

The Self Publishing Toolkit

RESOURCE

GUIDE



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This guide is a companion to [The Self Publishing Toolkit](#), available for purchase at Amazon.com.


Welcome to Smart Self Publishing...

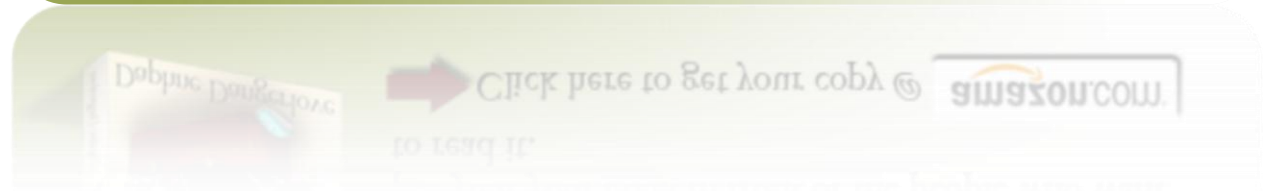


Wondering how you are supposed to do it all?

Help is here. The Self Publishing Toolkit has you covered from publication through promotion.

Every task is broken into step by step instructions that will not only get you published but help you put your your book in front of the people who want to read it.

➔ Click here to get your copy @ 



RESOURCE GUIDE

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The Only Tool

[The Self-Publishing Toolkit](#): Download updated versions of the Workbook and Guide & join the mailing list to get notifications of new tools and updates.

INTRODUCTION: Essential First Tools

[The Self-Publishing ToolKit Workbook](#) (PDF)

[The Self-Publishing Toolkit Resource Guide](#) (PDF)

[Evernote](#)

[Google Account](#)

[Google Calendar](#)

[Building Your Book for the Kindle eBook](#) ([Free Reading Apps](#))

PART ONE: Before You Publish

Books on Writing

[Self-Editing for Fiction Writers](#) (Dave King and Renni Browne)

[Revision and Self-Editing](#) (James Scott Bell)

[Plot & Structure](#) (James Scott Bell)

[The Art of War for Writers](#) (James Scott Bell)

[Writing Fiction for Dummies](#) (Randy Ingermanson & Peter Economy)

[Bird by Bird](#) (Anne Lamott)

[On Writing](#) (Stephen King)

[The Artist's Way](#) (Julia Cameron)

Draw your Blueprints: Goal Setting

[Eat that Frog](#) (Brian Tracy)

[Goals](#) (Brian Tracy)

[The Millionaire Course](#) (Marc Allen)

Market Research

[Amazon Top 100 Best Selling Books](#)

[Google Keyword Tool](#)

Novel Writing Software

[Scrivener](#)

[yWriter](#)

[Liquid Story Binder](#)

Editing Software

[EditMinion](#)

[AutoCrit](#)

Music

[Pandora](#) (internet radio)

[RainyMood](#) (awesome rain storm)
[simplynoise](#) (white noise)

Professional Book Services

(Including Editing, Book Formatting and Cover Design)

[KindleBoards Yellow Pages for Authors](#)

PART TWO: Publication Resources

Publication Sites

[Amazon Kindle Direct Publishing](#)

[PubIt! \(Barnes & Noble\)](#)

[Smashwords](#) (Distribution to multiple outlets including Apple)

[Kobo Writing Life](#)

eBook File Conversion Software

[Calibre](#)

Print on Demand Publishers

[CreateSpace \(Amazon\)](#)

Copyright

[US Copyright Office Online](#)

ISBN

[Bowker Identifier Services](#)

Book Cover Resources

Royalty Free Images

Paid Images

[Dreamstime](#) (Best prices.)

