

Ultimate Resource Guide for Authors

Advertising

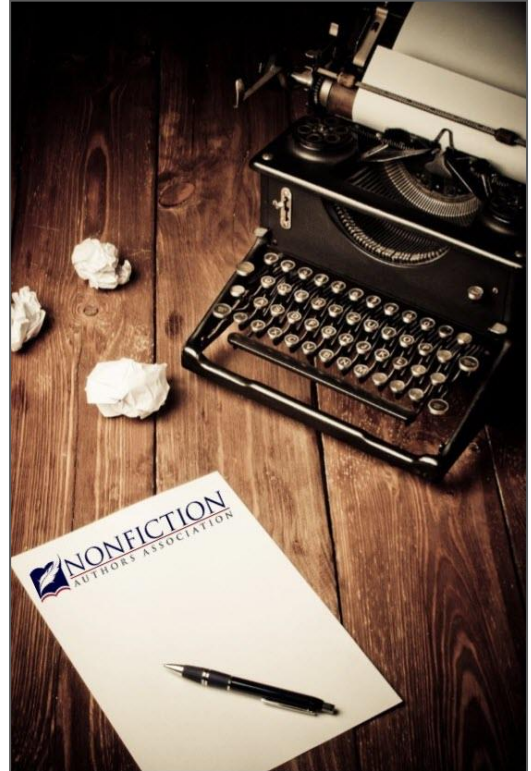
- ❖ Google Adwords: adwords.google.com
- ❖ Google Adsense: adsense.google.com
- ❖ Facebook: facebook.com/business
- ❖ Bing: bingads.microsoft.com
- ❖ Yahoo: advertising.yahoo.com
- ❖ AOL: advertising.aol.com

Affiliate Sales

- ❖ Clickbank: clickbank.com
- ❖ Commission Junction: cj.com
- ❖ JV Zoo: jvzoo.com

Amazon

- ❖ Author Central: authorcentral.amazon.com
- ❖ Associates (affiliate): affiliate-program.amazon.com
- ❖ Advantage (sell books directly): advantage.amazon.com
- ❖ Seller Central: sellercentral.amazon.com
- ❖ Kindle Direct Publishing: kdp.amazon.com
- ❖ Customer Support for Authors: authorcentral.amazon.com/gp/help/contact-us
- ❖ Kindle Pay-Per-Click Advertising Overview:
kdp.amazon.com/en_US/help/topic/G201499010



Blog Directories

- ❖ Technorati: technorati.com
- ❖ Blog Catalog: blogcatalog.com
- ❖ Networked Blogs: networkedblogs.com

Book Awards

- ❖ Nonfiction Book Awards: nonfictionauthorsassociation.com/nonfiction-book-awards
- ❖ Ben Franklin Book Awards: ibpabenjaminfranklinawards.com
- ❖ Global Ebook Awards: globalebookawards.com
- ❖ Foreword Book of the Year: forewordreviews.com/services/book-awards/boty
- ❖ Nautilus Book Awards: nautilusbookawards.com
- ❖ The Eric Hoffer Awards: hofferaward.com



Book Clubs

- ❖ From Left to Write: fromlefttowrite.com
- ❖ Book Club Reading List: bookclubreading.com/submit-your-book/
- ❖ Meetup: meetup.com

Book Marketing

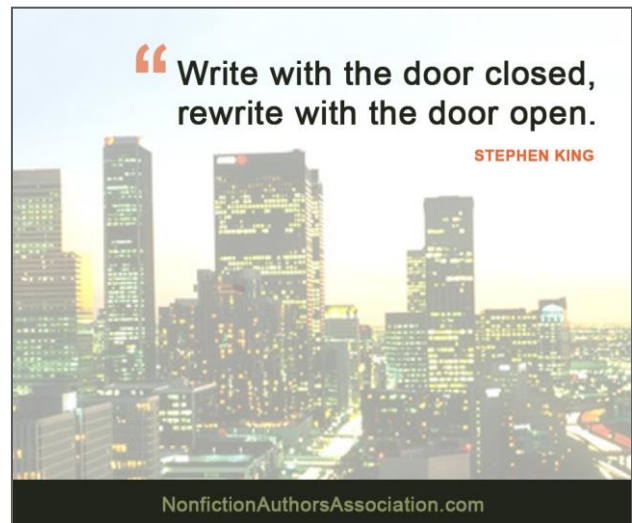
- ❖ Book Review Targeter (Amazon reviewer software): bit.ly/bookreviewtargeter
- ❖ NetGalley (book review service): netgalley.com
- ❖ Bookbub (ebook promotions): bookbub.com

