

Publishing Perspectives
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List of Resources to Add to Your Self-Pub Toolkit
Janette Stone

Self-publishing is the publication of a book by its author without the involvement of an established publisher. The author is in control of the entire process including cover design and interior, formatting, price, distribution, and marketing. The author may outsource some or all the work to companies which offer these services. (Adapted from a post by Sue Campbell founder of Pages and Platforms).

Author Support Groups:

- Authors Guild
<https://authorsguild.com>
- Alliance of Independent Authors
<https://allianceindependentauthors.org>
- Local Writers' groups
- Writer's Relief – offers information on things like genre. Will research agents and publishers for a fee, and even make the submissions (for an extra fee).
- Authors Publish

Editorial Services:

- Dawn Brotherton – offers coaching for people who want to self-publish or prep to pitch to a traditional – will do only what you need – not a package price
info@BlueDragonPublishing.com
- The Darling Axe – Novel Development and Editing Services
- Reedsy
- Sue Rushford

Cover Design:

- 99designs.com – very good
- damonza.com

Formatting:

- booknook.biz
- damonza.com

Awards:

- The following list is just a smattering:
- Next Generation Indie Book Awards
 - Midwest Book Review

- Readers Favorite
- Winning Writers
- MWSA
- IBPA Benjamin Franklin Awards
- Foreword Indie Awards
- Eric Hoffer Awards

Promotion:

- Design your own business cards, bookmarks, and postcards on Vista Print
<https://vistaprint.com>
- www.canva.com also offers the above
- ISBN Agency – advertising tools like **Scoreit** (writing style analytics to determine marketable content) and **Detail Sheet** (particulars of book, including price to take to bookstores)
- Inkubate
- Readers' Favorite – free book reviews and awards

Publishing Services:

- Amazon KDP
- BookBaby
- Barnes & Noble Press
- Elm Grove Press
- Draft2Digital

Marketing:

- Robin Reads
- The Fussy Librarian
- BookBub

Free Resources jam-packed with helpful information:

- David Cheeson
<https://kindlepreneur.com/free-amazon-ads-course/>
- David Gaughran
<https://courses.davidgaughran.com/courses/starting-from-zero>
- <https://www.facebook.com/groups/20Booksto50k>
- <https://www.youtube.com/@20Booksto50kRLiveEvents>

A word about that ominous term “Author Platform”

According to David Gaughran, whom I highly recommend, you don't need all the social media hypes like Pinterest, X, LinkedIn, Instagram etc. which is a huge relief because, although I have all these accounts, I spend zero time on them. All you need are the following:

- a website (doesn't have to be expensive)
- an email list (it's about relationship with your readers and building community)
- an active Facebook presence

And voila! You have a healthy author platform that supports your creative endeavors.