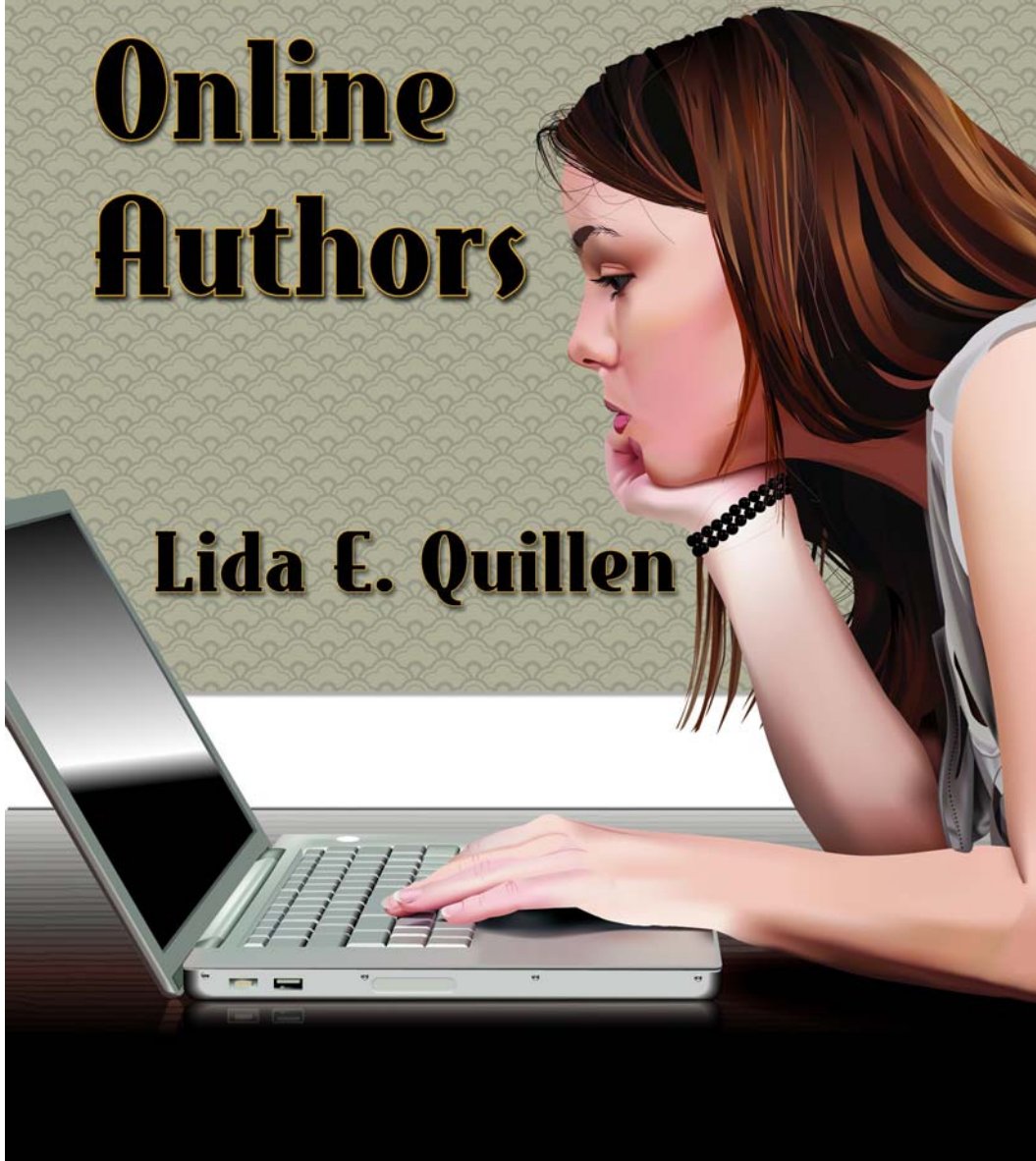


Practical Tips for Online Authors

Lida E. Quillen



Practical Tips for Online Authors

2012 Edition

By Lida E. Quillen

Twilight Times Books
Kingsport Tennessee

Lida E. Quillen

Practical Tips for Online Authors

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Published in the United States of America.

**** Fours stars

“...the information for unpublished authors is a treasure trove...saving you countless hours of Internet time trying to network and find the sites to help you in your quest to get published. This book is a must buy for writers!”

Jewel Dartt, Midnight Scribe Reviews

“Lida Quillen’s *Practical Tips for Online Authors* is a must read! At a time when ebook authors are eagerly searching for ways to promote their works in this new medium, Quillen has come up with a definitive guide for newcomer and old hat authors alike. I found the book an immense help and will be recommending it to every author with whom I come in contact. ...You’ll find timely tips from bestselling authors and professional explanations for everything you will ever need to succeed in online publishing. Run, don’t walk, to buy this book! You’ll be glad you did.”

Charlotte Boyett-Compo, author of the popular WindLegends series

Rating *****

“As a book reviewer, I pride myself on the speed with which I can read a book - not this one. It took me HOURS to read. Why? Because I had to stop every couple of pages, dial up the internet and visit links that were so pertinent to my career that I could not wait till I had finished the book.

“I am not exaggerating. Every new topic combines invaluable advice and really clever tips with absolutely awesome links. I consider myself a professional writer, and having done most of my writing almost exclusively online for the past few years, I thought I knew it all - how wrong I was. Lida has some brilliant strategies for marketing, promotion and research that had never occurred to me before.

“But this book isn’t just for professional writers, as she starts with the very basics and proceeds from there.

“...Lida is full of great suggestions for getting your work known. With some very impressive guest writers, she includes advice on query letters and marketing your books.

“...*Practical Tips for Online Authors* is worth its weight in gold - definitely a ‘must-have’ resource!”

Sandy Cummins, Writers Exchange

“While unabashedly geared for the “prepublished” ebook author of speculative fiction, much of the advice crosses genre boundaries and proves useful to writers aiming for traditional print markets, as well. In fact, with the Internet becoming a major force in the world of book marketing, authors at all rungs of the literary ladder of success will benefit from this handy and well-organized reference. The hypertext references make it easy to skip to specific topics within the book....”

Kim D. Headlee, author of Dawnflight

“At this price, you can’t go wrong even if you are only curious about writing. Lida is the Publisher of Twilight Times Books, so she knows her topic from first hand experience, so you can be assured that this is a well thought out volume. Highly recommended by *Baryon*.”

Barry Hunter for Baryon Online

“Electronic publishing opens up all sorts of doors to authors. A problem arises when the author doesn’t know how to take advantage of those opportunities. Sure, you know about e-zines and electronic publishers, but do you know how to promote your e-book online? Lida E. Quillen’s book indeed offers some practical tips for online authors.

“The biggest strength of this book is the links provided to markets, resources and promotional opportunities on the web. There are hundreds of links to every imaginable resource. And, knowing that on the Internet web links age faster than the speed of light, the author updates *Practical Tips for Online Authors* twice a year. Stale links are pruned out and new ones are added. For \$4.50 (US) readers will “receive free updates for one year after purchase” according to Lida. That’s the equivalent of three books for one.

“...This is the sort of primer that helps without condescending and that is brimming with enthusiasm for publishing. Quillen is out to help other authors. ...Could one get the links provided by *Practical Tips* through web searches? Yes. The question is, which would you rather spend your time on: combing the web for hundreds of links or writing? For \$4.50 and two updates, *Practical Tips for Online Authors* is a great deal.”

Raechel Henderson Moon, publisher of Jintsu

Dedicated to all speculative fiction writers who are struggling to get their work into the hands of readers.

Acknowledgments

Thanks to Charlotte Boyett-Compo, Jennifer Dunne, Lynn Flewelling, Melinda Rucker Haynes, Aaron Paul Lazar, Steve Lazarowitz, Tee Morris, Devorah Stone, Pernille Sylvest, Sally J. Walker and Patrick Welch for their valuable contributions.

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Preface

New authors just like you are building their writing careers solely on the Internet. In these pages you will find writers' groups for support and critiques, learn how submit stories to ezines to polish your craft, send submissions via email and locate an epubliher for your first novel. After your book is published, you can obtain reviews from book bloggers, take advantage of social networks, free online promotion and find places that will sell your book for you. Info on how to do all this and more is included in these pages.

Also included is info on various writer email lists, genre specific sites, online communities, paying markets, professional organizations and sites of general interest along with advice on writing and publishing.

For published authors, I will also cover more advanced publishing methods such as how to create an email newsletter or on-line magazine, how to build your own author web site from the ground up and how to self-publish your novels. *Practical Tips for Online Authors* offers hundreds of tips, advice and resources to help you get started on your chosen endeavors.

Who am I and why am I writing yet another book on getting published on the Internet? I am a writer just like you, an editor, publisher, publicist and web designer.

My writing career was progressing nicely until I discovered the Internet in October 1997. Since that time I have come up with new and creative ways to procrastinate about writing. First, I had to build three personal web sites. Then, I thought a couple of virtual domains would be nice.

It has been great fun to see the results of my imagination and creativity in the form of various web sites unfold on the Internet. I could put together the artwork, text, html code and music in a fairly short period of time and have a lovely finished "product." On some level, immediate gratification appealed to me perhaps, as opposed to the long months and years that can pass between the creation of a novel and the time the book sees print.

When I took a break from building web sites, I kept meeting talented, yet unpublished or underpublished authors on various email lists. I could feel their anguish and frustration at not being able to break into print. I decided to **do** something about it and in June 1998, created [Twilight Times](#) ezine to showcase great writing and to give beginning science

fiction and fantasy writers an outlet for their work. The twelfth issue recently went on-line.

Each week I still receive stories from unpublished writers. Many submissions are great stories that deserve to see print, but new writers cannot seem to break into the print markets. For these writers, I offer advice on how to get their stories published online.

Next, I started listening to writers who could not get their novels published. These were novels that later garnered four star reviews. Thus, [Twilight Times](#) (TT ezine), [Twilight Times Books](#) (TT Books) and finally, [Paladin Timeless Books](#).

On e-publishing email lists, writers ask questions such as -- “how can I get published,” “which e-publishing house should I choose,” “how can I best promote and market my first novel,” etc. The people asking these questions are authors who have written good books, but simply cannot break into the novel markets. Most of these authors prefer to write cross-genre fiction, which the NYC publishers do not seem to know how to market. In *Practical Tips for Online Authors*, I answer these questions and more based on my own experiences. I will also give you a number of low-cost or no-cost tips on how to promote and market your novel on-line.

Check out the bonus section *online promo action plan* at the end of this book.

Chapter One

This chapter is primarily for speculative fiction writers who have a few completed stories or a finished novel under their belts (or under their bed). If you are a beginning writer, there are literally hundreds of resources to help you at each stage of the writing process. You will find quite a few in the chapter on writer's resources to help you get started.

Get your story published in an ezine

By now, you are subscribing to a writer's monthly magazine, you have read several books on writing and you are a member of a critique group. You have made the changes your writing partner recommended and you are ready to send your masterpiece out into the world. Go over the story again. Look for typos, failures in logic, misspellings, the usual. Make certain the story is your very best effort. It may appear on the web for a very long time.

For your submissions to ezines, you will first need to understand the basics. Standard manuscript format is described on any writer's web site. Some ezines still require hard copy submissions so use 8 1/2 x 11 bond paper, preferably 20 lb. Always double-space and leave 1 1/4 or 1 1/2 inch margins on all sides of the paper.

For a short story manuscript, your first page should include your name, address and phone number (single spaced) in the upper left hand corner. In the upper right, indicate an approximate word count. Center the name of your story about one-third of the way down the page, skip two lines and center your byline (name). Skip three lines and begin your story. On subsequent pages, put last name and page number in the upper right hand corner.

