



GWYN'S SELF-PUBLISHING RESOURCE GUIDE

These are the sources that I've found useful along my journey in indie publishing. They're all people you can trust, authors who have been there and succeeded. A lot of this is relevant whichever method you decide to publish your book.

GENERAL ADVICE

The Alliance of Independent Authors is an excellent resource for those who want to self-publish. It also has a watchdog service where it rates publishing services.

<https://www.allianceindependentauthors.org/watchdog/>

<https://selfpublishingadvice.org/best-self-publishing-services/>

ALLi also has an excellent article, 'Facts and Figures about Self-Publishing: The Impact and Influence of Indie Authors': <https://selfpublishingadvice.org/facts-and-figures-about-self-publishing-the-impact-and-influence-of-indie-authors/>

GENERAL EXPERTISE

Joanna Penn is a successful indie author who is very generous with her advice in both fiction and non-fiction:

<https://www.thecreativepenn.com>

Jane Friedman is an American author who has been reporting on publishing for over 20 years: [Jane Friedman](#)

David Gaughran has excellent resources including a free course and is great on Amazon:

<https://www.davidgaughran.com>

[Amazon themselves](#)

IngramSpark publishing guide

<https://www.ingramspark.com/how-to-self-publish-a-book?hsCtaTracking=3bcac7be-39cb-4454-91cc-3430f50017de%7C483e9659-df92-48e4-871b-6d79860fa11a>

How to write a blurb

<https://blog.reedsy.com/guide/blurb/>

<https://kindlepreneur.com/write-a-book-description/>

How to title a book

<https://kindlepreneur.com/how-to-title-a-book-with-good-book-titles/>



How to sell your books direct

<https://www.amarketingexpert.com/2023/01/17/the-ultimate-guide-to-selling-books-on-your-author-website/>

If you want to **go wide** and not be exclusive with Amazon for your ebooks, then you can use an aggregator like <https://www.draft2digital.com/>

If you want to get into **libraries and shops** then do not tick for expanded distribution on your paperbacks with Amazon, but put them with Ingram Spark also.

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

Gen marketing How To

<https://nicholaserik.com/book-marketing-crash-course/>

Amazon ads How To's

<https://blog.reedsy.com/guide/amazon-ads-for-authors/>

<https://advertising.amazon.com/solutions/industries/book-ads>

<https://www.janefriedman.com/amazon-ads-authors-comprehensive-guide/>

Facebook ads How To's

<https://blog.reedsy.com/facebook-ads-for-authors-mark-dawson-interview/>

<https://blog.reedsy.com/learning/courses/marketing/facebook-ads-authors/>

<https://kindlepreneur.com/facebook-ads-for-books/>

<https://blog.reedsy.com/learning/courses/marketing/>

Use Amazon Attribution to track your conversions via links from other sites.

Small digital first publishers

They accept direct submissions without agents.

- Boldwood
- Bloodhound – crime, mystery, thrillers
- Bookouture
- Storm Publishing
- Joffe
- One More Chapter (HC)
- Skyhorse Publishing. American. Incs non-fiction and several imprints
- Kensington Publishing. American. Various imprints



Mardle Books mardlebooks.com a new non-fiction imprint.

If You Want To Look What Agents And Publishers Are Searching For Manuscripts, Look At Twitter Hashtag #MSWL

NON-FICTION RESOURCES

<https://www.thecreativepenn.com/write-non-fiction-book/>

<https://blog.reedsy.com/guide/nonfiction/how-to-write-a-nonfiction-book/>

Audio books

<https://nybookeditors.com/2020/11/every-step-you-need-to-make-an-audiobook/>

<https://s3.nybookeditors.com/blog/PDF/How-to-Create-an-Audiobook-For-Beginners.pdf?mtime=20201116054757>

BOOKS I'VE FOUND USEFUL

AMAZON: Understanding Amazon, David Gaughran (plus his other books)

MAILING LIST: Newsletter Ninja, Tammi Labrecque

FACEBOOK ADS: Help my Facebook Ads Suck, Mal Cooper, Jill Cooper

BLURBS: How to Write a Sizzling Synopsis, Bryan Cohen

LAUNCHES: 5 Steps to Author Success, Rachel McLean

Ricardo Fayet, How to Market a Book

Write to Market, Chris Fox

Become a Successful Indie Author, Craig Martelle (plus his others in series)

The Anatomy of Genres, John Truby

FACEBOOK GROUPS FOR AUTHORS – note these are very much aimed at Career Authors.

SPF Community (Mark Dawson's group)

20Booksto50k (serious commercial writers)

YOUR WEBSITE

- Wordpress powers over 40% of the world's websites. It's easy to use and cost-effective: <https://wordpress.org/> NOT wordpress.com because you don't own that domain.



DECIDE WHAT MAILING LIST COMPANY YOU WOULD LIKE TO USE

- Mailerlite is recommended by many authors. Others include Mailchimp, MadMimi, Sendfox and Convertkit.
- Look at some of your favourite authors' websites, (in the same genre) and sign up to their newsletters to see how they do it.

OTHER USEFUL TOOLS

[Scrivener](#) for writing your book as it really helps with organisation of a big manuscript

[Canva](#) for creating all the visuals you will need

[K-lytics](#) for finding the best Amazon categories for your book and what books are selling and which aren't

[Vellum](#) for formatting your books (Mac) or [Atticus](#) for Windows

<https://bookfunnel.com/> for delivering your reader magnet

[Publisher Rocket](#): for keyword and category research

[BKLNK.com](#): free tool for category research

PODCASTS

Podcasts are a brilliant way of keeping up to date with the industry and learning. I listen to them when I'm doing mundane things like driving, cleaning, cooking etc. These are the ones I can wholeheartedly recommend:

The Self Publishing Show

The Creative Penn Podcast

The Six Figure Author (no longer updated, but lots of great info)

Wish I'd Known Then with Jami Albright and Sara Rosett

The Career Author

Author Marketing Podcast

Self-Publishing Advice & Inspirations

Novel Marketing Podcast



DETAILED BOOK ADVERTISING COURSE: Absolutely brilliant course which is constantly updated for free: [Mark Dawson's Ads for Authors](#)

Formula for direct link to your reviews: https://www.amazon.com/review/create-review?asin=YOUR_ASIN

You can change the .com for .co.uk or whichever market you want.

HOW TO ASK FOR MORE AMAZON BOOK CATEGORIES

In your KDP dashboard – where you have your reports and bookshelf – click on HELP in the top menu

Scroll down to the bottom of the left hand listings where it says CONTACT US

You should then have a menu which includes AMAZON STORE & PRODUCT DETAIL PAGE which is the first one (BTW lots of other useful things there too)

The drop down for this then includes UPDATE AMAZON CATEGORIES

If you click on that it gives you a pre-populated format for asking for your additional categories. You need to choose up to 10 for kindle and 8 (because you already have 2 in your original listing) for books, and you need to find the right format and declare which market place you are asking for. You can do different ones for different market places and you'll find they also contain different categories, so what works for UK doesn't necessarily work in US for eg.

This is one eg for kindle and one for books from UK store:

Kindle store – kindle ebooks – crime, thriller & mystery – crime fiction – murder

books – crime, thrillers & mystery – mystery