[Shutterstock](#)

[iStockphoto](#)

Free Image Sites

[Stock Free Images](#)

[Public Domain Pictures](#)

[Dreamstime Free](#)

[Stock.xchng](#)

Software

[Adobe Photoshop](#)

[Gimp](#)
[Inkscape](#)
[Paint.net](#)

Font Websites

[Google Web Fonts](#)
[FontSquirrel](#)
[MyFonts](#)
[dafont](#)

Book Cover Designers

[KindleBoards Yellow Pages for Authors](#)
[Art by Karri](#) (Karri Klawiter)
[Fiverr](#)

Manuscript Conversion Software

[Mobipocket Creator](#)

PROMOTION RESOURCES

Author Central

[Author Central on Amazon](#)
[Shelfari](#)

Website Resources

Domains & Hosting

[DreamHost](#) (Easiest to set up. Great choice if you are nervous about hosting your own domain. \$8.95/mo. Use the code SELFUBLISHING and get a free domain.)
[Bluehost](#) (Free domain. \$4.95/mo.)
[HostGator](#) (You have your choice between three different plans. Use the code SELFUBLISH to get 25% off your order at HostGator.)

WordPress Themes

[The Genesis Framework for WordPress](#)
[Thesis](#)
[Woo Themes](#)
[WordPress Free Themes Directory](#)

Mailing List Management

[Aweber](#)
[Mailchimp](#)

WordPress Plugins

[Akismet](#)
[Jetpack](#)
[Google Analytics for WordPress](#)

[All in One SEO Pack](#)
[Enable Media Replace](#)
[Google XML SiteMaps](#)

Content Placement

[Line of Sight](#)
[Nonverbal Website Intelligence](#)

Social Media Icon Sets (Free)

[60 Gorgeous Free Social Media Icon Packs.](#)
[The Best Social Media Icons All in One Place](#)
[44 Must Have Free Social Media Icon Packs](#)

Link to My Site/Book Code Generator

[Grab My Button Code Generator](#)

RSS Feed

[Feed 101](#)
[Feedburner](#)
[Google Reader](#)

Your Blog

[Google Alerts](#) (for MashUp Posts)
[Dreamstime](#) (for images)
[RaffleCopter](#) (for contests)
[Vista Print](#) (for promotional items)

Email List Management

[Aweber](#)
[Mail Chimp](#)

Search Engine Optimization Resources

Backlinks
[RaffleCopter](#)

Press Release Distribution

[PRLog](#)
[i-Newswire](#)

On Page Optimization

[Scribe SEO](#) by Copyblogger Media

Measuring Your Results

[Free Monitor for Google](#) by Clever Stat

[Google Analytics](#)

[Sams Teach Yourself Google Analytics in 10 Minutes](#)

[Google Alerts](#)

Social Media

Facebook

[Facebook](#)

[TimeLine Images](#)

[Facebook Page Insights Help](#)

[Facebook 101 \(Tutorial\)](#)

Twitter

[Twitter](#)

[Tweetdeck](#)

[HootSuite](#)

[Twitter 101 \(Tutorial\)](#)

[Tweeter Karma](#)

[Twitter Best Practices Guidelines](#)

[Twitter Terms of Service](#)

Hashtags for Authors

#amediting: People who are editing.

#amwriting: People who are writing, very popular. Fun to jump in on.

#askagent: Agent questions and answers.

#author

#authors

#ebook

#editing

#fictionfriday

#fridayflash: Flash Fiction on Friday

#nanowrimo: National Novel Month (in November)

#novels

#novelists

#pubtip: Publication Tips

#publishing

#samplesunday: Authors post sample chapters of their work on Sunday.

#scifi: Genre tag

#selfpublishing

#vss: Very short story.

#webfic: Web Fiction

#weblit web literature

#wip: Work-in-Progress

#wordcount

#writegoal: People use this one for setting/announcing/completing goal.

#writequote
#writer
#writers
#writetip: Writing tips for authors
#writing
#writingtips: Another on for writing tips.
#wrotetoday
#western
#horror
#occult
#fantasy
#scifi
#action
#humor
#romance
#paranormal
#truecrime
#thriller
#hardboiled
#police
#crimewriting
#mystery
#historical
#memoir
#essays

Link Shorteners

[Goo.gl](#)

[Bit.lyOw.ly](#)

Social Media Sites

[Shelfari](#)

[Pinterest](#)

[Google+](#)

[goodreads](#)

[Linkedin](#)

KDP Select Free Promo Resources

[Kindle Owners' Lending Library](#)

[Kindle Direct Publishing Select \(KDP Select\)](#)

[KindleBoards Free Book Thread](#)

You can find checklists in the Workbook for the following Sections. They are provided here for your reference.