Always keep a copy. Manuscripts do get lost. If sending submissions via snail mail, always include a self-addressed, stamped envelope for the editor's reply. For more info on standard manuscript format, check out the excellent articles at [SFWA](#) or tips for writers at Moira Allen's [Writing-World](#) and Savvy Author's resource page, [The Writer's Court](#). These sites have dozens of articles and links of interest to writers.

Read submission guidelines carefully and submit according to the specifications. Some ezines prefer you send the story in the body of an email message. In order to do this, you would open up an email message,

write a few lines introducing yourself and your work, then cut and paste your story into the body of the email message and send it to the editor as a normal email message.

Other ezines will accept file attachments in specified formats. If you've been sending and receiving email messages, you can send your story to an editor as a file attachment. In Windows Live Mail, Microsoft Outlook, Mozilla's Thunderbird®, Opera, Pegasus Mail, IncrediMail (or other email client), you would open the email message, write a brief cover letter, enter the editor's address and then click on "attach file." Browse your hard drive until you find the folder containing your story submission and then click on the correct filename. Send a test message to yourself or to a friend to ensure you are doing this correctly.

Be careful what rights you are giving away. One-time electronic rights and the right to archive for a year or two seem standard. As a courtesy, you should not submit elsewhere until the story has been online for ninety days. You should always mention if the work has been previously published. Word does get around.

Start researching the paying online magazines first. In your folder for each story, list at least three other magazines as potential markets in order to save research time later. If you are still getting rejections after a dozen submissions, look for web sites that list new ezines. Ralan Conley's [Market List](#), [SpecFicWorld](#) and [Preditors and Editors](#)™ come to mind. You will have a better chance of a careful reading from a new magazine.

Again, read the submission guidelines carefully. If your story is in a genre different from the ones listed, move on. Avoid inappropriate submissions. Do mention if artwork is available to accompany the story. At times, this may tilt the odds in your favor.

Do try sending your story several places before you simply upload it to your personal web site. Very few ezines and even fewer print magazines will accept previously published material. Getting accepted by ezines will get your work into the hands of readers, build your confidence and your publication credits.

When your story appears online, be sure to list the web page info on your author web site, on your Facebook page, with search engines, etc. in order to receive more exposure and more hits.

Research your markets carefully. Read a few stories and see if the magazine is one you would like to showcase your work. The quality of

ezines varies widely. Some are very amateurish in page layout and content. Others are polished and professional in appearance.

Here's a few worth checking out as they are very open to talented new writers.

[Ascent Aspirations](http://www.ascentaspirations.ca/) is a combination of Online Literary Journal published monthly on-line and a print anthology published annually. Short fiction, 1000 words or less, poetry and short essays.

<http://www.ascentaspirations.ca/>

[Lacuna](http://lacunajournal.blogspot.com/2009/03/submissions.html) is a free online journal of historical fiction alternate history and speculative fiction in a historical setting. Pays \$5.00 per accepted work of fiction, poetry or nonfiction.

<http://lacunajournal.blogspot.com/2009/03/submissions.html>

[Quantum Muse](http://www.quantummuse.com/) is an ezine seeking submissions of science fiction, fantasy and alternative stories to 8,000 words. Very open to unpublished writers. Accepts electronic submissions.

<http://www.quantummuse.com/>

[Whistling Shade](http://www.whistlingshade.com/) is a literary journal. Pays in contributor copies.

<http://www.whistlingshade.com/>

Where do you find other magazines that might be interested in your stories? Join writers' email lists to find contests and new markets mentioned by list members. Look up the magazines and check out their submission guidelines. A couple of good places to start looking for market listings: Duotrope.com or Ralan.com.

Below you'll find a few ezines and a couple of web sites listing various zines in an ezine database format, etc. Be patient. Response times may be a few weeks longer than stated.

Note: I have it on good authority that [Twilight Times](#) ezine needs submissions for the upcoming issue. Science fiction and fantasy short stories, poetry and artwork.

Netiquette tip: Don't send out multiple submissions. When an editor receives an email message addressed to twenty magazines, that message goes directly to the recycle bin.

Markets

Here are a few short fiction markets to get you started:

3 A.M. Publishing.Com -- criticism
<http://www.3ampublishing.com/>

AnotherRealm -- SF/F/H
<http://Anotherealm.com/>

Antipodean SF -- flash fiction
<http://www.antisf.com/>

Aphelion -- SF/F
<http://www.aphelion-webzine.com/>

Glimmer Train – literary & mainstream
<http://www.glimmertrain.com/>

Over My Dead Body – mystery
<http://www.overmydeadbody.com/>

Planet Magazine
<http://www.planetmag.com/>

Quantum Muse -- SF/F, alternative. Tell the editors Lida sent you.
<http://www.quantummuse.com/>

Raven Electrick -- SF/F/H/M short stories up to 3000 words and poetry.
<http://www.ravenelectrick.com/>

The Fiction Desk – open to new writers. £2 voluntary submission fee.
<http://www.thefictiondesk.com/>

The Fifth Di -- accepting SF/F submissions of short stories, poems, essays, and illustrations. Upcoming print anthologies. The editors are very open to excellent work by beginners. Tell the editors Lida sent you.
<http://samsdotpublishing.com/fifth/fifth.htm>

Vestal Review – flash fiction
<http://vestalreview.net/>

Resources

Duotrope – free writer’s resource. Comprehensive listings.
<http://www.duotrope.com/>

Gotta Write Network ...Online -- interactive ezine
<http://www.gottawritenetwork.com/>

John Labovitz’s ezine list.
<http://www.e-zine-list.com/>

Judith Kelman’s Writers’ Room -- advice for aspiring writers
<http://www.jkelman.com/>

Ralan.com – speculative fiction markets
<http://www.ralan.com/>

Savvy Authors
<http://www.savvyauthors.com/>

SpecFicWorld -- resource guide for speculative fiction fans and writers
<http://www.specficworld.com/>

Writing-World.com -- Moira Allen, Editor. More than 600 feature articles.
<http://www.writing-world.com/>

Chapter Two

Section A: Create an online magazine

Can't get your story published in an ezine, build your own!

From my observations, ezine publishers usually start out small. The typical scenario is a writer cannot get his work published, so he puts up a couple of his stories and maybe his friends' stories on a personal web site. Then, he comes up with a snazzy name, a nice background and gives the stories a web site of their own. Voilà, he has created a new ezine.

How do you get started?

Equipment needed

You don't need the latest top-end Apple ® or Pentium™ computer or expensive publishing software to start. You will find many web site hosting services provide an online file editor that you can use to edit your web pages online.

Later on, if you find your ezine is accumulating a number of pages, then yes, html editors, and Paint Shop Pro™ or PhotoShop™ for graphics would make the job easier.

Choosing a web site host

First, do you invest in a virtual domain and lock in that snazzy name? Do you use the web space provided by your ISP? Some have restrictions that you use the space for personal home pages only. Do you use one of the free web sites, such Doteasy.com, [Go Daddy](http://GoDaddy), Tripod/Lycos or Weebly? Read their contracts carefully. A couple of web site providers are allegedly starting to encroach on copyrights.

You might put a few pages up at a free hosting service as practice. If you are new to the Internet, then a hosting service that offers a web page building utility, tools and tutorials may be useful to you.

Writer recommended web site hosts:

50 megs.com -- free web hosting
<http://www.50megs.com/>

Freeyellow's site -- allows you to conduct business "for a profit."

<http://www.freeyellow.com/>

HyperMart -- free business hosting

<http://www.hpermart.net/>

Virtual Avenue – domain name transfer

<http://www.virtualave.net/>

WebSite Creations -- web site hosting

<http://www.websitecreations.net/>

HTML editors

Most likely you already have an html editor on your computer, either as part of Windows, such as Front Page Express or in Netscape, such as Composer. But someday you'll need to wrap words around an image in a certain way. Or maybe you'll need to be able to look at the raw code and understand why your hot link is not working or why the graphic is not properly placed. For this you will need to understand html. Excellent tutorials are available on the web to give you the basics of html coding.

Examples of a few good free or low-cost html editors are [Arachnophilia](#), [CoffeeCup](#) and [PageBreeze](#).

"The 10 Best Free Web Editors for Windows" by Jennifer Kyrnin

<http://webdesign.about.com/od/windowshtmleditors/tp/free-windows-editors.htm>

Beginning and advanced HTML at HTML Goodies

<http://www.htmlgoodies.com/>

HTML Help – basic html tutorial

<http://www.computerhope.com/learnhtm.htm>

HTML Tag List

<http://www.w3schools.com/tags/default.asp>

WebMonkey -- html, web page design, multimedia tutorials

<http://www.webmonkey.com/>

Meta Tags

What are meta tags and why do you need to worry about them? Meta tags contain info about the content of your website and are used extensively by robots, spiders and search engines, so you want to use accurate and complete info.

HTML Meta-Tags machine -- free automatic meta tag generator:

<http://www.zoran.net/metatags/meta.html>

FTP

You will most likely need an FTP client to upload the pages you have created on your computer to your web site. FTP stands for file transfer protocol. This is simply a method commonly used for transferring data files from one host to another.

CoffeeCup FTP

<http://www.coffeecup.com/free-ftp/>

FileZilla

<http://filezilla-project.org/>

For more technical tips, check out the resources listed below and also in the next section on building an author web page.

Process of creating the web site

Research several ezines and build a template. Create your own distinctive, name, format and subject matter. Contemplate layout and style. Caution: you may get addicted to tracking down great backgrounds, stories, artwork and music and putting it all together on one page.

Build a subscription base. Mention your existence in newsgroups and announce lists. List the web site url in your signature line of all your email messages. After you have uploaded a couple of issues, apply for ezine and/or web site awards.

Ask yourself questions such as, what will be the focus or theme? What subject can you spend the next few months, or years talking about?

Do you want to accept banner ads, advertisements and such? There are a number of affiliate programs through which your web site can generate revenue. You can place banners, search boxes or text ads for various companies and when a visitor to your web site clicks on the ad, then you receive income.

Here are examples of how revenue could be generated:

About.com - 1¢ per click thru

Alta Vista - 3¢ per search

Art.com - 10% on each sale

Barnes & Noble.com - 5% on each sale

Borders.com - 5 - 7% on each sale

Collectibles.com - 5% on each sale
Dellhost - \$30 to \$170 on referrals
Domainia.com - 1¢ per click thru
eNews.com - 15% on each sale
eTour.com - \$1 per sign up
Google - 3¢ per search
GoTo.com - 4¢ per click thru
Harry and David – 6 - 8 % on each sale
Lycos Network - 5¢ per click thru
Musician's Friend - 5% on each sale
Office Depot - 2 - 7% on each sale
Price.com - 5¢ per click thru
PublishersPipeline.com - 8% on each sale
Textbooks.com - 5% on each sale
Yellowpages.com – 5 - 8¢ per click thru
WordWalla.com - .75¢ per sign up

Affiliate Programs

Affiliate Programs.com – Affiliate marketing
<http://www.affiliateprograms.com/>

AssociatePrograms.com
<http://AssociatePrograms.com/>

Linkshare
<http://www.linkshare.com>

Richard takes a look at affiliate programs:
<http://www.richescorner.com/what-to-look-for-in-an-affiliate-program/>

Web Marketing Today -- Ecommerce. Established 1995.
<http://www.wilsonweb.com/>

Which Affiliate -- Affiliate Programs Directory. Established 1998.
<http://www.whichaffiliate.com/>

If you are interested in sponsorships, I recommend that you go ahead and create a web site for your ezine and announce on the main page that you are seeking sponsors. Look at a number of the top ezines, see who their sponsors are and approach them after you have uploaded your premiere issue. The sponsors will need to see what sort of content you intend to display before they can make a decision as to whether they want to invest in your ezine, or not. Top ezines can be found via:

BestEzines

<http://bestezines.com/>

The Ezine Directory

<http://www.ezine-dir.com/>

Zinos.com

<http://zinos.com/>

Advertising is probably an easier way to generate revenue than finding sponsorships. Print magazines that subsequently established an online presence are the only people I am aware of that have obtained financial backing via venture capital before they launched their site.

