

Indie Publishing 101 — Resources

1: Audience and Discovery

Book Description/Blurb Tips

“5 Steps to Writing a Killer Elevator Pitch for Your Book”

BookBub Insights — <http://bit.ly/1Fi3izA>

“How to Write a Book Blurb”

Self-Publishing Review — <http://bit.ly/1GFRgW5>

Genre, Category, Audience

Amazon Browse Categories Tips

<http://amzn.to/1RCb7cv>

Discoverability

Kristine Kathryn Rusch — <http://amzn.to/1dXgCc>

“How Amazon Search Really Works”

Kadaxis — <http://bit.ly/1dFLqbj>

“How to Get Your Book in the Right Categories”

Louisa Locke — <http://bit.ly/1HIsCF7>

Let's Get Visible

David Gaughan — <https://davidgaughan.wordpress.com/>

2: Design Collaboration

Cover Design

“15 Articles on Cover Design for Self-Publishers”

<http://bit.ly/1C7XJ6B>

“8 Cover Design Secrets Publishers Use to Manipulate Readers into Buying Books” — Derek Murphy — <http://bit.ly/1JSznEh>

99Designs — <http://99designs.com/>

Designers submit their ideas, and after a few rounds of feedback, you pick the winner. Packages start at \$299.

“Applying Professional Design Principles to Book Cover Design”

Carol Chiao — <http://bit.ly/1BgvXtN>

Front Cover: Great Book Jackets and Cover Design

Alan Powers — <http://amzn.to/1ORImH1>

SelfPubBookCovers.com — <http://www.selfpubbookcovers.com/>

Pre-made book covers for customization. Covers start as low as 69¢.

“What Kind of Cover Design Sells More Books in Your Genre?”

<http://bit.ly/1HOaxK>

DIY Design Tips - Web Resources

“Branding” in Kris Rusch's *Discoverability* series

<http://bit.ly/1KCzOFC>

“eBook Cover Design Awards” (monthly, The Book Designer)

<http://bit.ly/1IIAusj>

“Understanding Fonts & Typography” (The Book Designer)

<http://bit.ly/1OAHAXi>

Designing Print Books

Just My Type: A Book about Fonts

Simon Garfield — <http://amzn.to/1SIObli>

Thinking with Type: A Critical Guide ...

Ellen Lupton — <http://amzn.to/1lvvqWd>

Finding Designers and Templates

Book Cover Design Resources

Hazel Longuet — <http://bit.ly/1MVv8rA>

Book Design Templates from The Book Designer

Ready-to-use templates for Microsoft Word and InDesign

<http://www.bookdesigntemplates.com/>

“Finding the Right Designer for You”

Guido Caroti, Indie ReCon — <http://bit.ly/1MVv8rA>

Joanna Penn's List of Book Designers

<http://bit.ly/1MDagVg>

Finding Free and Low-cost Art

Wikipedia Commons: public domain art

https://commons.wikimedia.org/wiki/Main_Page

Shutterstock: royalty-free (but not free) photos

<http://www.shutterstock.com/index-in.mhtml>

3: Editorial Collaboration

Self-editing Tips

“The Indie Author's Bookshelf: 19 Best Titles for Self-Editing”

Joel Friedlander — <http://bit.ly/1IEpfxB>

“How to Self-Edit Your Book” [checklist]

Jessica Bell, Indie ReCon — <http://bit.ly/1L9zAox>

“What to Ask Your Beta Readers”

Laura Matthews — <http://bit.ly/1g9X94q>

Books

The Writer's Portable Mentor

Priscilla Long — <http://amzn.to/1JjQrDP>

The New Well-Tempered Sentence

Karen Elizabeth Gordon — <http://amzn.to/1fsLhcO>

Chicago Manual of Style Online

<http://bit.ly/1emJbu2>

Professional Associations

Northwest Independent Editors Guild

www.edsguild.org

Editorial Freelancers Association

<http://www.the-efa.org/>

4: Production Management

Articles and Books

“At a Glance: eBook Formatting for Kindle Publishing”

Corina Macleod — <http://bit.ly/1G6KYtL>

“Cheat Sheets for eBook Design”

Jaye Manus — <http://bit.ly/1IrYgfd>

“eBook and Print Production from Microsoft Word”

Annie Pearson — <http://bit.ly/1IMTYW7G>

Let's Get Digital: How To Self-Publish, And Why You Should

David Gaughan — <http://amzn.to/1TcBy7b>

The Self-Publisher's Ultimate Resource Guide

Joel Friedlander et al. — <http://amzn.to/1T1QOot1>

Print-on-Demand Vendors' Formatting Guides

Note: Ingram Spark and CreateSpace offer book design services.