Business Resources

- ❖ IRS Sales Tax Permits by State: [irs.com/articles/state-sales-taxes](https://www.irs.com/articles/state-sales-taxes)
- ❖ Business Liability Insurance: [TheHartford.com](https://www.TheHartford.com) and [hiscox.com/small-business-insurance](https://www.hiscox.com/small-business-insurance)

Contests

- ❖ Rafflecopter: [afflecopter.com](https://www.rafflecopter.com)
- ❖ Gleam: [gleam.io](https://www.gleam.io)
- ❖ Goodreads Giveaways:
[goodreads.com/giveaway](https://www.goodreads.com/giveaway)
- ❖ LibraryThing: [librarything.com](https://www.librarything.com)
- ❖ Shelfari: [shelfari.com](https://www.shelfari.com)
- ❖ BookLikes: [booklikes.com](https://www.booklikes.com)



Ebooks and Audio Books

- ❖ Amazon Kindle: [KDP.Amazon.com](https://www.KDP.Amazon.com)
- ❖ Barnes and Noble Nook: [NookPress.com](https://www.NookPress.com)
- ❖ Apple iBookstore: [itunes.com/sellyourbooks](https://www.itunes.com/sellyourbooks)
- ❖ Kobo Books: [writinglife.kobobooks.com](https://www.writinglife.kobobooks.com)
- ❖ Google Play: play.google.com/books/publish/
- ❖ Smashwords: [smashwords.com](https://www.smashwords.com)
- ❖ Audiobook Creation Exchange: [acx.com](https://www.acx.com)
- ❖ Findaway Voices: [findaway.com/findaway-voices](https://www.findaway.com/findaway-voices)
- ❖ Book Funnel (distribute your ebook to beta readers): <http://bookfunnel.com>
- ❖ Audible (largest ebook retailer): [audible.com](https://www.audible.com)

E-mail Marketing

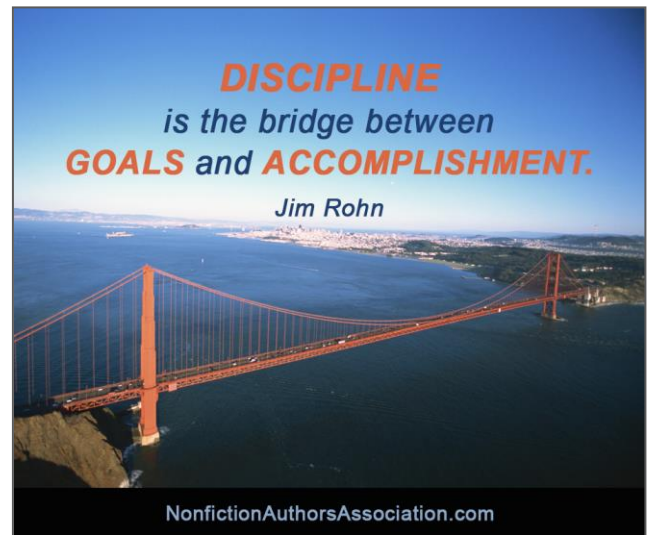
- ❖ Constant Contact: constantcontact.com
- ❖ AWeber: aweber.com
- ❖ Mail Chimp: mailchimp.com
- ❖ Gmail (switch to this if you still have AOL, Hotmail or Yahoo Mail): google.com/gmail

