Book Marketing
Resource Guide
D'vorah Lansky, M.Ed.
Your Guide to Book Marketing
Tools, Training, and Resources
ActionGuidesForAuthors.com/gift

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About the Author

D'vorah Lansky, M.Ed., Bestselling Author and Marketing Wizard

D'vorah Lansky is an online book marketing expert. She works with authors and virtual professionals across the globe to help them build their business, their brand, and their book sales. D'vorah is the author *of, Book Marketing Made Easy Simple Strategies for Selling Your Nonfiction Book Online* and the *Action Guides for Authors* series. She has created over 25 online programs since 2006 and has taught thousands of authors across the globe!

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- www.Facebook.com/dvorah.lansky
- www.ActionGuidesForAuthors.com

Programs and Books by D'vorah – www.ReachMoreReaders.com/learn

Introduction

This Book Marketing Resource Guide is compilation of tools, resources, and service providers that we use and love. Given the nature of technology, things are always evolving. With this in mind we will be updating and adding to this guide, from time to time. By registering to receive this guide you will receive notification of significant updates.

If you have a recommendation for a book marketing tool, resource, or service provider, please share your suggestion at http //ActionGuidesForAuthors.com/support - Enjoy!

Article Marketing Resources

Articlesbase	www.Articlesbase.com
EzineArticles	www.EzineArticles.com
HubPages	www.HubPages.com
LadyPens	www.LadyPens.com

Blogging Resources

Gravatar	www.Gravatar.com
Networked Blogs	www.NetworkedBlogs.com
Studio Press	www.ReachMoreReaders.com/studiopress
WordPress.org	www.WordPress.org
WordPress Plugins	www.wordpress.org/extend/plugins

Book Cover Design

99 Designs	www.99Designs.com
Boxshot King	www.BookMarketingMadeEasy.com/boxshot
Snagit	www.Snagit.com

Graphic Design, Images, and Infographic Resources

PicMonkey	www.PicMonkey.com
Canva	www.Canva.com
Pixabay	www.Pixabay.com
Fotolia	www.Fotolia.com
Presenter Media	www.PresenterMedia.com

Information Marketing Resources

AWeber	www.WebmailConnections.com
CD-Fullfillment.com	www.cd-fulfillment.com
Kunaki.com	www.Kunaki.com
Verbal Ink	www.VerbalInk.com
Vervante	www.Vervante.com
Wishlist	www.ReachMoreReaders.com/wishlist
YouSendIt	www.YouSendIt.com

List Building and Landing Page Resources

AWeber	www.WebmailConnections.com
Thrive Themes	www.ReachMoreReaders.com/thrive

Relationship Marketing Resources

AWeber	www.WebmailConnections.com
Gmail	www.Gmail.com
SendOutCards	www.CardsYouRemember.com
Vista Print	www.VistaPrint.com

Online Classroom and Membership Site Resources

Thinkific	www.ReachMoreReaders.com/thinkific
Wishlist Member	www.ReachMoreReaders.com/wishlist

Private Label Rights Materials

Coach Glue	www.BookMarketingMadeEasy.com/coachglue
Easy PLR	www.BookMarketingMadeEasy.com/easyplr

Social Networking Resources

Facebook	www.Facebook.com
Networked Blogs	www.NetworkedBlogs.com
Twitter	www.Twitter.com
HootSuite	www.HootSuite.com
LinkedIn	www.LinkedIn.com
YouTube	www.YouTube.com
Author Central	www.AuthorCentral.Amazon.com
AuthorNation	www.AuthorNation.com
Authors Den	www.AuthorsDen.com
BlogTalkRadio	www.BlogTalkRadio.com
Good Reads	www.GoodReads.com
Issuu	www.Issuu.com
Redroom	www.Redroom.com
Shelfari	www.Shelfari.com

Survey Resources

Survey Monkey	www.SurveyMonkey.com
Gravity Forms	www.BookMarketingMadeEasy.com/gravityforms

Teleseminar and Internet Radio Resources

BlogTalkRadio	www.BlogTalkRadio.com
FreeConferenceCalling	www.FreeConferenceCalling.com
Instant Teleseminar	www.WebTeleseminars.com

Video Resources

Animoto	www.TheBlogStation.com/animoto
Camtasia Studio	www.CamtasiaStudio.com
Jing Project	www.JingProject.com
ooVoo	www.oovoo.com
UStream	www.UStreamTV.com
YouTube.com	www.YouTube.com