Ingram Spark File Creation Guide

Print & eBook — <http://bit.ly/1Up5q3z>

A Step-By-Step Guide to Formatting Your Book's Interior

CreateSpace PrePress — <http://bit.ly/1BgrJ5i>

"The Top 10 File Review Rejection Reasons"

CreateSpace Help — <http://bit.ly/1FibFv5>

Tips for Microsoft Word and PDF File Preparation

"Creating a PDF for Print"

CreateSpace PrePress — <http://bit.ly/1Fiby3x>

"eBook and Print Production from Microsoft Word"

Annie Pearson — <http://bit.ly/1MTYW7G>

"Self-Publishing with an Apple"

Just Publishing — <http://bit.ly/1JPpLvy>

eBook File Creation Tools

KindleGen and KindlePreviewer — <http://amzn.to/1wUusu>

Adobe InDesign — <http://adobe.ly/1EeD6XA>

Calibre — <http://calibre-ebook.com/download>

iBook Author — <http://www.apple.com/ibooks-author/>

Jutoh — <http://jutoh.com/>

Sigil — <http://sigil-ebook.com/>

eBook Paid Production Services

Bibliocrunch Services Market — <http://bibliocrunch.com/>

eBookArchitects — <http://ebookarchitects.com/>

Smashwords list of formatters — <http://bit.ly/1T1UMLk>

Supporting Tools, Validators, and Guides

KindleGen and KindlePreviewer for MOBI validation

eCanCrusher (zip Epub files) — <http://bit.ly/1gQKOIU>

ePUB Validator (free) — <http://cnet.co/1EeDyFb>

Ingram Spark File Creation Guide — <http://bit.ly/1JPmWuK>

Smashwords Style Guide [eBook] — <http://bit.ly/1MaVAP>

5: Author as Publisher

Cost per book from POD Vendors

Helen Sedwick — <http://bit.ly/1HlzodX>

"From Acquisition to Publication" [traditional workflow]

Terri Bischoff — <http://bit.ly/1QZmHfu>

"The Key Book Publishing Paths"

Jane Friedman — <http://bit.ly/1JPm2hA>

Key Books

APE | Author, Publisher, Entrepreneur

Guy Kawasaki — <http://amzn.to/1Bc2nxH>

Business for Authors

Joanne Penn — <http://bit.ly/1BgjOF4>

The Copyright Handbook

Stephen Fishman JD — <http://amzn.to/1KRx1qc>

Let's Get Digital

David Gaughan — <https://davidgaughan.wordpress.com/>

Writer Beware!

Do not pursue any self-publishing author services without investigating via Writer Beware sites:

<http://sfwa.org/other-resources/for-authors/writer-beware/>

<http://facebook.com/WriterBeware>

#WriterBeware on Twitter

How To Choose A Self Publishing Service 2016 —

<http://www.amazon.com/dp/B00CCONYCM/>

ALLi compares all players in self-publishing: Kindle, CreateSpace, Author Solutions, Lulu, IngramSpark, Apple eBooks, and more.

Websites, Blogs, Communities

"A Band of Authors" — Our community:

<http://abandofauthors.com>

Alliance for Independent Authors

<http://allianceindependentauthors.org/>

International network of authors and professional advisors, online workshops, guides, a services directory and more — \$75/ year. Includes active advice-giving private Facebook group.

Author 2.0 Blueprint — Joanna Penn's free guides

<http://www.thecreativepenn.com/blueprint/>

The Book Designer

Self-publishing guides, advice, templates, and toolkits

<http://www.thebookdesigner.com/>

Book Publishers Northwest

Puget Sound regional affiliate of the Independent Book Publishers Association (IBPA) — informational community. \$50/year

<http://www.bookpublishersnw.com>

How to Set Up and Run an Author Exhibition Stand

Alison Morton, Alli — <http://bit.ly/1VWqiOV>

Successful Self-Publishing

<http://www.amazon.com/gp/product/B019H38JL2>

6: Distribution and Promotion

Promotions

8 Ebook Discovery Services Compared

<http://bit.ly/1sug7IE>

"Book Advertising Sites" (spreadsheet)

Sharon Karaa — <http://www.book-buddy.net/>

"Email List Building"

Your Writer Platform — <http://bit.ly/1JPpWHp>

Facebook Ads for Authors (course)

<http://learn.selfpublishingformula.com>

Aggregator / Distributors

(can create eBooks from Word docs; distribute to most stores)

Draft2Digital — <https://draft2digital.com/>

Smashwords — <https://www.smashwords.com/auth>

eBook Stores

Amazon KDP — <https://kdp.amazon.com/>

Apple iBooks Store — <http://apple.co/1J1KH3b>

Kindle Direct Publishing — <https://kdp.amazon.com/>

Kobo Writing Life — <https://www.kobo.com/writinglife>

Nook Press — <https://www.nookpress.com/>

Oyster — <https://www.oysterbooks.com/help/publishers>

Scribd — <https://www.scribd.com/upload-document>