Event Registration Management

- ❖ EventBrite: eventbrite.com
- ❖ Evite: evite.com
- ❖ Meetup: meetup.com

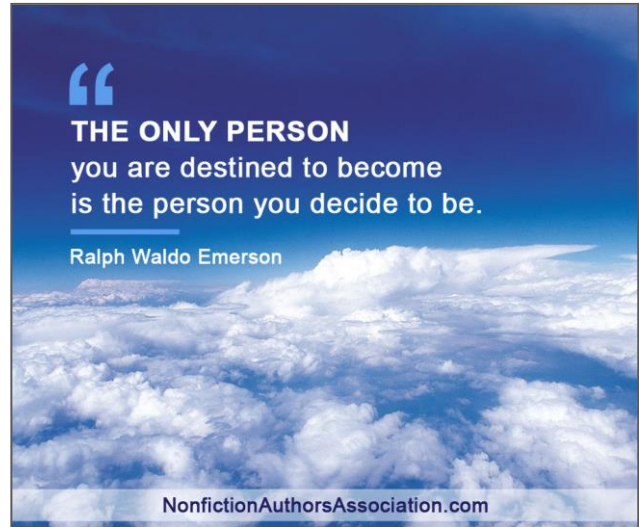
Freelancers

- ❖ Upwork (formerly Elance): upwork.com
- ❖ 99 Designs: 99designs.com
- ❖ Fiverr: fiverr.com
- ❖ Freelancer: freelancer.com
- ❖ Envato: envato.com
- ❖ Reedsy: reedsy.com
- ❖ Writers Boon: writersboon.com



Graphic Design

- ❖ Canva: canva.com
- ❖ Designrr: go.designrr.io
- ❖ Fiverr: fiverr.com/
- ❖ Upwork: upwork.com
- ❖ 99Designs: 99designs.com
- ❖ Stock Layouts (pre-designed templates):
stocklayouts.com



Market Research:

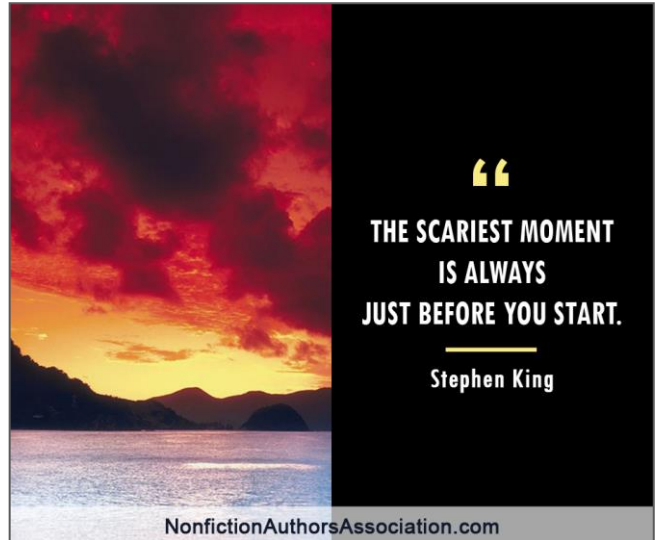
- ❖ Trendwatching: Trendwatching.com
- ❖ Market Research Reports: marketresearch.com
- ❖ Buzzsumo (content trends): app.buzzsumo.com
- ❖ Google Trends: google.com/trends/
- ❖ Scrip (hire researchers): scip.org

Online Course Tools

- ❖ Kajabi: kajabi.com
- ❖ Lynda: lynda.com
- ❖ Udemy: udemy.com
- ❖ Viddler: viddler.com
- ❖ Creative Live: creativelive.com
- ❖ Teachable: teachable.com

Payment Processing

- ❖ Paypal: [paypal.com](https://www.paypal.com)
- ❖ Square: squareup.com
- ❖ Google Checkout: checkout.google.com
- ❖ Amazon Payments:
payments.amazon.com
- ❖ Authorize: authorize.net



Podcasting

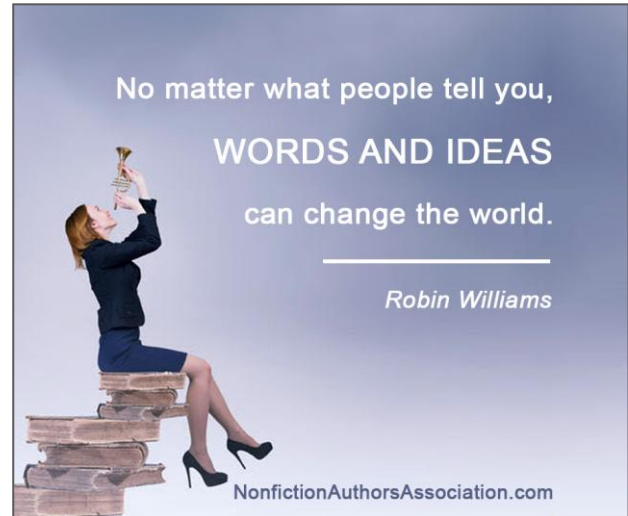
- ❖ Liberated Syndication: libsyn.com
- ❖ Audacity (recording and editing): audacityteam.org
- ❖ Adobe Audition (audio editing): adobe.com/audition
- ❖ Pamela for Skype (recording): pamela.biz
- ❖ Garage Band (recording for Mac, pre-installed)
- ❖ Ecamm (recording for Mac): ecamm.com/mac/callrecorder/
- ❖ iTunes: apple.com/itunes/podcasts
- ❖ Stitcher (podcast directory for Android phones): stitcher.com/content-providers
- ❖ Microphones: Audio Technica, Blue Yeti, Heil, Pop Filter (to filter sound)