More Cool Tools for Authors

Cool Author Tools	Web Address	Type of Service
	www.Animoto.com	~ Easily create professional looking videos with images and music. The free version allows you to make videos of up to 30 seconds in length.
	AnyMeeting.com	~ Enjoy a free webinar experience where you can meet with people online. This desk sharing application makes sharing information a snap.
	www.Dropbox.com	~ Synchronize all of your files, between all of your computers! Gone are the days of searching through computer folders for a file.
	www.Evernote.com	~ Synchronize your sticky notes between all of your computers as well as your smart phone. You can also access your notes online.
	Freeconferencecalling	~ Free conference calling service. Hold classes, teleseminars and coaching sessions. Record calls and interact via the online dashboard.
	docs.Google.com	~ Great way to host and share documents online. Create forms with the Google Docs spreadsheet and survey your audience.
	www.Gravatar.com	~ Have your photo show up when you post an article or comment on a blog. Just link an email address and upload an image.
	www.HootSuite.com	~ Streamline your Twitter experience. Create a tabbed layout and add up to six list streams to each tab. Easily keep track of what is going on.
	www.TimeDriver.com	~ A unique podcast service. Record interactive discussions that can be played back at any time. Conduct online talk radio shows.
		~ Great for scheduling interviews, coaching sessions… The online system sends confirmations and reminders.
		~ Fantastic online scheduling desk. TimeTrade makes it easy for you to schedule appointments with clients, guest speakers, and more.

Recommended Reading

Amazon Categories Create Best Sellers by Aggie Villanueva. Book on harnessing the power of Amazon Categories. http //www.amazoncategoriescreatebestsellers.com/

Book Trailer for *Amazon Categories Create Best Sellers by Aggie Villanueva*
Click on the image or URL to view. Learn great tips about harnessing the power of Amazon categories, and get ideas for how you can create a clever video book trailer.

How to Make an ePub File for the iPad, Nook, Kobo & More
www.makeuseof.com/tag/epub-file-ipad-nook-kobo

Smashwords Style Guide By Mark Coker

http //www.smashwords.com/books/view/52

The Smashwords Style Guide has helped thousands of authors produce and publish high-quality ebooks. This free guide offers simple step-by-step instructions to create, format and publish an ebook. It's required reading for any author who wants to distribute their book via Smashwords to major ebook retailers such as the Apple iBookstore, Barnes & Noble, Sony, Kobo and Diesel. It also provides a great primer introduction on ebook publishing. Over 160,000 copies downloaded!

The Secrets to Ebook Publishing Success **(Free)** By Mark Coker
http //www.smashwords.com/books/view/145431

The Secrets to Ebook Publishing Success reveals the best practices of the most commercially successful self-published ebook authors. This ebook is a must-read for every writer, author, publisher and literary agent. Learn over 25 best-practices you can implement today at no cost. These secrets will help you become a more professional, more successful writer and publisher.

Smashwords Book Marketing Guide **(Free)** By Mark Coker
http //www.smashwords.com/books/view/305

This free book marketing primer provides authors easy-to-implement advice on how to market their books at Smashwords and elsewhere. It starts with an overview of how Smashwords helps promote your book, and then provides 30 simple do-it-yourself marketing tips. The book is useful to all authors, even those who don't yet publish on Smashwords.

Marketing Your Book On Amazon 21 Things You Can Easily Do For Free To Get More Exposure and Sales (Book Marketing on a Shoestring Budget)
By Shelley Hitz

Not only will you get all the content within this Kindle book, but you will also get access to a 27-minute bonus video I recorded for you. I want you to be successful in your book marketing efforts and so in this video, I show you on my computer screen exactly how I optimize my books on Amazon after publication.

IBooks Author - Publishing Your First Ebook An illustrated guide to creating and publishing multi-touch books with iBooks Author - By Maria Langer
Apple is leading the pack again-this time with a new ebook creation application that pushes the limits of ebook publishing. iBooks Author makes it easy for Mac users to create "multi-touch" ebooks that combine text, images, video, and interactive elements with finely tuned page layouts. "iBooks Author Publishing Your First Ebook" helps you learn how to take advantage of iBooks Author's amazing feature set to create your own ebooks without a lot of trial and error experimentation. Using an illustrated, step-by-step approach, it guides you through the creation of a sample ebook with features you're sure to want in your own ebook publications.

Publishing eBooks for Dummies By Ali Luke

Publish, market, and sell your own e-book. Although creating an e-book seems fairly straightforward, it is not. You need to select and create a variety of formats that will be read on a variety of e-reader devices—and market and sell your book in a variety of ways. Before you take the plunge, get this practical guide. With clear instruction and sensible advice, it will help you navigate the often confusing, time-consuming, and costly world of self-publishing an e-book.

The book gives you solid marketing tips for selling your e-book, including using blogging and social media and how to build an online platform. It also discusses key technologies you'll encounter, including Smashwords, iBooks Author, Amazon, Microsoft Word, Open Office, Calibre, WordPress, e-junky, and others.

iBooks Author For Dummies by Galen Gruman
Design and create your own e-book using the groundbreaking iBooks Author app. With Apple's iBooks Author app, you can create rich, interactive books for use on the iPad, and this new *For Dummies* handy portable guide shows you just how to do it. Whether you want to create textbooks, training materials, marketing reports, or awesome product manuals with dynamic content, this book takes you through the process. Plunge in, and you'll soon learn how to create an iPad e-book with all the bells and whistles, including video, interactive widgets, text, tables, figures, colors, cool fonts, and more.