Do you want to have interactive polls, contests? Do you want to build an Internet “community?”

Collection of online community/social media/social networking sites

<http://www.sharakarasic.com/online-community-list.html>

6 Tips for Starting an Online Community

<http://www.socialmediaexaminer.com/6-tips-for-starting-an-online-community/>

Getting submissions

Okay, you have the web site looking presentable, now how do you obtain submissions? Before I started [Twilight Times](#) ezine, I asked Jennifer Dunne, editor of the [Science Fiction Romance](#) newsletter for some advice on obtaining submissions. Jennifer indicated I “would learn the fine art of begging.” She was right. For the first two issues I begged for stories and poetry submissions from my writer friends and writer email lists. Do likewise and this should get you started.

Once you are established, then potential contributors can get a feel for your e-zine and whether they would feel comfortable displaying their work at your web site. While you are not offering payment, you are offering exposure of their writing and a link to their writer web site. In other words, you are offering valuable free publicity so your submissions will pick up. And if you can afford to make even a token payment of \$5.00 a story, this will dramatically improve the quality and number of submissions.

Staffing

If you can, get some editorial help. Do not try to tackle a project this large on your own or you may become discouraged. It is much more fun to share the triumphs (a high rating) and achievements (your first award)

with staff members. Divide up the workload. Maybe you are not so hot on html. Find someone who is. Think about talented people you know online and with whom you would enjoy working for months, or even years. At first they may say they have no experience, or they are not good enough, but badger them a little and you will be surprised at the levels of accomplishment people can achieve. At what *you* can achieve.

But first, be very sure this is what you want to do with your time, energy and talents. Publish quarterly or semi-annually if you simply do not have time for a monthly magazine. Sure it is rewarding to upload even one or two issues of your magazine to the Internet for everyone to see and comment on, but it is even more rewarding to be doing it two or three years down the road.

Creating and maintaining an ezine is a labor of love. You should not expect to make any money with it at first. Again, keep in mind you should make a long-term commitment.

Promo for your ezine

Go to Email-Universe or Topica and search for their lists on list building. Look for related websites.

<http://emailuniverse.com>

<http://www.topica.com/>

Visit Yahoogroups at <http://www.yahogroups.com> and similar services. Search for “ezine announcement” or “list announcement,” subscribe and then mention your ezine.

<http://groups.yahoo.com/group/Announce>

<http://groups.yahoo.com/group/AAnnounce>

Article Announce Writer & Publisher Exchange -- an article announcement list providing free content to hundreds of ezines, newsletters, magazines and web sites.

http://www.yahogroups.com/group/article_announce

<http://www.web-source.net/articlesub.htm>

Ezine Articles -- you give permission for your articles to be reprinted in other e-zines, web sites and print publications. Authors retain copyright to all of their work.

<http://www.ezinearticles.com/>

Free Ebook of Quotes -- to give away to subscribers and friends.

<http://www.outside-the-box.net/freeversion.html>

How to Publicize Your Ezine

<http://www.zinebook.com/publicz.html>

John Labovitz's ezine list. Huge. Contains 4000+ ezines. [No longer updated.]

<http://www.meer.net/~johnl/e-zine-list/zines/>

New-List

<http://new-list.com/>

Selfpromotion.com

<http://selfpromotion.com/>

Spark-online -- submissions should be between 400 and 1000 words.

<http://www.Spark-online.com/>

VirtualPROMOTE

<http://www.virtualpromote.com/>

Zinos.com -- a digest of writings on the web

<http://zinos.com/>

Resources

About.com Desktop Publishing

<http://desktoppub.about.com/>

Ask Dr. Web -- web design news and info

<http://www.zeldman.com/>

Chip Rowe's Ezine Resource Guide

<http://www.zinebook.com/>

DiP - The Painter Index

<http://www.algonet.se/~dip/painter/FDPindex.htm>

How to Get Started as a Web Entrepreneur

<http://thenetsetter.com/blog/presentations/how-to-get-started-as-a-web-entrepreneur/>

Free.com (cookies)

<http://www.free.com/>

How to Publicize Your Ezine

<http://www.zinebook.com/publicz.html>

HTML Guide by Dr. Clue

<http://www.drclue.net/F1.cgi/HTML/HTML.html>

Idea Marketers -- free articles and ezine builder

<http://www.ideamarketers.com/>

ISSN – ezines are eligible for the International Standard Serial Number

<http://www.issn.org/>

Learn how to create a website – learn SEO & promote your web page

<http://www.mywebsiteworkout.com/>

Make Your Site Sell (cookies)

<http://www.sitesell.com/>

Newsletter Access – newsletter publishing

<http://www.newsletteraccess.com/pubcorner.html>

Ozone - Hands on tutorials by DocOzone

<http://www.visi.com/~drozone/handson/index.html>

Secrets of Successful Web sites

<http://www.secretsites.com/>

The Free Site

<http://www.thefreesite.com/>

The Freebie Directory

<http://www.freebiedirectory.com/>

“The Newbie E-zine Editor” by Raechel Henderson Moon

<http://www.greentacles.com/articles/2/29/>

The Handbook of Ezine Publishing -- email newsletters; online tutorial

<http://www.e-zinez.com/>

Top Web Entrepreneurs -- Resources

<http://www.top-web-entrepreneurs-plan-it.com/>

Webmaster resources

<http://www.web-source.net/>

Web Site 101 - plan your web site. Featured in Entrepreneur magazine.

<http://website101.com/>

Zines, Ezines: Roll your own

<http://www.zinebook.com/roll.html>

Zine Making Tips from Factsheet Five

<http://www.zinebook.com/resource/zinetips.html>

Zinos.com -- a digest of writings on the web

<http://zinos.com/>

1000 Web Site Tools

<http://www.1000websitertools.net/>

1001 Most Useful Webmaster Resources

<http://www.theratingblog.com/webmaster-resources/>

Section B -- Build an author web page

If you are a published author, you **must** have an author web page, or better yet, an author web site. You'll want to include an author bio, first chapter (after it has seen edits), latest news, favorite links, articles, short stories, etc. Post review comments from people who have read your book, but be sure to get permission to use their quote in your promo efforts, first. Eventually you'll have reviews of your book from official review publications and/or web sites.

Here is what Charlee Compo has to say about author self-promotion.

“CAUTION: Multi-published author lecture coming on! Since you are reading this, you are on the Internet and the very BEST way for an author to promote his or her work is through a webpage. You MUST have a webpage, folks. It doesn't have to be fancy; it doesn't have to have been put together by some hotshot Madison Avenue wonderboys; it doesn't have to cost you an arm and leg to maintain. What it does have to be is interesting and informative and *personal*.

I have webpages all over the Internet. Some of them I have actually paid to have put up but those are in conjunction to belonging to an organization like Word Museum, Mystic-Ink, EPIC, etc. and is part of the overall promotion package. My personal website is one I designed, created and maintain. Am I an HTML wizardess? Not by a long shot and when I first came on the web in 1998, I didn't have a clue what HTML was. I have studied it—free of charge--on many websites; I have done right click, view source to see how others put their webpages together; I have bought a few cheap books; and I have taken advantage of every author and webmaster who has offered to help teach me how to put my

pages together. I can put up a half-way decent webpage in less than 30 minutes and you can, too!

You don't have any money? Fine! Go to Yahoo or AngelFire or Tripod. Those are free and all it will cost you is time and you'll find that if you're serious enough about promoting your work. If you aren't, you'll just sit there and that will be that.

You MUST self-promote, my friends. No publisher is going to do it for you. Go to Google and do a search on Charlotte Boyett-Compo and see what you come up with; the amount of listings might surprise you. AM I a marketing wizardess?

Not really. My very best advice to you from an author whose work is selling and selling really well is this: Go out and find websites to interview you.

Get reviews. Get your name out there on listservs. Do global searches for genre-specific websites where you might be able to get your link and your book listed. Write articles for websites; short stories; poems.... JUST to get your name on the page!! Network; network; network!!!

Make friends of the webmasters at genre-specific sites. Most of them want to help budding writers get ahead just as much as that writer wants to GET ahead! The one thing you should not, must not, can not do is sit there expecting the world to come to your door, knock and beg to buy your book. You have to tell the world it's there and beg it to take a look. You're gonna have to humble yourselves, guys, and sometimes that's a bitter pill to swallow. You have to be aggressive in this business and that will sometimes get you flamed bigtime. You must always remember this, though: Anything worth having is worth fighting for.

So sit yourself down at your keyboard and start looking for reviews for your work and websites to interview you. JOIN AN ORGANIZATION that is genre-specific or that will help you promote.”

[Charlee Compö](http://www.windlegends.com/), author of dark fantasy fiction
<http://www.windlegends.com/>

#

So, if you are not interested in taking the time to learn web page design (or you're too busy *writing!*), talented people are available who will create your web page along with a number of places that will host it for you. You can even have additional author pages or a mirror of your website for free at a number of writer web sites.

You can take advantage of free web or low-cost hosting services that provide html tutorials and web page editors such as [Bravenet](#), [Doteasy](#) and [Tripod/Lycos](#). You can easily have several pages uploaded to your new web site within hours of joining. Read the contracts carefully as some web hosting services are allegedly “grabby” of copyrighted material.

Select a url that is easy to remember, or perhaps you would prefer a re-direct url. Learn how to use Meta description tags and keywords on each of your pages. This will be important when you start submitting to search engines. You might want to purchase your own domain name using your book title info or your author name from [InterNIC](#) or another domain name service.

Meta tags contain info about the content of your website and are used extensively by robots, spiders and search engines, so you want to use accurate and complete info. You will find a detailed explanation at <http://vancouver-webpages.com/META/> .

Read the previous section on creating an online magazine for technical tips on building a web site. Read Victoria Strauss's article on "[Building a Writer's Web Site](#)." She covers every aspect of building an author web page including resources for design, creation, servers, web page authoring, publishing, validating and publicizing websites.

Useful tips from Tee Morris, co-author of **Morvi: The Chronicles of Rafe and Askana**.

"When I'm not writing or acting, I'm working with website design and computer training. I get questions quite often about visibility on the web. It would be great to think the web is like **Field of Dreams** -- "If you build it, he will come." But there is a lot more to getting people to come to your website. If you've got the meta tags in place, along with keywords and descriptions and you've registered with search engines (and maybe even paid the odd service here or there to register FOR you), then all that is left is getting word out that you have a website and it is ready to be seen.

This means printing up business cards with the domain, talking up the website and your book or publication in e-mail newsgroups and the like, and ads in publications (sf/f related or otherwise) telling folks you know that you have a website. While search engines are a major boon, people won't know to look for your website unless they know you or know what to enter. (Double-check your meta tags to make sure ANY word associated with your website is not repeating too often.)

Word-of-mouth is the best way to get word out that you have something online, so telling us about it on email lists is the right thing to do. Attach the URL with your e-mails to online groups (as I do with my own) and the more people have access to it, the more likely people will find you and your website. And then, when you can and you think it is appropriate, print advertising be it a magazine, book, program, or some other published work.

[Tee Morris](#)

<http://www.teemorris.com/>

Tips: Remember, as you surf the web, post your author page url in guest books of the sites you visit, appropriate forums and newsgroups, etc. Include the url of your author page in the signature line of your email messages. Add your web page url to your bookmarks, business cards and the letterhead of your stationary.

Free author web pages

Amazon Author Central

<https://authorcentral.amazon.com/>

AuthorsDen.com

<http://www.AuthorsDen.com/>

GoodReads

<http://www.goodreads.com/>

LibraryThing

<http://www.librarything.com/>

SFF Net offers free web site hosting to active members of SFWA, HWA, PAN or NINC.

