor: <https://annabowles.co.uk/>

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Miscellaneous

Udemy – Great value courses on anything you want to learn: <https://www.udemy.com/>

Free 3D book cover creator: <https://diybookcovers.com/3Dmockups/>

Bar code generator: <https://kindlepreneur.com/isbn-bar-code-generator/>

QR code generator: <https://kindlepreneur.com/qr-code-generator-for-authors/>