Free Blogs to Notify

Wherever possible, I have linked you directly to the submit form.

[Author Marketing Club](#) : You need to create an account, but this site allows you to submit to 12 sites on one page. Just pay attention because some of the sites require a 30 day advance notice, and others require day of posting.

30 Days Prior to Your Promotion

Get your book in early to get a spot on these lists!

[Books on the Knob](#): Must have reviews before you submit and mention is not guaranteed.

[Centsible Reads](#): Scroll down to the bottom of the page for free submission.

[Daily Free eBooks](#): Possibly opportunity for an interview so get this one in early!

[Ebook Deal of the Day UK](#): 3 days advance notice. Will tweet as well.

[Ebook Deal of the Day](#): 7 days advance notice. Will tweet as well.

[eBookLister](#): No erotica, but steamy romance is okay.

[eReader iQ](#): Automatically includes your book when it goes free.

[Flurries of Words](#): All advertising options are free. Must email to schedule. No erotica.

[Free Books Hub](#): Fill out form. Has a reach of 20,000 readers.

[Free Books Hub UK](#): Will tweet and post.

[Free Booksy](#): Editorial submission. No erotica.

[Free eBooks Daily](#): Must [subscribe to blog or follow on Twitter](#) to be featured.

[Free Book Dude](#): Also offers the opportunity guest post.

[Free Kindle Books & Tips](#): Must have an average rating of 4-5 stars. Notify as far in advance as you can.

[Frugal eReader Freebie Submission](#): Not guaranteed so get in early.

[Get Free eBooks](#): They also have a section where they [feature authors](#).

[Gospel eBooks](#): Feature Christian eBooks only.

[Indie Book List](#): Notify at least a week in advance, more if possible.

[Indie Book of the Day](#): Priority given to books with good reviews. No erotica.

[Kindle Spice](#): Must be erotic, have 5 reviews and have an average of 4+ stars in rating.

[Orangeberry Book Tour](#): Must have 3 reviews, not guaranteed.

[Pixel of Ink](#): Getting picked up by Poi is the holy grail of the Self-Published author! Notify 30 days in advance.

[Talisman Book Publishing](#): Must follow on all Social Media sites.

[That Book Place](#)

[The Cheap](#): Not guaranteed. They have several outlets for promoting books so it's worth a shot. Also have paid options.

One Week Prior to Your Promotion

[Bargain eBook Hunter](#): Submit, but no guarantee that your book will be featured. You can pay \$5 for guaranteed placement.

[Digital Book Today Top 100 Free eBook List](#): Must be a full length novel with 10 or more review and a 4.0+ review average.

[eBooks Free Daily](#): Submit at least 2 days prior. Must have 5 reviews, average of 4 stars.

[eBooksHabit](#): 3-4 days lead time. (Scroll down for free book submission.)

[Ereader News Today](#): Must send books in at least 3 days prior to your promotion. Very influential site.

[Free Erotica](#): Five days advance notice required.

[Free Kindle Fiction](#): Can submit for free but \$5 for guaranteed placement. No erotica.

[Free Kindle EBooks](#): Must submit by 3PM ET to be featured the following Tuesday. Must be free on Amazon.

[Indies Unlimited](#): On the Thursday before your promotion, watch for a post titled “Freebie Friday Ramp Up” and add your book’s title, name, blurb and your link that will have your book free on Friday.

[Kindle Finds](#): Must notify 3 days ahead of time.

[Kindle Daily Deal](#): No charge but requests you purchase one of his books.

[Media Bistro](#): Email your submission to appnewser@mediabistro.com. They choose several free ebooks to feature per week.

Day of

[Addicted to ebooks](#)

[Snicklist](#).