Printing and Promotional Products

- ❖ PS Print: PSPrint.com
- ❖ Vistaprint: vistaprint.com
- ❖ iPrint: iprint.com
- ❖ Next Day Flyers: nextdayflyers.com
- ❖ 4 Imprint: 4imprint.com
- ❖ Affordable Buttons: affordablebuttons.com

Professional Speaking

- ❖ Prezi (presentation software alternative to PowerPoint): prezi.com
- ❖ National Speakers Association (NSA): nsaspeaker.org
- ❖ Toastmasters: Toastmasters.org
- ❖ American Society for Training and Development: astd.org
- ❖ American Seminar Leaders Association: asla.com
- ❖ Speaker Net News (newsletter): SpeakerNetNews.com
- ❖ Slideshare: slideshare.net



Publicity

- ❖ Help a Reporter: helpareporter.com
- ❖ Cision's Media Database (formerly Bacon's): us.cision.com/index.asp
- ❖ Gebbie Press (media databases): gebbiepress.com
- ❖ Muck Rack (find media sources on Twitter): muckrack.com
- ❖ Newspapers (free directory): newspapers.com
- ❖ PR Web (press releases): PRWeb.com
- ❖ Profnet (directory of experts): prnewswire.com/profnet



Publishing

- ❖ Editorial Freelancers Association: the-efa.org
- ❖ Association of Ghostwriters associationofghostwriters.org
- ❖ American Society for Professional Indexing: asindexing.org
- ❖ My Identifiers (ISBNs and Barcodes): myidentifiers.com
- ❖ Canada ISBN registration: bac-lac.gc.ca/eng/services/isbn-canada/Pages/isbn-canada.aspx
- ❖ Library of Congress Control Number: loc.gov/publish
- ❖ Copyright Office (official, register your manuscript here): copyright.gov
- ❖ Fonts for Sale/Download: fontshop.com and myfonts.com

Publishing Law: Attorneys

- ❖ Denise Gibbon: AbovetheDottedLine.com
- ❖ Jonathan Kirsch: jonathankirsch.com
- ❖ Dana Newman: about.me/dananewman
- ❖ No Lo (legal contracts): nolo.com

Publishing: Book Distributors

- ❖ Ingram Content Group, Inc. (world's largest book distributor): IngramContent.com
- ❖ Independent Publishers Group (IPG): ipgbook.com
- ❖ Baker & Taylor (largest supplier of books to libraries): Baker-Taylor.com
- ❖ Publishers Group West (largest distributor of independent titles in the U.S.): pgw.com
- ❖ BCH Fulfillment & Distribution (for small presses): Bookch.com
- ❖ List of Book Distributors: nonfictionauthorsassociation.com/list-of-book-distributors-and-wholesalers

Publishing: Book Distributors—Library

Market

- ❖ Overdrive: [Overdrive.com](https://www.overdrive.com)
- ❖ ProQuest: [proquest.com](https://www.proquest.com)
- ❖ Bibliotheca: [bibliotheca.com](https://www.bibliotheca.com)

Publishing: Book Printers

- ❖ IngramSpark: [ingramspark.com](https://www.ingramspark.com)
- ❖ Lightning Source (for publishers with multiple titles): [lightningsource.com](https://www.lightningsource.com)
- ❖ BookMasters AKA Baker & Taylor Publisher Services: [bookmasters.com](https://www.bookmasters.com)
- ❖ Full List of Book Printers: [nonfictionauthorsassociation.com/list-of-book-printers-in-the-united-states-states-international](https://www.nonfictionauthorsassociation.com/list-of-book-printers-in-the-united-states-states-international)