<http://www.sff.net/>

SFF World (formerly Anotherland) - free promo for fantasy authors.

<http://www.sffworld.com/>

Writer's Net - free listing if published in short story as well as novel-length.

<http://www.writers.net/>

Promo

Book Marketing Update - 1001 ways to market your books.

<http://www.bookmarket.com/>

Online Book Promotion

<http://www.bookpromotion.com/>

"The curious result of tagging your Kindle ebook on Amazon" by Dave Cornford

<http://blog.taleist.com/2011/11/22/the-curious-result-of-tagging-your-kindle-ebook-on-amazon/>

Writers Write -- Promo tools for authors

<http://www.writerswrite.com/bookpromotion/>

Resources

“Amazon Author Central: Claim Your Author Page Today” by Lisa Tener
<http://www.lisatener.com/2011/05/amazon-author-central-claim-your-author-page-today/>

Building a Writer’s Web Site -- by Victoria Strauss. **great resource
<http://www.sff.net/people/victoriastrauss/victoria%20strauss%20whywebpage.html>

Dave’s Site – html an interactive tutorial for beginners
<http://www.davesite.com/>

Fantasy Works – book cover design
<http://westwood.fortunecity.com/susileib/473/>

HTML 4.0
<http://www.w3.org/TR/html401/>

The HTML Writer’s Guild -- free info
<http://www.hwg.org/>

The Internet Identity Company -- free re-direct url
<http://come.to/>

WebReference.com – reference library for web masters
<http://www.webreference.com/>

Writerspace – websites for writers, communities for readers and promo for a fee
<http://www.writerspace.com>

Web site promotion

A Promotion Guide -- -- tons of tips, advice, where to get awards...
<http://www.apromotionguide.com/>

Announce It America -- free web site submission
<http://www.announceitamerica.com/>

DIY Website Promotion
<http://selfpromotion.com/>

Free Link Popularity
<http://www.linkpopularity.com/>

Chapter Three

Section A: Create an email newsletter

Okay, so learning all about web design and html coding does not appeal to you. You can always create an email newsletter. If you've been sending email messages, you can publish a newsletter.

For authors, an email newsletter is a great way to inform readers about upcoming releases and generate interest in your books. Post info on how to sign up for your newsletter at your author web site. Make the info noticeable and make it easy to join.

What will be the focus? What subject can you spend the next few months, or years talking about? My recommendation is that you start broad and then let your readers and your own interests guide you as to what the ezine's focus should be.

How often do you want to publish – consider your time allocation and personal resources. As staff positions open, post a notice offering opportunities to your subscribers first.

You have a choice of Majordomo, Listserve or Listbot. For your info, Egroups merged with Onelist and afterwards Yahoo purchased Egroups. As a matter of fact, a good place to start is with [Yahoogroups](#). Everything is automated for you. Simply select the options that work best for you.

Subscribe to and research several email newsletters. Create your own distinctive, name, format and subject matter. Build a subscription base by starting with the people in your address book and posting announcements to appropriate mail lists

You should have a web site for your email newsletter, even if it is only a few pages. At a minimum, your web page should provide info on how to subscribe, an idea of the content you offer and contact info.

Will you be able to offer payment for stories and articles? If not, offer to print the author's bio, mention of recent publication credits and a link back to his web site.

Do you want to accept advertisements, banner ads and such?

“22 Ways To Find Advertisers For Your Website” by Daniel Scocco
<http://www.dailyblogtips.com/22-ways-to-find-advertisers-for-your-website/>

How do I create a newsletter/announcement/one-way list?
<http://wiki.list.org/pages/viewpage.action?pageId=4030685>

Why Announcement Lists?
http://www.lsoft.com/products/about_whyonewaylists.asp

Netiquette tip: In your enthusiasm to promote your newsletter, do try to avoid the appearance of “spam” as you post to various maillists, newsgroups, web sites, etc.

[This section reserved.]

Promo

Announce Email Community
<http://tech.groups.yahoo.com/group/AAnnounce/>

Article Promotion Ideas: How to Publish Content
<http://www.newsletter-europa.com/writing-and-speaking/article-promotion-ideas-how-to-publish-content-807.php>

Electronic Mailing Lists/Forums for Women
<http://www.wwomen.com/mlists/maillist.shtml>

Electronic Resource Services (formerly Net Announce)
<http://www.erspros.com/net-announce/content.phtml>

List-Universe
<http://List-Universe.com/>

Locker gnome
<http://www.lockergnome.com/promotions/>

Newlist.com
<http://new-list.com/>

Newsletter Access
<http://www.newsletteraccess.com/>

Tile.Net -- huge listing of email based lists
<http://tile.net/lists/>

Resources

10 Nonprofit E-newsletter Resources

<http://havefundogood.blogspot.com/2009/08/10-nonprofit-e-newsletter-resources.html>

Animation On-line -- make banners instantly for free

<http://www.web-animator.com/>

Ezine Articles – (was EzineSeek)

<http://ezinearticles.com/>

Email Universe – ezine tips

<http://emailuniverse.com/>

How to Write a Newsletter

<http://www.howipromotemywebsite.com/publish-a-newsletter.html>

iContact – affordable service if you have 500 or more subscribers

<http://www.icontact.com/>

LISTSERV

<http://www.lsoft.com/listserv.stm>

Majordomo

<http://www.greatcircle.com/majordomo/>

Majordomo Newsletters for the Novice

<http://www.wilsonweb.com/articles/majordomo.htm>

Newsletter Publishing Primer

http://www.websitepublisher.net/article/newsletter_publishing/

PromoteFree.com – resource center

<http://www.promotefree.com/>

Starting Your Own Newsletter or Ezine

<http://www.thesitewizard.com/archive/newsletter.shtml>

The Handbook of E-Zine Publishing

<http://e-zinez.com/handbook/index.html>

Top 50 Most Popular Email Tips, Tricks and Secrets

http://email.about.com/cs/tipsandtricks/tp/top_tips.htm

The Banner Generator

<http://coder.com/creations/banner/>

WebGFX – create your own logo

<http://www.webgfx.ch/titlepic.htm>

Writing and Publishing a Successful Newsletter to Promote your Business

<http://www.digital-women.com/articles/articles.php?subaction=showfull&id=1255654556&archive>

Yahoogroups

<http://www.yahoogroups.com/>

Your MailingList Provider – free up to 1000 contacts

<http://www.ymlp.com/>

Section B: Create and maintain a blog

You need to create an online presence. A number of authors are finding success via social networking – blogs, Twitter, Facebook, etc.

You will need to select a title and/or domain name for your blog. Then you will need to select a platform. Popular free programs include [Blogger](#), [Typepad](#) and [WordPress](#).

Do you want to turn your blog into a personal dairy? Or would you prefer to talk about some aspect of your writing? Your hobbies or interests? Current events?

Aaron Paul Lazar shares his thoughts on blogging.

For Writers: Blogging – What’s the Big Deal?

The Beginning

I’d just finished my sixth book in May of 2005, when I was approached by Bob Burdick to create a piece for his book-lovers’ website. “Just tell us about your writer’s life, how you manage to work and write at the same time. Tell us about the person you are, and how it all fits together.”

I’d never really written much more than fiction, emails, and tech reports at work. And I wasn’t sure how to begin. So, as I normally do, I just started writing.

I think back to that day as the unleashing of a whole different type of writing. This was personal, easy-to-read, and fun writing. Sort of like emailing one of my fans, or speaking one-on-one to a newbie writer who approached me for advice at a book signing.

At the time, I didn't think of it as blogging, per se. I didn't really know what a blog was back then. So I called the torrent of mini-essays that ensued "Seedlings" columns. I thought of them as "little seeds of ideas that sprouted in my brain while driving to work or before falling asleep. Not enough to flesh out into novels, by any means, but insistent enough to require capturing, all the same."

A Blog by Any Other Name...

Since 2005, I've written over a hundred and fifty articles. These pieces range from 500 to 1500 words, and cover topics like writing tips and advice, a writer's life, book reviews, promotional tips, slices of life, etc. I keep a spreadsheet that lets me track where and when I've posted or guest-posted, and the list, in itself, has grown dramatically.

Writers need to establish personal blogs to help promote their work, network with readers and writers, and to provide a home for their articles. But that's not really enough, these days. It's also good to get on a regularly published list of literary journals, group blogs, social media sites, etc. if you can. For example, my short pieces go up monthly at sites like the [Futures Mystery Anthology Magazine](#), and *The Voice in the Dark Literary Journal*.

I also post weekly at a collaborative blog with three other mystery writers, entitled [Murderby4](#). Every Sunday, I write a piece for [Murderby4](#), then post it on my personal [blog](#), and copy it over to one of my favorite social media sites, Gather.com. Often I'll have the energy to do the same at some of the ".ning" groups, like [The Book Marketing Network](#), or [Book Blogs](#). There are other sites I used to frequent such as EzineArticles.com, Helium.com, etc. Lately I've had a hard time keeping up with all their requirements about so many allowed links per article, etc., so I've sort of slowed down there. But they're all good, and I'm sure you can find your own assortment of places to post your blog pieces in addition to your personal writer's blog. The message here is **to take advantage of the time you spend on these articles, and post them all over the place to get more coverage.**

From each of the postings, I then tweet the article by simply clicking on the small Twitter icon at the end of each piece. I add key words to the canned pretweet, and often add "Plz RT", which signals my pals on Twitter to retweet the link to their followers. In order not to overwhelm my friends on Facebook, I generally post a link to that site *just once*, linking to Gather, where many folks add their comments and their own observations about the topic of the day.

I also keep a list of subjects I want to write about so I don't run out of ideas. Don't get me wrong - sometimes I come up empty-handed. It's hard to have a column ready every week, never mind while keeping up with the current WIP. I don't know how those newspaper columnists do it!

Why Blog? (I Just Wanna Write!)

Why do we do this? What's the benefit? And how can we justify taking time away from our "real" writing to do these short little blogs?

First of all, it's about connecting with people; connecting on a deep down, personal level. If you can relate to your readers, they might wander over to see what else you've written. Perhaps they'll check out your books. And maybe even buy some! More often than not, however, you'll find the benefit of blogging is a gateway to meeting wonderful people who often are in your boat. These writers may have their own blogs, may be looking for guest posts, just like you. Little by little, by sharing, networking, and helping each other, you can all gain more exposure to readers and blog followers by holding hands and posting each other's pieces. There's a lot of synergy in that model. And eventually, assuming your books are good, you'll start to grow a nice audience for your work.

Giving Back

Of course, you also want to offer something of value to your followers. In addition to hopefully entertaining them, giving them a bit of a laugh from time to time, and offering the benefit of your own observations and experience, you want to help them on their own journey. Be open to newbie writers who have never written a blog in their life. Offer to showcase their new book. Ask folks whose books you've read to guest blog for you. You'll be surprised at how many of the best selling authors actually respond and appreciate the option of reposting their blogs on your site. Always be willing to pay it forward, and offer freebies off and on like contests where folks can win a copy of your eBook(s) or print books. You can host other author's giveaways--that's always a treat for readers--but be sure you don't make the conditions for winning too hard. That never works. Usually I just ask someone to comment on the article to be eligible to win. Simple and effective!

The Rules of the Game

My version of blogging doesn't necessarily meet all the "rule of thumb" advice that I'd stumbled on over the past seven years. I've sometimes read that blogs should be "short and sweet", that you should blog every day, and that if you write something longer than 500 words, people lose interest. I'm not so sure about all that.

So, I don't follow those rules, and in the course of letting myself navigate through this mire with my own instincts, I've managed to create a pretty decent platform. The last time I googled my name, I got over 4,000 hits, mostly from the articles I've written. I've tried to help writers by sharing advice and tips, and have connected on a deep level with so many wonderful folks, not limited to writers or readers. It's been a good run, and I'm grateful for all the folks I've met through this process.

