

# Self-Publishing Toolbox

## Self-Publishing Platforms

- **Amazon Kindle Direct**  
<http://kdp.amazon.com>  
Amazon Kindle publishing platform; e-books only – no print versions.
- **bookbaby**  
<http://www.bookbaby.com>  
All-inclusive self-publishing platform including cover design, file conversion, etc.
- **Blurb**  
<http://www.blurb.com>  
Photo books, print books, blog to book and more.
- **CreateSpace**  
<http://www.createspace.com>  
Print and e-book publishing platform from Amazon.
- **Draft2Digital**  
<https://www.draft2digital.com>  
Publish to Kobo, Nook and iBooks platform all at one site.
- **iBooks Author**  
<http://www.apple.com/ibooks-author>  
Self-publishing platform from Apple.
- **Leanpub**  
<http://leanpub.com>  
Simple e-book only publishing platform.
- **Lulu**  
<http://www.lulu.com>  
Create print and e-book formats; also create calendars and other items.
- **MyCanvas**  
<http://ancestry.mycanvas.com/>  
Ancestry.com's publishing platform; incorporates online trees and media.
- **Nook Press**  
<https://www.nookpress.com>  
Barnes & Noble self-publishing platform; e-books only – no print versions.
- **Pressbooks**  
<http://pressbooks.com>  
Platform with professional designed book themes.
- **Smashwords**  
<http://www.smashwords.com>  
Geared towards “indie” authors; publish to multiple platforms and file formats.

## Alternate Platforms

Ready to take a “not so ordinary” approach to your publication?

- **Flipboard**  
<http://www.flipboard.com>  
E-zine publishing for mobile devices.
- **Issuu**  
<http://www.issuu.com>  
The fastest-growing digital publishing platform in the world.
- **MagCloud**  
<http://www.magcloud.com>  
Print and digital including glossy print magazines – by HP.
- **Scribd**  
<http://www.scribd.com>  
Popular subscription book service with strong social media leverage.

## Blog to Book Platforms

Convert your favorite blog posts to print or e-book format.

- **Blog2Print**  
<http://blog2print.sharedbook.com/>
- **Blurb**  
<http://www.blurb.com/blog-book>
- **Hyperink**  
<http://hyperink.com>

## Conversion Software

Convert from PDF or Microsoft Word to epub, mobi and other standard e-book formats.

- **Calibre**  
<http://calibre-ebook.com>  
Converts Word files (.doc) to epub, mobi and other formats.
- **Delicious Monster**  
<http://www.delicious-monster.com>  
Ebook conversion software for Mac – similar to Calibre.
- **Sigil**  
<https://code.google.com/p/sigil/>  
Free, open source, multi-platform ebook editor.

## E-Reader Apps

While many e-books are best read on specific e-reader devices, use these free apps to access and read e-books on your favorite device.

- **Apple iBooks**  
<http://bit.ly/hackgenibooks>  
Download and read books via iTunes.
- **Google Play Books**  
<http://bit.ly/hackgengplaybooks>  
Android-based e-reader app.
- **Kindle – Free Reading Apps**  
<http://bit.ly/hackgenkindle>  
Access Kindle e-books from your tablet, smartphone and computer.
- **Kobo – Free Reading App**  
<http://www.kobo.com/apps>
- **Nook – Free Reading App**  
<http://bit.ly/hackgennook>  
Access Nook e-books from your tablet, smartphone and computer.

## Publishing Tools – ISBN, Book Covers

- **Beginner's Guide To Book Cover Design**  
<http://www.hongkiat.com/blog/designing-book-covers/>  
Ideas and resources for book covers, print and e-book.
- **Bowker – ISBN**  
<https://www.myidentifiers.com/isbn/main>  
Discount on multiple ISBNs.
- **Cover Design Studio**  
<http://www.coverdesignstudio.com>
- **Design Ebook Covers: Tools, Tutorials & Photoshop Actions**  
<http://www.hongkiat.com/blog/ebook-cover-design-resources/>
- **How To Make Your Own Free Book Cover In MS Word**  
<http://www.thecreativepenn.com/2013/10/20/book-cover-design-ms-word/>
- **ISBN**  
<http://www.isbn-international.org>  
Learn how ISBNs work and which type is best for your book.