Paid Blogs

[Bargain eBook Hunter](#): You can [notify them](#) of your free promo (at least a week in advance) but there is no guarantee of placement. You can pay for a guaranteed placement.

[Book Talk](#): Multiple options starting @ \$35 for a month.

[Centsible Reads](#): Multiple options. Daily feature for \$25 and Sidebar ads \$25 for a month.

[eReader iQ](#): You can purchase a Book of the Day sponsorship for \$50.

[eReaderLove](#): Many options, very affordable.

[Free Booksy](#): Many options. They also have a free Author Marketing App for Facebook.

[Frugal E Reader](#): Multiple options from \$10 to \$100 depending on promotional package choice.

[Good Kindles](#): Requires a \$5 donation and follow all of the instructions at this link to the letter.

[Kindle Author Free Book Promo](#): \$20 per title, per day.

[Kindle Author](#): Book of the Day \$75, Free Book Promo \$20, Bargain Books \$20.

[Kindle Fire Department](#): Must have 3 reviews. \$75 a day. No erotica.

[Kindle Nation Daily](#): Multiple options ranging from \$29.99 - \$179.99.

[Kindle Spice](#): Multiple paid options for sponsorship for erotic & erotic romance books.

[Super E-books](#): \$20 for a catalog page on their site, \$45 for a daily ad, \$125 for a week.

[World Literary Cafe](#): \$40 for a social media book buzz promotion. They also have a new release program for \$45.

Forums

[Amazon’s Meet Our Authors Forum](#); This is the only place on Amazon you can promote your book.

[Kindle Boards Links to Free Books Thread](#): Don’t forget to post here! This is a great community.

Twitter Accounts to Notify

@4FreeKindleBook

@Booksontheknob

@Bookyrnextread

@DigitalBkToday

@free

@free_kindle

@freebookdude

@freebookdeal

@freebookpromos

@FreeKindleStuff

@FreeReadFeed

@ilovefreebooks
@IndAuthorSucess
@IndieKindle: You must [go to their site](#) and submit your tweet. Read directions carefully!
@Kindle_promo
@Kindle_releases
@KindleBookPromo
@KindleBookKing
@KindleDaily
@kindleebooks
@kindlefantasies (science fiction/fantasy)
@KindleFreeBook
@kindlenews
@Kindlestuff
@KindleUpdates

Facebook Pages

[Amazon Kindle:](#)
[Author Marketing Club](#)
[Authors on the Cheap](#)
[eBooks Free Free Free](#)
[Ebooks of Horror Facebook page](#)
[Effective Teaching Solutions](#): Children, Middle Grade and YA authors may post here.
[eReader1 US](#)
[Erotic Books Online](#)
[Free books are Us Group](#) (Must join.)
[eReaderLove](#)
[Free eBook Deal](#)
[Free Erotica](#)
[Free Kindle Books & Tips](#)
[Free Today on Amazon](#)
[iAuthor](#)
[Indie Kindle](#)
[Indie Book List](#)
[I Love Free Books](#)
[Kindle Finds](#)
[Kindle Korner](#)
[Mobile Read](#)
[Only Romance](#)
[Reading Kindle](#)
[Share FREE eBooks](#)

Getting Reviews

[Indie Review Tracker](#)
[Step by Step Self-Publishing Reviewer List](#) (Scroll down.)

General Promotion Resources

[The Reader's Guide to Epublishing](#): Free to be a featured author. Must write an engage blog post and agree to gift readers copies of your ebook. You can choose how many copies you gift. Can combine this with a free promotion.

[Kindle Mojo](#): Can list book for free but a donation is appreciated.

[Indie Kindle](#): Scroll down for free options. They don't require your book to be free to Tweet about it, so give your account a break and let them do the tweeting. They also have programs to help with Facebook and Twitter promotion.

[Kindle Book Blast](#): This service is in the works, but they have a newsletter that you can sign up for to be notified when it is up and running. Early subscribers get free promotion!

[Free Erotica](#): She'll post perma-free books here. (Non-KDP Select Books.)