How to Begin

Don't let all this scare you if you haven't ever blogged or are just about to release your first novel. It's a growing and learning process that comes with time.

Start with your own blog. Gather up your book cover images, a headshot if you like, and links you might like to add to the side bar. If you already have books to sell, sign up for Amazon Associates and get your product links. You can also create mini-slideshows where you feature your own book covers, and it's really easy to copy the code onto your own blog sidebar.

Blogs are fairly easy and intuitive to create, using a platform like Blogger or WordPress. Usually it's all free, too.

Once you have your template in place with photos and links, etc., then it's time to write something! There's no wrong topic with which to begin. Talk about yourself a little, if you wish. Pick a subject you're wondering about in the literary world. Or offer a chapter from your book(s). (tip - make sure you have your publisher's approval before you publish more than a blurb from your own work - check your book contract.)

How to Get Followers

Some blogs go a long time without any official followers. And that's okay. You can check your stats to see how many hits you've had. Just keep writing, check out other blogs, and comment/follow them if they suit your interests. Then you can invite folks back to read your blog, and the whole process begins!

Final Caution

It's really easy to get so caught up in the promotion of your work that your free writing time for your WIP almost disappears. Try to get on a schedule. You need to balance this aspect of your marketing plan with the time to actually create more products to market! It's a real challenge.

Hmm. Maybe my next blog will be about how to achieve that balance...

Best wishes and good luck to all, and remember to *write like the wind!*

Aaron Paul Lazar
lazarbooks.com

Aaron Paul Lazar writes to soothe his soul. An award-winning, bestselling Kindle author of three addictive mystery series, Aaron enjoys the Genesee Valley countryside in upstate New York, where his characters embrace life, play with their dogs and grandkids, grow sumptuous gardens, and chase bad guys.

Visit his website at www.lazarbooks.com and watch for his upcoming Twilight Times Books releases, *Essentially Yours* (Mar 2012), *Terror Comes Knocking* (Feb 2011), *For Keeps* (May 2012), *Don't Let The Wind Catch You* (April 2012), and the author's preferred editions of *Double Forté* (Feb 2012) and *Upstaged* (June 2012).

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Articles of possible interest

“51 Steps to Launching a Hot Blog” by Annabel Candy
<http://www.successfulblogging.com/51-steps-to-launch-a-hot-blog/>

“Blog Tips to Help You Make Money Blogging” by Darren Rowse
<http://www.problogger.net/>

“How to Blog: Blogging Tips for Beginners” by Darren Rowse
<http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/>

“Top 100 Blog Tips of All Time” by Jijo Sunny
<http://kisswebmaster.com/top-100-blogging-tips-all-time/>

“Using Twitter to Promote Your Blog” by Lindsay Buroker
<http://www.lindsayburoker.com/social-media/using-twitter-to-promote-your-blog/>

WordPress.com - Step-by-Step Tutorial on How to Blog
http://www.youtube.com/watch?v=MWYi4_COZMU&feature=related

Blogs

Blog Catalog – fiction writer blogs
<http://www.blogcatalog.com/category/writing/fiction/>

Blog Tops Sites – directory of the Best Blog Sites
<http://www.blogtopsites.com/>

Self-Editing blog

<http://selfeditingblog.com/>

The Best Author Blogs

<http://www.internetwritingjournal.com/authorblogs/>

Chapter Four

Market your novels online

Topics in this chapter include advertising, magazine articles, [promo](#), [publicity](#), press kit, readings, [reviews](#), on-line [resources](#) and the all-important [query letter](#).

In order to build your writing career, you need to consider sending your novels to the traditional print publishers. If you have already gone that route and you now feel ready for e-publishers, then you need a great query letter in order to attract the attention of an editor. Lynn Flewelling graciously gave permission to reprint her excellent article on writing query letters.

“The Complete Nobody’s Guide to Query Letters”

[Lynn Flewelling](#)

Whether I’m giving a bookstore reading or teaching a writer’s workshop, one of the most frequently asked questions is always, “How do I get my first novel published? What’s the trick, the secret?”

The secret is that there is no trick, just skillful, focused effort. The first step is to write a really good book. The next, equally important, step is attracting the notice of someone in a position to get it into print. Some people do this by networking at conventions, or striking up a relationship with a published author who recommends them to their publisher, both viable routes. For most of us, however, it’s a “market by mail” venture. Whether you decide to seek an agent, or go straight to publishers, you need a letter of introduction—the query.

Dissected and examined critically, the query letter is an elegantly concise piece of promotional writing. You have exactly one page to introduce yourself and your novel—just four or five clean, tight paragraphs, each with its own specific purpose. That doesn’t sound so hard. We are writers, after all, right? But the devil is in the details, especially for a newcomer with no track record or flashy credentials.

That’s where I found myself a few years back when it came time to market my first fantasy novel, **Luck in the Shadows**. I hadn’t published any short fiction; I’d never been to a convention to network; the few published authors I knew before I was already well into the process were literary sorts with no connections in the genre world. According to the

prevailing collective wisdom that persists among the unpublished, I didn't have much of a chance.

Happily, the prevailing wisdom is wrong. It's certainly a plus to have a few fiction credits or an influential mentor, but it's not an absolute necessity. If it were, I wouldn't be writing this article.

So, there I was back in '94, with a book I was burning to sell and no idea how to go about it. As I chewed my way through various "how to" books, it quickly became clear that the most important tool I needed was a great query letter. It's a writer's introduction, our calling card and, hopefully, our foot in the door.

For us nobodies, it's basically a cold sales job; we've got one page to engage an agent or editor's interest, make them want to flip the page to scan our carefully chosen sample chapters. Some agents and editors glance at the letter but read the chapters first. Others read the query and reject the chapters unseen if the letter doesn't sing. You never know, so write the letter like it's the one thing standing between you and success. It just might be.

Here's the query letter that sold several agents on **Luck** and ultimately led to a two-book contract with Bantam.

Specific person
agency
address
address

Dear (Agent/Editor's Name):

I am seeking representation for my fantasy adventure novel, **Luck In The Shadows**, complete at 170,000 words. I am enclosing a synopsis and a sample chapter. The sequel, **Stalking Darkness**, is nearing completion and another free-standing book featuring the same characters is in outline form. I love thieves and spies- those sneaky people who live by intuition, skill, and inside knowledge. In fantasy, however, they are often portrayed as dark, ruthless characters or relegated to second string roles, a la Falstaff, as useful or amusing foils for more conventional heroic types. **Luck in the Shadows** gives the rogues center stage.

Seregil is an experienced spy for hire with a murky past and noble connections; Alec is the talented but unworldly boy he rescues and takes on as apprentice. "I admit I've cut a purse or two in my time," Seregil tells Alec soon after they meet, "and some of what I do could be called stealing, depending on who you ask. But try to imagine the challenge of

overcoming incredible obstacles to accomplish a noble purpose. Think of traveling to lands where legends walk the streets in daylight and even the color of the sea is like nothing you've ever seen! I ask you again, would you be plain Alec of Kerry all your life, or would you see what lies beyond?" Alec goes, of course, and quickly plunges into danger, intrigue, and adventure as their relationship deepens into friendship. The interaction between these two forms the core of this character-driven series.

I've been writing professionally for ten years and am currently a freelance journalist. My articles appear regularly in the Bangor Daily News, Preview! Magazine, and Maine In Print. I've covered everything from software to psychics; my interview credits include Stephen King, Anne Rice, and William Kotzwinkle.

Thank you for your consideration of this proposal. I look forward to hearing from you soon.

Sincerely,

Lynn Flewelling

First things first. When approaching any market, make certain you're writing to the right person. If you're using a reference book—the Writer's Market, for instance—make sure it's the latest edition. Addressing your query to someone who left the agency three years ago shows a lack of research on your part and can prejudice some readers against you before you've even begun your pitch. The same goes for spelling their name wrong, addressing them by the wrong title or gender. (Any mail I get addressed to "Mr. Lynn Flewelling is immediately suspect.) Such errors may not automatically land your query in the Round File, but they aren't going to win you any points, either.

Reading the market news in trade journals like this one can help keep you up to date on who's where. Most agents and editors I've talked to say that a brief call to their office to verify the information is also acceptable. And now, on with our dissection:

Paragraph 1: This brief opening accomplishes a number of things. It states what you're selling, how long it is, and that it's complete. (Some agents and editors will consider a few chapters and an outline from an unknown; most won't. A finished novel proves that you can go the distance.)

The “synopsis and sample chapter” mentioned in this paragraph are the exact items this particular agent’s listing asked for. Giving them what they want—no more, no less— demonstrates that you’ve done your homework and are approaching them as a professional. If you send out multiple queries, be sure to tailor each query package and letter accordingly. No one likes a form letter.

If you have other related works underway, it’s a good idea to mention them here, showing that you’re not a one-shot wonder. If you don’t, however, don’t worry about it, and don’t bother mentioning other works in a genre the agent or editor does not handle.

Paragraph 2: The “why I wrote this book” ‘graph. Those of you who are basing your science fiction epic on your Nobel prize-winning research in human genome mapping won’t have much trouble with this one. For those of us “nobodies” with less stunning credentials, it can be a bit daunting. Most of the sample letters I found while researching queries were written by people who were, as stated above, basing their latest novel on their own research or some life-changing personal experience. In every case the author had an impressive publishing background of some sort, and none of them were first-timers.

I, on the other hand, had simply written a book I really liked, so I said that and let the enthusiasm carry it. Keep it simple and direct. Don’t go on at length about your literary influences or what book first turned you on to the genre; they’ve seen that a million times. Just be sincere.

Paragraph 3: Give ‘em a glimpse of the goods. You can’t tell the whole story; that’s what the outline or synopsis is for. Just give them the flavor, introduce the protagonist, and above all, demonstrate that you can write well. How you present your book here is just as important as the story itself. Make your thumbnail description concise but lively. Try to capture what or who the book is about. In short, consider this paragraph your book’s audition scene, and know that this paragraph is the one most likely get you rejected for the right reasons.

“Right reasons?” you ask.

Absolutely. Most editors and agents are book lovers just like the rest of us, with the same subjectivity of taste. If an agent doesn’t like books about dragons and that’s your main focus, then they aren’t going to want your book and you don’t want them representing it. What you want from an agent is an enthusiastic representative for your work. With editors, you want someone who’s excited by the prospect of polishing your manuscript into a salable book and getting it on the shelves.

A wise friend once observed that the ratio between rejections and acceptances is about 12:1. What happens generally is this: Agent One reads your carefully crafted query and thinks he's seen your idea a hundred times before; Agent Three thinks it's the freshest treatment he's seen of that idea in ages; Agent Seven just plain hates that sort of plot; Agent Eleven can't get enough of it.

Simple persistence and faith are required to run this gauntlet, and rejection letters do have their uses. We'll return to this shortly.
Paragraph 4: Experience and background. Got it? Flaunt it! Don't got it? Keep quiet.

While the freelance writing I mentioned in my query by no means guarantees that I'm a good novelist, it does suggest that I probably know how to string words together. I also tried to be creative in my spin on the subject. I've written dozens of feature articles for local papers, and interviewed lots of interesting people; the ones I chose to mention in the query were selected to highlight my interest in the fantasy field, and in literature and authors in general. Whether or not it impressed anyone is debatable, but it did relate to the book I was selling.

A caveat: If your background has no bearing on the novel in question in some readily apparent way, it's best to just leave this paragraph out, or keep it brief.

Paragraph 5: Your standard polite good-bye. Don't press them for response times, hand down ultimatums ("You've got two months, then I'm sending it somewhere else"), or offer to call. The market listing which provided their mailing address should also include an estimated turn-around time. Be patient and don't expect them to meet their own deadlines to the day. However, if you don't hear back for a month after the listed time, a polite phone inquiry is usually appropriate.