## Author Services

These sites handle all aspects from manuscript review and formatting, to cover design, to sales and marketing.

- **BookLocker**  
<http://publishing.booklocker.com>  
Provide publishing assistance including cover design, layout, formatting, etc.
- **IndieReader**  
<http://indiereader.com/publishingservices/>  
“Essential publishing services for discriminating indie authors”
- **Stories To Tell**  
<http://www.storiestotellbooks.com>  
Works with genealogists to help get their family history books published.
- **Vook**  
<http://vook.com>  
Offers publishing services for print and e-book formats.

## Sales Platforms

Most self-publishing platforms such as CreateSpace and Lulu also handle sales; the platforms below can be used in lieu of or as a supplement to other platforms. Make sure selling outside your publishing platform doesn't violate your publishing agreement!

- **Booktango**  
<http://www.booktango.com>  
Helps you design a cover and sell your e-book.
- **Gumroad**  
<https://gumroad.com>
- **DPD – Digital Product Delivery**  
<http://getdpd.com>
- **E-Junkie**  
<http://www.e-junkie.com/ej/selling-ebooks.htm>  
Sell e-books in PDF format, includes e-book security features.
- **Payhip**  
<https://payhip.com>  
E-commerce platform to sell e-books.

## Marketing

Writing and publishing your book is half the battle; getting noticed is the other half!

- **Author Central**  
<https://authorcentral.amazon.com/gp/home>  
Amazon's author promotion platform.
- **Author Marketing Club**  
<http://authormarketingclub.com/members/submit-your-book/>  
Submit your Kindle e-book for free.
- **Bookbub**  
<https://www.bookbub.com/partners/overview>
- **Bookwire**  
<http://www.bookwire.com/ForPublishers>  
E-book marketing for Bowker ISBN purchases.
- **CopyBlogger**  
<http://www.copyblogger.com>  
Solutions for smarter content marketing. Sign up for free "how to" e-books!
- **EbookBooster.com**  
<http://www.ebookbooster.com>  
List your Kindle Select book at multiple e-book sites.
- **Goodreads – Author Program**  
<http://www.goodreads.com/author/program>  
Set up an Author profile and get book reviews. Amazon-owned.
- **hostbaby – Websites for Authors**  
<http://www.hostbaby.com/authors/>  
Marketing platform from bookbaby.
- **Kobo**  
<http://www.kobo.com/publishers>  
Upload your e-book to this e-reader platform.
- **LibraryThing - Authors**  
[http://www.librarything.com/about\\_authors.php](http://www.librarything.com/about_authors.php)  
Popular book organizing site LibraryThing.
- **Scribd - Publishers**  
<http://www.scribd.com/publishers>  
Popular subscription book service recruits e-book authors.
- **Shelfari - Authors**  
<http://www.shelfari.com/help/question108>  
Amazon-owned online book community.

## News

The latest news in the self-publishing industry.

- **Bookrunch**  
<http://www.bookrunch.com>  
E-book news site including organizers, converters and e-readers.
- **Digital Book World**  
<http://www.digitalbookworld.com>  
Digital publishing news for the 21st Century.
- **Huffington Post – Self-Publishing News**  
<http://www.huffingtonpost.com/news/self-publishing/>
- **IndieReader**  
<http://indiereader.com>  
News service and discovery platform for lovers of indie books.
- **Self-Publishing Review**  
<http://www.selfpublishingreview.com>  
Book reviews for self-published authors, news, opinion, and how to's.
- **Self-Publishing Roundtable**  
<http://selfpublishingroundtable.com>  
YouTube based broadcast on self-publishing.
- **TeleRead**  
<http://www.teleread.com>  
News & views on e-books, libraries, publishing and related topics.

## Advice & Resources

Learn from those authors who've already been down the self-publishing route!

- **A Newbie's Guide to Publishing**  
<http://jakonrath.blogspot.com>  
Blog by a self-published author who has sold over 3 million books.
- **bookbaby - Free Guides for Authors**  
<http://www.bookbaby.com/free-publishing-guides>
- **GeneaBloggers – Resources for Family History Publishing**  
<http://www.geneabloggers.com/resources-family-historypublishing/>
- **New Self-Publishing**  
<http://www.newselfpublishing.com>
- **Self-Publishing.com**  
<http://www.selfpublishing.com/home/>  
Lots of advice, templates and freebies.