Publishing: Literary Agents

- ❖ The Association of Authors Representatives: [aar-online.org](https://www.aar-online.org)
- ❖ Publisher's Marketplace: [publishersmarketplace.com](https://www.publishersmarketplace.com)
- ❖ Writers Market: [writersmarket.com/cms/open/agent](https://www.writersmarket.com/cms/open/agent)

Royalty-Free Images

- ❖ iStock Photo: [istockphoto.com](https://www.istockphoto.com)
- ❖ 123RF: [123rf.com](https://www.123rf.com)
- ❖ Clipart: [clipart.com](https://www.clipart.com)
- ❖ Flickr: [flickr.com/creativecommons](https://www.flickr.com/creativecommons)
- ❖ Pixabay: [pixabay.com](https://www.pixabay.com)

Royalty-Free Music

- ❖ Pond 5: pond5.com
- ❖ Music Bakery: musicbakery.com

Screen Capture

- ❖ Snagit: snagit.com
- ❖ Screenflow (for Mac):
telestream.net/screenflow/
- ❖ Camtasia: camtasia.com



Shipping

- ❖ United States Postal Service: usps.com
- ❖ Stamps.com (print your own postage): stamps.com
- ❖ USPS Postage Calculator: postcalc.usps.com
- ❖ Pitney Bowes: pitneybowes.com
- ❖ Uline (supplies): uline.com

Shopping Carts

- ❖ E-Junkie: e-junkie.com
- ❖ 1ShoppingCart: 1shoppingcart.com
- ❖ Payloadz: payloadz.com
- ❖ Infusionsoft: infusionsoft.com
- ❖ Gumroad: gumroad.com

Social Media Tools

- ❖ Tweetdeck: tweetdeck.com
- ❖ Hootsuite: hootsuite.com
- ❖ Buffer: buffer.com
- ❖ Pay with a Tweet: paywithatweet.com
- ❖ Sponsored Tweets: sponsoredtweets.com
- ❖ Convert personal Facebook page to business page:
facebook.com/pages/create.php?migrate
- ❖ Bitly (link shortener): bit.ly



Software and Technology Tools

- ❖ CNET (free software downloads): download.cnet.com/windows/
- ❖ Journey Ed (discounted software for students): journeyed.com
- ❖ Carbonite (online backup—essential!): carbonite.com
- ❖ Dropbox: dropbox.com
- ❖ Dragon Naturally Speaking (recording transcription software): nuance.com/dragon

Teleseminars and Webinars

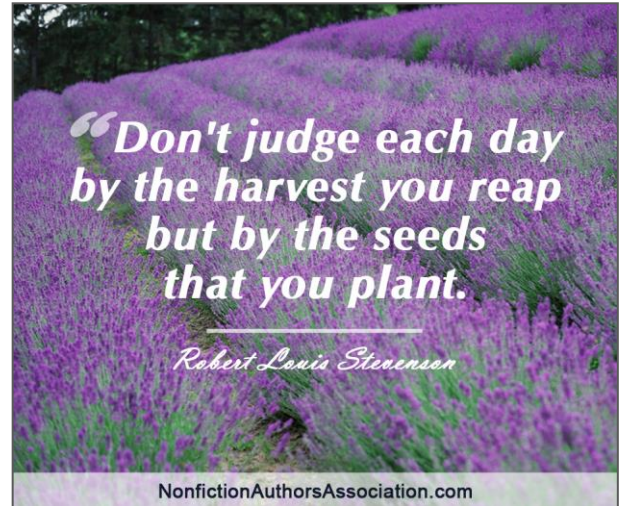
- ❖ Zoom: Zoom.us
- ❖ Go to Meeting: gotomeeting.com
- ❖ Google Hangouts: hangouts.google.com
- ❖ Stealth Webinar: stealthseminar.com
- ❖ Audio Acrobat: audioacrobat.com
- ❖ Instant Teleseminar: instantteleseminar.com
- ❖ Free Conference: freeconference.com
- ❖ Skype Recording: pamela.biz/en