A few additional basics:

1. Stationary- Queries should be neatly typed on high quality, unadorned, 8 1/2 by 11-inch business stationary. While white is your safest bet, color-wise, you can probably get away with ivory, buff, or a light grey. Avoid brightly-colored paper and ink at all costs. The same goes for cute border prints, patterns, and dot-matrix printing unless you want your query to scream Amateur!

2. Letterhead- A plain, business-like letterhead looks sharp and conveys your address information in a professional-looking manner. If you have access to a good laser printer you can design your own, avoiding pretentiously ornate or hard-to-read fonts, and illustrations. If you are

gainfully employed, do not use your company stationary, no matter how classy it is. A letterhead from “Joe Bloe, Attorney at Law” will only cause undue confusion. And resist the temptation to style yourself “Jane Doe, Novelist.” That should be self-evident.

3. The query package- As stated above, do your homework. Research each market and send them only what they ask to see. This usually doesn't include “return reply” coupons (First Class postage is your best bet), photos of yourself, photocopies of writing samples, your resume, or manuscripts other than the one you're currently offering.

4. Proofreading- Do I even have to address this? According to my agent and editor friends, the answer is a world-weary “Yes!” A query (or manuscript) marred by typos, blotches of correction fluid, erasure marks, or coffee stains is a red flag to publishing professionals. If you're sloppy with something as important as a query, what will you be like to work with on a manuscript? Chances are, they'll spare themselves the trouble of finding out. Proofread your letter carefully for errors, then show it to some other trustworthy soul. Our own mistakes are often the hardest to spot, since we know what's supposed to be there on the page and tend to see it whether it's really there or not. Finally, retype or print out a crisp, blameless copy of the corrected letter.

While the purpose of this article is to help you make that wonderful first novel sale, I'd like to finish up with a few thoughts on rejections. Fear of rejection is a reality for most of us. Many a good manuscript has languished in a drawer because the author just couldn't face the possibility. Let's face it, rejection sucks. But it's also a normal part of the game. Sit around with any group of writers and sooner or later the war stories start flying. One-upping about who's gotten slammed with the nastiest rejection letter is practically a sport. Rejections are our battle scars, and only those with the guts to strive earn them.

Take comfort in the fact that all writers deal with rejection time and again throughout their careers. I keep a copy of Andre Bernard's *Rotten Rejections* (Pushcart Press, 1990) close at hand. It's an inspirational collection of rejection letters received by the likes of Ernest Hemingway, James Joyce, and Jane Austin for books which now grace university required reading lists.

So when that first rejection shows up in your mailbox, toast yourself with a tall glass of something very nice. It's proof that you're off the porch and running with the big dogs now.

Later, as those dozen or so rejections pile up on the way (we hope) to that first, glorious “yes,” study them carefully. They can be a useful guide. It

was an agent's thoughtful rejection letter that ultimately led to revisions that sold my first book.

The most valuable rejection letter gives reasons. Many will be contradictory. One letter will praise what the last one damned as trite, then go on to nail you for something completely different. Some will be valid criticisms, others are purely subjective. If a certain comment strikes an "Ah ha!" chord, then take a second look at your work, but realize, too, that you can't and shouldn't rewrite the book to please every critic.

What you do need to watch for, however, are patterns. If five out of seven agents mention that they did not understand your main character's motivation, or that your opening chapter did not engage their interest, then you need to take a hard look at what you're sending out.

I began by saying that there is no secret trick to getting published. You can, however, think of the process as a game. Games have steps, rules, and strategy. The better you become at these, the better you can use them to your advantage. The good query letter is one of your most valuable assets.

#

Thank you, Lynn! [Luck in the Shadows](#) and [Stalking Darkness](#) are currently available from Amazon.com.

Polish your query letter and send your novel to reputable, royalty paying publishers. If you have written a good book, you do not need to pay anyone for publishing your book. Sure, you could offer your book from your web site and keep all the royalties, but you will benefit from the marketing and promo efforts of an established publisher.

Now, let us assume you have a publishing contract with an epublisher and you know your release date. You will want to start promo efforts several months in advance.

Several cyber writer friends contributed tips and helpful hints regarding promotion on the web. I'll start off with some practical advice from a Danish friend, Pernille Sylvest.

Pernille's *Promo Tips*.

1. Participate on maillists and newsgroups, where the topic is related to the stuff you are "selling," so the members of the same group are likely to use your signature for information.

2. Make a signature line for your email messages short, but informal. Most email programs have an automatic signature function. The polite signature is no more than 4 lines. Remember to have an updated signature on every mail you send. Remember to link to web site and/or the order page in your signature.
3. Get active in newsgroups. Don't say anything stupid.
4. Do Chats, IRQ or ICQ sessions with other writers, so readers can meet you online. Don't say anything stupid.
5. Make a website (or get a fan involved) and include - contests, monthly newsletters, novel excerpts, back lists and future releases. Mention:
 - What you are working on now.
 - Information about yourself.
 - Which pet/movie/actor/hobby do you like?
 - How do you find inspiration?
 - When, where and how were you born?
 - What obstacles did you overcome to be who you are?
 - Who's going to play your hero, if your book goes to the movies?
6. Let someone else (author web site or web page designer) do the showcasing by putting up an excerpt and date of release, a little info and how to get in touch with you.
7. Remember to update your web site, add excerpts or other stuff, which will give the visitor a good experience. Register your web site in search engines around the world.

You should at least register it in these easy to use search robots:

<http://www.aol.com/>
http://www.excite.com/info/add_url
<http://www.hotbot.com/>
<http://www.lycos.com/addasite.html>
<http://www.webcrawler.com/>

And eventually in some of the categorized search engines (first write down a description of your site and at least 5 keywords, so you have it ready):

<http://www.siteshack.com/submit.htm>
http://www.linkease.com/add_a_site.asp
<http://in-110.infospace.com/info/submit.htm>
<http://www.yahoo.com/info/suggest/>

- *8. Make a newsletter about updates on the web site or new titles and

how-goes-the-WIP or other useful information, not just about-the-cats and weather chat.. Such a newsletter is to make a first time visitor into a regular visitor - they don't remember the site themselves, you have to keep updating, so they remember to visit your site. The newsletter should have an easy to use unsubscribe function.

Important:

* Emails to mail lists, newsgroups and newsletters should not contain attached files and HTML-coding! Not all members of the groups have an email program that can read HTML-coded email (some email programs make the email in HTML-coding by default). Other members may have a slow connection to the net, which is why it is polite to offer a link to a place, where people can download the file, you meant to attach.

9. Offline: remember to add a link and email addy on your business card, in the book somewhere fitting, etc.

#

Excellent advice, Pernille. I'd also suggest that you submit articles, essays, opinion pieces and other short works to ezines and writer web sites which will list a short bio, link back to your author web site and, of course, mention your published novel.

Here are tips on how to add the all-important signature line to your email messages. Thanks go to the E-authors list.

If you're using Outlook Express for email:

- 1) Click on Tools,
- 2) Then Stationery.
- 3) Then mail.

You'll see a place for signature. click on that and insert what you want on your sig line. You can set it to sign automatically each time you send an email or not. If you don't, you can add it from your message. There's a pen icon on the top toolbar - click that and your sig line will appear.

If you are using Pegasus, follow these tips:

- 1) under the tools menu click options
- 2) click the signature tab
- 3) in the "use this sig if sent via the Internet" type in your sig line(s)

If you are using Netscape

- 1) in notepad, type up the signature you wish to use for all outgoing mail. place the saved text file in a directory you can find.
- 2) under the edit menu, click preferences

- 3) on the left hand side you'll see a list of options, click the + sign by the "Mail and Groups" to expand the list
- 4) click "identity"
- 5) toward the bottom on the right hand side, you'll see "signature file," an input box, and a button "choose." click the button
- 6) on this screen, go to the directory you saved your signature text file, highlight, and press ok.
- 7) click ok

If you are using AOL 9.0 it has an Auto Sig-line feature - check the Help-File for AOL 9.0

If you are using Eudora

- 1) Click on Tools, Signature (In earlier versions, click on Window, then on Signature.) A box will appear for you to type in your signature. Version 3.01 has two signature options. You can have one signature as standard for most of your mail, and one that is an alternate one, for other type of mail.
- 2) When you exit the box you will get a Save changes to Signature prompt. Choose Yes.

More email program tutorials.

<http://www.networksolutions.com/support/step-by-step-pop-setup-instructions/>

http://www.siteground.com/tutorials/email/email_clients.htm

Netiquette tip: messages posted on a private message board should remain private. One multi-published author said something about her editor (nothing derogatory, thank goodness) and two copies of the message arrived on the editor's desk within hours.

More promo tips

Get your author friends to write a couple of paragraphs you can quote in your promo efforts. Send out advance review copies (ARCs) to reviewers, webzines or even fanzines to gather early reviews you can post at your web site, your publisher's web site and other promotional sites.

When your book is posted at Amazon.com, [Barnes and Noble](http://BarnesandNoble.com) or [Borders](http://Borders.com), do not be shy about asking your friends and fans to post reviews.

When your chapter excerpt appears online, be sure to list the web page info in appropriate places in order to receive more exposure and more hits.

Contact your local newspapers and suggest a general interest article about publishing and include a few facts. Suggest yourself as an

“authority” since you are a newly e-published author. In general, they can use a local flavor as well as the technical angle. Buy or borrow an e-reader to demonstrate your ebooks during the interview. Show the reporter a few pertinent web sites. Give him a list of related web sites he can carry with him and research later.

Haven't finished your novel? Check out Joanne Reid's free course “How to Write a Novel in Ten Weeks.”

<http://www.scribd.com/doc/16234934/How-to-Write-a-Novel>

Which publisher do you submit your book to? Go to The Electronic Publishing Industry Coalition ([EPIC™](#); formerly EPIC Authors) and check out their Industry Member Listings to locate reputable epubshers and also [Lida Quillen's](#) list of epubshers. Check out the publisher web sites. Is the web site attractive and professional in appearance? Do the pages load slowly? Do they charge any sort of fees? Are any of the titles or authors familiar to you?

Check out the [Preditors and Editors™](#) 2011 Readers Poll for a listing of epubshers who were rated highly by readers. Get on e-author maillists and listen to what the authors have to say about their epubshers.

Here's a few epubshers currently open to submissions I personally recommend. Feel free to check out my [epubshers](#) web page from time to time for new listings.

[BookLocker](#) – nonfiction.

<http://publishing.booklocker.com/submit.php> -- submission guidelines

[Champagne Books](#) – romance, SF/F, steampunk.

<http://www.champagnebooks.com/Submissions.html> -- submission guidelines

[Cobblestone Press, LLC](#) – romance

<http://www.cobblestone-press.com/submissions.htm> -- submission guidelines

[Double Dragon Publishing](#) – all genres

<http://www.double-dragon-ebooks.com/guidelines.php> -- submission guidelines

[eBooksonthe.net](#) - all genres.

Submission Guidelines: <http://www.ebooksonthe.net/authors.html>

[Echelon Press, LLC](#) – all genres

<http://echelonpress.wordpress.com/submit/> -- submission guidelines

[Ellora's Cave Publishing](#) – romance

<http://www.jasminejade.com/t-writerscircle.aspx> -- submission guidelines

[New Concepts Publishing](#) - all genres.

<http://newconceptspublishing.com/write-for-us> -- submission guidelines

[Whiskey Creek Press LLC](#) – all genres

<http://www.whiskeycreekpress.com/submissions.shtml> -- submission guidelines

[Wings ePress Inc.](#) – all genres

<http://www.wings-press.com/guideline.htm> -- submission guidelines

[Writers Exchange E-Publishing](#) -- all genres.

<http://www.writers-exchange.com/Page7.html> -- submission guidelines

Ebook Publishers -- reputable, royalty paying, non-subsidy publishers

Lida Quillen's list of epublishers

<http://www.sff.net/people/Lida.Quillen/epub.html>

[Awe-Struck E-Books](#) – all genres.