- **Self-Publishing Advice Blog**  
<http://selfpublishingadvice.org>  
From The Alliance of Independent Authors with great resources.
- **Self-Publishing Podcast**  
<http://selfpublishingpodcast.com>  
Your self-publishing questions answered live and on-air!
- **Self Publishing Team**  
<http://selfpublishingteam.com>  
“Duolit” is a team of authors who love to share their self-publishing resources!
- **The Book Designer**  
<http://www.thebookdesigner.com>  
Practical advice to help build better books – a great resource!
- **The Passive Voice**  
<http://www.thepassivevoice.com>  
A lawyer’s thoughts on authors, self-publishing and traditional publishing.
- **The Writer’s Guide to E-Publishing**  
<http://thewritersguidetoepublishing.com>  
“Tips, Resources, Real Numbers and News” – everything self-publishing!
- **Wikipedia – Comparison of e-book formats**  
[http://en.wikipedia.org/wiki/Comparison\\_of\\_e-book\\_formats](http://en.wikipedia.org/wiki/Comparison_of_e-book_formats)
- **WiseInk**  
<http://www.wiseinkblog.com>  
Online community for authors; full of self-publishing and marketing advice!

## Books

How-to and advice books on self-publishing.

- **61 Ways to Sell More Nonfiction Kindle Books**  
<http://amzn.to/1gr81SU>
- **Building Your Book for Kindle (FREE)**  
<http://bit.ly/buildkindle>
- **How to Write for Kindle: A Non-Fiction Book in 72-Hours or Less**  
<http://bit.ly/write4kindle>  
A “how to” book by genealogist Nancy Hendrickson on publishing to Kindle.
- **Publish on Amazon Kindle with Kindle Direct Publishing (FREE)**  
<http://bit.ly/hackgenkdp>
- **Self-Publishing for Dummies**  
<http://bit.ly/selfpubdumb>

## Articles

Articles about the self-publishing industry, tips and tricks, advice and more.

- “8 Issuu Alternatives”  
<http://www.techshout.com/alternatives/2013/22/issuu-alternative/>
- “Cool Tools for Publishing Your Family History” (Lisa A. Alzo, Internet Genealogy)  
[http://www.lisaalzo.com/articles/2011/IG\\_Apri\\_May\\_2011\\_Cool\\_Tools.pdf](http://www.lisaalzo.com/articles/2011/IG_Apri_May_2011_Cool_Tools.pdf)
- “How to Publish a Book on Kindle”  
[http://www.ehow.com/how\\_4912995\\_publish-book-kindle.html](http://www.ehow.com/how_4912995_publish-book-kindle.html)
- “How to Publish an Ebook”  
[http://reviews.cnet.com/8301-18438\\_7-20010547-82/how-to-self-publish-an-ebook/](http://reviews.cnet.com/8301-18438_7-20010547-82/how-to-self-publish-an-ebook/)
- “List of Sites to Promote Your Free Amazon Kindle Books”  
<http://bit.ly/kindlepromosites>
- “Self-publishing a book: 25 things you need to know”  
<http://cnet.co/1nvKvOo>
- “Thirteen Steps to Write and Publish a Free Ebook In Thirteen Hours”  
<http://bit.ly/13stepselfpub>
- “The ePub Format for E-Books – Everything You Wanted to Know”  
<http://www.labnol.org/software/epub-format-ebooks/10879/>
- “Thoughts of Self-Publishing” (Lisa A. Alzo, APG Quarterly)  
<http://www.lisaalzo.com/articles/2010/APGQSEPT2010-SELPUB.pdf>
- “Write Your Own eBooks in the Browser with Acrobat.com”  
<http://www.labnol.org/internet/write-epub-ebooks-online/11273/>

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You can also access this toolbox as follows:

- Via URList at <http://bit.ly/selfpubtools>
- Via Bundlr at <http://bit.ly/bundlrselfpub>