Video Sharing

- ❖ YouTube: [youtube.com](https://www.youtube.com)
- ❖ Vimeo: vimeo.com
- ❖ Periscope: [periscope.tv](https://www.periscope.tv)
- ❖ Blab: [blab.im](https://www.blab.im)
- ❖ InVidz: [invidz.com](https://www.invidz.com)

Virtual Assistants

- ❖ Authors Assistants: [authorsassistants.com](https://www.authorsassistants.com)
- ❖ Assist U: [assistu.com](https://www.assistu.com)
- ❖ International Virtual Assistants Association: [ivaa.org](https://www.ivaa.org)



Website Hosting and Domains

- ❖ ServInt: [servint.com](https://www.servint.com)
- ❖ GoDaddy: [godaddy.com](https://www.godaddy.com)
- ❖ Network Solutions: [networksolutions.com](https://www.networksolutions.com)
- ❖ Blue Host: [bluehost.com](https://www.bluehost.com)

Website Tools

- ❖ Lead Pages (landing pages): [leadpages.net](https://www.leadpages.net)
- ❖ Unbounce (landing pages, pop-ups): [unbounce.com](https://www.unbounce.com)
- ❖ Google Analytics (traffic monitoring): analytics.google.com
- ❖ Clicky (real-time site analytics): [clicky.com](https://www.clicky.com)
- ❖ Button Factory (create website buttons): [dabuttonfactory.com](https://www.dabuttonfactory.com)
- ❖ W3 Schools (HTML tutorial and tags): [w3schools.com/html/default.asp](https://www.w3schools.com/html/default.asp)
- ❖ Google Keyword Planner: adwords.google.com/home/tools/keyword-planner
- ❖ Feedburner (blog feed): [feedburner.google.com](https://www.feedburner.google.com)

WordPress Templates

- ❖ Theme Forest: themeforest.net
- ❖ Elegant Themes: elegantthemes.com
- ❖ Template Monster: templatemonster.com
- ❖ A Themes: athemes.com

Writing Tools

- ❖ Citation Machine (locate citations):
www.citationmachine.net
- ❖ Endnotes (tips for formatting): ehow.com/how/5180669/format-endnotes-properly.html
- ❖ Pro Writing Aid (editing tool): [prowritingaid](http://prowritingaid.com)
- ❖ Grammarly: grammarly.com
- ❖ Thesaurus: thesaurus.com
- ❖ Dictionary: dictionary.com



Writers' Groups and Conferences

- ❖ Nonfiction Authors Association: nonfictionauthorsassociation.com
- ❖ Independent Book Publishers Association: ibpa-online.org
- ❖ Nonfiction Writers Conference: NonfictionWritersConference.com
- ❖ Shaw Guides (list of writer's conferences): writing.shawguides.com/
- ❖ Pub U: ibpa-online.org/events/event_list.asp
- ❖ San Francisco Writers Conference: sfwriters.org
- ❖ San Francisco Writing for Change: sfwritingforchange.org



Miscellaneous Tools

- ❖ Grammarly (spelling & grammar check): [grammarly.com](https://www.grammarly.com)
- ❖ Gravatar (get your photo posted alongside comments): en.gravatar.com
- ❖ Survey Monkey: [surveymonkey.com](https://www.surveymonkey.com)
- ❖ Talkwalker (alternative to Google Alerts): talkwalker.com/alerts
- ❖ **Additional resources, including recommended service providers:**
nonfictionauthorsassociation.com/recommended-resources

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the Nonfiction Authors Association!**

Member benefits include:

- ❖ Weekly educational [teleseminars](#) and past event recordings
- ❖ Exclusive content added weekly (Templates, Checklists, Worksheets)
- ❖ Access to our active members-only forums on Facebook and LinkedIn
- ❖ Marketing "Homework" (quick tips) sent weekly via email
- ❖ Complimentary admission to any NFAA [local chapter meeting](#) across the US and Canada
- ❖ Meet the Members program: Share your book announcements with our mailing list and get featured in our blog and social media reaching over 100k people
- ❖ Discounts with NFAA partners: IngramSpark, Office Depot, PR Newswire, ProfNet, and Gebbie Press
- ❖ Discounted registration for the [Nonfiction Book Awards](#), [Nonfiction Writers Conference](#), [online courses](#) and our exclusive Author Toolkits



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