<http://www.awe-struck.net/asubmit/authsub.html> -- submission guidelines

[Diskus Publishing](#) - all genres.

http://members.tripod.com/diskus_publishing/submission.htm -- submission guidelines

[eBooksonthe.net](#) - all genres.

<http://www.ebooksonthe.net/authors.html> -- Submission Guidelines

[Hardshell Word Factory](#) - all genres.

<http://www.hardshell.com/guide.html> -- submission guidelines

[LionHearted Publishing](#)

<http://lionhearted.com/guidelines.htm> -- submission guidelines

[Mundania Press](#) – all genres

<http://www.mundania.com/submissions.php> -- submission guidelines

[Speculation Press](#) - science fiction, fantasy and alternate history.

<http://speculationpress.com/submit.htm> -- submission guidelines

[SynergEbooks](#) - all genres.

<http://www.synergiebooks.com/submission.htm>-- submission guidelines

[Zumaya Publications LLC](#) – all genres

<http://www.zumayapublications.com/guidelines.php> -- submission guidelines

Promo for your ebook

Book Bloggers

Bookish – Horror, paranormal, SF/F, YA

<http://evie-bookish.blogspot.com/>

Coffee and Cliffhangers -- YA

<http://www.coffeeandcliffhangers.com>

Dangerous Dan's Book Blog – Crime, Horror, SF/F

<http://dangerousdansbookblog.blogspot.com/>

Fantasy & SciFi Lovin' News & Reviews

<http://sqt-fantasy-sci-fi-girl.blogspot.com/>

Jess Resides Here – all genres

<http://frellathon.com/>

Reading Vacation -- YA

<http://readingvacation.blogspot.com>

The Story Siren -- YA

<http://www.thestorysiren.com>

The Book Scout -- YA

<http://thebookscout.blogspot.com>

The Book Cellar -- YA

<http://www.thebookcellarx.com>

The Sci-Fi Guys Book Review

<http://www.scifiguysbookreview.blogspot.com/>

Word for Teens -- YA

<http://www.wordforteens.com>

Web sites and ezines where you can promote your eBooks, but be certain to adhere to their guidelines

AuthorsDen.com

<http://www.authorsden.com/>

GoodReads

<http://www.goodreads.com/>

KnowBetter.com -- new ebook releases

<http://knowbetter.com/>

LibraryThing

<http://www.librarything.com/>

RoseDog.com -- post an excerpt

<http://www.rosedog.com/default.asp>

Shelfari

<http://www.shelfari.com/>

Publicity Web Sites

Authors and Experts -- provides reporters and talk show hosts with an easy way to locate authors and experts.

<http://authorsandexperts.com/>

GuestFinder.com – online directory of authors, experts, speakers, etc.

<http://www.guestfinder.com/>

HARO – Help a Reporter Out TM

<http://www.helpareporter.com/>

How to Create Your Own Internet Radio Station

http://radio.about.com/od/createinternetradio/a/How-to-Create-Your-Own-Internet-Radio-Station_3.htm

How to Get Free Publicity for Your Business on TV and Radio

<http://www.entrepreneurs-journey.com/4031/how-to-get-free-publicity-on-tv-and-radio/>

Late Night Lineups -- a list of talk shows

<http://www.interbridge.com/lineups.html>

NetRead Event Caster -- promote your book signings, online chats, etc. Broadcasts literary events to event editors at newspapers and web sites.
<http://www.NetRead.com/>

Register with GuestFinder - if you want to be on radio or TV.
<http://www.GuestFinder.com/>

TalkNetRadio -- do-it-yourself Internet Talk Radio
<http://www.TalkNetRadio.com/>

“Your Book Promotion Countdown Checklist” by Lorna Tedder. Tips on what you should be doing in the months prior to the release of your book.
<http://www.fictionfactor.com/guests/countdown.html>

Resources

50 Ways to Promote Your Book
<http://www.subhub.com/articles/50-ways-to-promote-your-book>

“Being a Guest on Radio Shows - How Hard Is It?” by Aaron Paul Lazar
<http://www.gather.com/viewArticle.action?articleId=281474979521454>

Blog Talk Radio – online interview shows
<http://www.blogtalkradio.com/>

BookTrib.com – news and info about books, writers and readers
<http://booktrib.com>

Book Promotion Newsletter, Fran Silverman, Editor
<http://www.bookpromotionnewsletter.com/>

Entire Web – submit your site to search engines
<http://www.entireweb.com/>

Free Press Release Sites for Book marketing and Author Promotion
<http://www.bauuinstitute.com/Marketing/PressRelease1.html>

Freelance Writing Writer’s Guidelines Database
<http://www.freelancewriting.com/guidelines/pages/>

“How to Create a Winning Author Contest!” by Penny C. Sansevieri
<http://www.bookbuzzr.com/blog/book-marketing/how-to-create-a-winning-author-contest-2/>

“How to Hold a Book Giveaway Contest” by Margo L. Dill

<http://www.darcypattison.com/pr-notes/book-giveaway-contests/>

How to Market Your Book – a parade of blogs

<http://www.rachellegardner.com/2011/08/how-to-market-your-book/>

“How to Pitch Yourself as a Guest on Radio Shows – Plus Sample Radio Pitch” by Stephanie Chandler

<http://authoritypublishing.com/book-marketing/how-to-pitch-radio-shows-sample-pitch/>

Media Bistro eBookNewser

<http://www.mediabistro.com/ebooknewser/>

PR Web

<http://www.prweb.com/>

Reviewer’s Choice Book Review -- email list [adhere to list rules]

<http://groups.yahoo.com/group/ReviewersChoice/>

SOHO Online -- resources for small office/home office entrepreneurs

<http://www.soho.org/>

TalkSender -- (formerly myGabber) send audio email messages to your readers

<http://www.Talksender.com/>

Twenty informative articles regarding book promotion by Paul Krupin

<http://www.directcontactpr.com/free-articles/>

Writer’s Guidelines Database

<http://www.writerswrite.com/writersguidelines/>

“Writing News releases for Fiction Books” by Paul Krupin

<http://www.directcontactpr.com/free-articles/article.src?ID=39>

Email lists and forums about ebooks

There are a number of email lists dedicated to ebooks. A few I’ve personally found most useful are the ebook community (TeBC), LinkedIn groups and the MobileRead Forums.

Ebook-L is a list interested in issues concerning the publishing of ebooks and electronic documents. To subscribe, send a message to listproc@hawaii.edu and type the following into the body of your message: SUBSCRIBE EBOOK-L John Doe [substitute your own name]

KindleKorner. Discussion and support for all things relating to the Amazon Kindle, e-readers including iPad, Sony and others, and e-ink.
<http://groups.yahoo.com/group/kindlekorner>

LinkedIn groups include E-Books/E-Readers, Nook Owners, Kindle Users, iPhone/iPad Group and Google Android group.
<http://www.linkedin.com/groups/Nook-Owners-2621860>

MobileRead Forums is an online community dedicated to the exchange of ideas and information relating to all aspects of the Mobile Internet boom. Our goal is to become the leading resource for mobile geeks seeking information and advice for keeping their gadgets happy.
<http://www.mobileread.com/>

E-Pub is an unmoderated discussion list for writers, editors, publishers, and anyone in the bookselling industry who wants an open forum for discussing all aspects of the e-publishing industry. It does not include discussion of the craft of writing. To subscribe, simply go to
<http://www.yahogroups.com/subscribe/e-pub>

The eBook Community (TeBC) is for the general discussion of ebooks, the ebook industry, and related topics.
<http://groups.yahoo.com/group/ebook-community>

Email lists where you can promote your books

<http://groups.yahoo.com/group/available-ebooks/>

<http://ca.groups.yahoo.com/group/BraggingRites/>

<http://groups.yahoo.com/group/Novelspotters/>

<http://groups.yahoo.com/group/PromoOnly/>

Web sites that post reviews

Amazon.com
<http://www.amazon.com/>

Baryon Online
<http://www.baryon-online.com/>

Barnes and Noble
<http://www.barnesandnoble.com/>

BookBrowse

<http://www.bookbrowse.com/>

Future Fiction - SF and fantasy book reviews

<http://www.futurefiction.com/>

Huntress Book Reviews

<http://www.huntressreviews.com/>

Midwest Book Review

<http://www.midwestbookreview.com/>

Powell's Books

<http://www.powells.com/>

Romance Readers, Writers and Reviewers

<http://members.tripod.com/~KristinaDaron/ring.html>

Science Fiction Book Review

<http://sfbook.com/webring/>

Sime~gen™ Inc

<http://www.simegen.com/>

The Book Lovers Review

<http://thebookloversreview.blogspot.com/>

Chapter Five

Promo tips from published authors

Topics in this chapter include advertising, book store [signings](#), creating [ARCs](#), interviews, magazine articles, [promo](#), publicity, press kit, [press release](#), readings, reviews, on-line [resources](#) and contests that accept ebooks.

Charlee's *promo tips*:

[Charlotte Boyett-Compo](#) is Ms. Promo extraordinaire, second only to M. J. Rose, in my opinion. Charlotte continually promotes her novels in new and creative ways and shares this advice:

1. Hit every message board you can find.
2. Go to Delphi and put a notice on each Forum where there is a writing theme. There are a lot of listservs which are fiction or e-book-related; you probably know someone on one or more of them.
3. Get hold of various magazine and ezines and let them know what you're Doing. Ask if they'd like to do a piece on this wonderful new enterprise.
4. Call the major newspapers (take the time to do this especially if you live in a big city).
5. Talk to the Entertainment editors to give them the word (you might write a press release that you can email them).
6. If push comes to shove in that department, you can go to any large library and get the email addys of these papers.
7. The epub angle is a major factor, too. You might want to try some of the major TV news sources who could be cajoled into doing a human interest type thing.
8. Contact Yahoo, Hotbot, etc. and ask if they can suggest ways to promote your book.
9. You should line up places on the web who will be willing to review your novel so you can put complimentary blurbs on your webpage and at Amazon.com.
10. Email is cheap so find all the addys of who just might consider doing a small piece on a website trying to help women writers (push that angle).
11. Email major libraries. They have book discussion groups and budding writers.

12. The major thrust should be a media blitz of such magnitude you will start an avalanche of interest.

Advance Promo

You need to start promoting your book as soon as possible after final edits. I just finished the finals on *WindChance*, the second novel in the WindTales Trilogy, two weeks ago and I immediately began sending it out for reviews. So far, I've gotten back six reviews for it... three just today. It isn't due to be released until next month, but I want to have at least ten reviews up on my page before the first copy is sold.

Do a global search on the genre in which you're writing and look for review sites. You'd be surprised how many there are and how anxious most are to read your work. You'll get the occasional 'I'm too busy to fool with you' websites, but the vast majority are very polite, if harried, and more than willing to work with you, if you approach them in a positive, professional, and earnest way. It's all in the way you write your 'query' letter in a lot of cases. Unfortunately, you are going to come across some websites where the person is just itching to show off their pseudo-intellectualism by trashing you and pulverizing your novel. No matter how well written it is or how many other rave reviews you've garnered. These folks thrive on that sort of thing, so be prepared and try not to take it personally. Consider the source, roll with the punches, and get on with your writing.

Charlee adds this tip:

"I have been putting address labels on my paperback novel since it first came out three years ago. Whenever Amazon sells one for me, the label with my snail mail, my email, and my company (WindLegends, Inc.) is on it. I got those labels from a discount house and ordered them right out of the Sunday magazine section of the paper for a great price.

EVERY author should have this and put it on their material. I've sold dozens of books just from that one promo item. I had bookmarks made and those also go out with the book from Amazon. THAT is MY business card, and you are killing two birds with one printing! I have the title of my latest book, my snail mail, email, and the catch phrase "May the Wind be always at your back" that is on all my stuff (I highly recommend all of you have something like that). Readers might lose a normal business card, but a bookmark they tend to keep around. If you have access to a cutter and card stock, they're just as easy to make as a business card."

[*Tip from Lida:* you can scan your bookmark and put it on one of your web pages for readers to print out and save. Be sure to create something spectacular, perhaps with a portion of the book cover art so your visitors will *want* to print the bookmark.]

Getting a copyright

Getting your own copyright is a lot easier than you'd think. I just sent off for nine copyrights (at \$35.00 a book). The Registrar of Copyrights has cashed six of my checks... please write separate checks for each novel you are copyrighting. Print out your manuscript, wrap it up, put your check in the box and ship it off after completing the simple, easy form. This form can be obtained at most big libraries (you can copy the original the library has) or you can go to <http://www.loc.gov/copyright/> (I think that's right) and order the form (order at least six!) and copy as many as you need later.

[*Tip from Lida:* in Canada, ISBN and CIP can be obtained from the National Library of Canada, Ottawa, On, K1A 0N4, Canada
<http://www.nlc-bnc.ca/window/isbn@nlc-bnc.ca>
Phone: 819-994-6872]

[Charlee Boyett-Compo](#), is the author of eighty books, the first nine of which are the WindLegend Saga. She is a proud member of several organizations such as the [Authors' Guild](#), National Writers' Union, the Writer's Club Romance Group, [Romance Writers](#) of America, EPIC (the Electronically Published Internet Coalition), Women for Literature, E-Authors, the Phenomenal Women of the Web, the first author to be published by [Twilight Times Books](#) and the first American author to be published by Bell Ventures in Denmark.

#

A press release should be a part of your media kit. At a minimum, a media kit should include an author photo, an author bio, reviews and book description.

Online Media Kit For Promotion & Publicity
<http://anniejenningspr.com/pages/onlinemediakit.htm>

And now here is a sample press release from Patrick Welch.

Sample press release

Courtesy of [Patrick Welch](#). This press release concerned Patrick's first published novel, **The Thirteenth Magician**, which was released July 1999.

FOR IMMEDIATE RELEASE

CONTACT: Patrick Welch 888-xxx-xxxx

LOCAL WRITER TO PUBLISH FIRST NOVEL

TOLEDO, OH. Patrick Welch has had his first novel, The Thirteenth Magician, accepted by Twilight Times Books. The novel will be available in July.

According to Welch, the book is a dark fantasy in the tradition of Michael Moorcock or the "Conan" novels by Ron Howard. The hero fights to save his soul as he becomes a pawn of the gods who are battling for control of his world.

Twilight Times Books is an electronic publisher and the book will be available on the Internet for either downloading or purchase on a floppy disk or CD. Welch sees many advantages in the electronic publishing format. "Traditional publishing is very expensive and difficult to break into," he said. Most publishers insist on working only through agents, "and agents and publishers are frequently reluctant to work with new authors. If your book is outside the ordinary, they are hesitant to take any chances with you or your work."

With electronic publishing, "the upfront costs are not nearly as great, and publishers have more latitude in accepting books. While electronic publishing is still in its infancy, I expect it to grow in popularity very quickly," he said.

Welch cites some statistics to back up his assertion.

- * 50% of American households had a computer. This is up from 27% in 1995.
- * An estimated 31 million adults have Internet access, and of those, 1.8 million buy books on-line.
- * By 2000, industry experts believe that 9.5 million adults will be buying books from on-line sources.
- * An informal survey at CNN.com found that 72% of their audience would consider buying an e-book.
- * Products like the Rocket Reader are reaching the market. Rather than using a computer, the reader can take and read an electronic book nearly anywhere.

Electronic books are also less expensive than hard cover books and most paperbacks. “Those who prefer can download the novel for only four dollars, while the CD costs less than seven,” said Welch. The reasonable cost should encourage readers to sample the works of new and upcoming writers, he added.

Welch is a graduate of Bowling Green State University and has been a full-time and free-lance advertising writer for the past 20 years. He was a featured columnist for Toledo Metropolitan Magazine and has won local and national awards for his advertising and article writing.

Readers who would like to read an excerpt from The Thirteenth Magician are encouraged to visit his web site, <http://www.sff.net/people/patrickw>. The site also has information and links to short fiction Welch has published or has sold to electronic and print magazines. Visitors are encouraged to enter his contest to win an autographed CD of the book. Information is on the web site.

The novel can be ordered directly from Twilight Times Books, <http://www.twilighttimesbooks.com> as either a download or in floppy disk and CD formats. The book can be read on both PC and Mac platforms.

Twilight Times Books held the Grand Opening of their web site in May of this year. In June, they will launch their publishing endeavor featuring novels from a variety of genres.

“At Twilight Times Books our mission is to promote excellence in writing and great literature,” said publisher Lida Quillen. “We’re dedicated to enhancing the prospects of getting great speculative novels into the hands of readers. We believe e-publishing is the way to achieve this goal.”

For more info, visit Patrick’s web site:
<http://www.sff.net/people/patrickw>

#

Booksignings

I asked Charlee about her experiences with booksignings. Did she feel booksignings were worthwhile?

“It varies on what an author considers as a good day at a signing. With paperback novels, I average about 20-30 sales in a two-hour period. With CD-ROMs, about 5. This depends on the amount of publicity you have received BEFORE the signing; how gracious (or how ungracious) the

store manager and his/her teams is; where the store is located; the amount of traffic coming through the store; the time of day (after lunch is not a particularly good time. I usually book my signings from 3-5 PM and only on a Saturday. Friday evenings from 7-9 PM are good, too, but I've found that Sundays are not that great no matter the time of day.

With a POD signing, I supplied the books, B & N checked them into their system, put their barcode sticker on it and when I was finished, they told me they would send me a check for what was sold. I know how many I signed so I knew about what I would get. They take a percentage of the sale. I was paid a week later, but I have heard of authors not getting paid for weeks, even months, after a signing with certain booksellers.

Bookmarks, brochures, and business cards go over good at signings. Other stuff gets too costly in the long run. May I suggest signing with a unique color pen? I use red ink for all my signings. I also put my signature May the Wind be always at your back on the page before my signature. Some new authors think just signing their name is enough. It really isn't. Your readers---and the people buying your work---will expect you to personalize your autograph. If you write the same thing every time like: "Best wishes, Jane Doe" or "Best of luck, Joe Blow", you will get a reputation as being standoffish. Only the megastars who sign dozens of autographs in a day's time sign just their name.

Personalize it and you will gain the buyer's gratitude.

BUT, there are some people who go to booksignings and do NOT want you to personalize. Just be aware of these. Ask before you start to sign if they would like you to use their name. The reason some buyers don't want you to personalize is because they say the book is worth more down the road if it just has the author's signature. These people are buying the book on the strength that you might be 'somebody' one day and they can sell that book for a lot more than they paid for it. Just something to keep in mind.

One last thing I learned from Anne Rice: Make a little special effort on the first book of the day you sign. She does a little drawing. I make a special little doodle. Be sure and tell your reader that you are doing this so it will make their signing just a little more intimate. I usually do the same for the last book of the day. I sign with a different little doodle."

[Charlotte Boyett-Compo](#)

Contests, promo items, bookplates

Jennifer Dunne has a few tips on contests, but these can easily apply to book releases as well.

1. Put it on your website
2. Post it to newsgroups
3. Post it to "free stuff" and "contest" websites
4. Announce it on any announcement newlinks
5. Announce it in newsletters

Word Museum -- "Shout it from the Rooftops"

Inscriptions -- "promotions"

AOL -- WCRG's newsletter

6. Put a note about it in your sig file
7. Send a message to your contact/ mailing list file
8. Mention the contest/book release on your bookmarks and other promo info

Promo items:

Jennifer says you should get a package of sticky magnets (business card sized magnets with glue pre-applied to one side) and print your own business cards. The magnets are about \$20/500. Business card paper is about \$15/500. On your own inkjet printer, print the cover art, title, your name, release date, web page url, ISBN, etc. She says it takes time, but if you want to play with different messages or different type fonts and see which is more popular, it's an easy way to do it.

Make your own bookplates:

I buy Avery shipping labels, about 2"x4". They come six to a sheet. I use a color printer and Micrografx Draw to create a repeating label design, on which I put a copy of the book cover and a short saying (like "Have a blast with Raven and Tarrant" for Raven's Heart), the ISBN number and website in tiny print at the bottom. I leave space for a signature.

Reviewers:

I'm on a reviewers listserv, and one of the ladies commented that she'd received a manuscript for review -- with a cover letter, an author's bio, and a SASE for a return for the review. She was so impressed with this presentation that she immediately wanted to read the book of this new author.

I suggest this be the standard method of sending out your ARC's -- at least those that go by snail mail. Those that go by email, could include the cover letter / bio information in the email, with the ARC in the attachment.

Jennifer Dunne is the author of bestselling and award winning novels **Raven's Heart** (ebook from [NCP](#), trade paperback from [Speculation Press](#)) and **Dark Salvation**.

~ * ~

A contest may be a good way to get a “buzz” going about your new release (or even an older title) if you can get readers posting, tweeting and blogging about your book during a specific time frame. Amanda Hocking held a number of contests during the run-up to a million dollars in Kindle sales of her ebooks.

<http://www.independent.co.uk/arts-entertainment/books/features/want-to-be-a-kindle-millionaire-write-novels-about-trolls-6262613.html>

On her web site Amanda Hocking writes:

“...In May, I sold 624 books and made \$362.

“Then in June, something truly magical happened. I discovered book bloggers. I had no idea such people existed. They just read books and write about them. And I don't mean “just.” These people take times out of their busy lives to talk about books and have contests and connect with followers and writers and other readers.

“...In July, I sold 3532 books and made \$6527.”

<http://amandahocking.blogspot.com/2010/08/epic-tale-of-how-it-all-happened.html>

Contests that accept ebooks

EPIC's eBook Awards TM – formerly known as EPPIE

<http://www.epicorg.com/competitions/epics-ebook-awards.html>

Independent eBook Awards -- “the primary goal... is to recognize and reward talent in electronic books, hypertext and digital storytelling from authors with independent publishers and self-published authors.”

<http://www.e-book-awards.com/>

International e-Book Awards Foundation - category prizes are \$10,000.00 each and grand prize is \$100,000.00

<http://frankfurt-ebook-awards.org/>

Kiss of Death – romantic suspense

Mystery Writers of America awards - e-published stories/books are eligible.

http://www.mysterywriters.org/awards/edgar_entry_rules.htm

PRISM

<http://www.ffp-romance.com/prismerules.htm>

Sapphire

<http://members.aol.com/sfreditor/sfrrules.htm>

#

Creating ARCs: courtesy of [Melinda Rucker Haynes](#)

In your word processing program, reformat your book to print landscape, two columns to a page. If you run a header at the top, make it: BOOKTITLE (caps and bold) far left, Your Name center with the page number on far right. Don't drive yourself crazy trying to get separate headers and page numbers for each column. That isn't going to happen unless you have the software to do it.

Print only on one side of the paper so you won't have bleedthrough, though I have printed on both sides and it didn't look too bad to me. When I printed on both sides of the paper, I bound the galley on the left 8 1/2 margin. If you print one side only, I suggest binding across the top.

Binding is not usually necessary and I have seen on various loops that multi-published authors secure their loose galley/ARCs with binder clips or rubber bands. I chose to comb bind, but believe next time I will do half and half and see what the reaction is--ever the researcher am I.

I identified the reviewers I wanted to send to and had ten galleys printed and comb bound at Staples. The cover was clear plastic and the back black card. The total cost was about \$80. I didn't print book covers due to cost, but could have done on my printer if I wanted.

The cover page of the galley should include your Title, byline, copyright, publisher, ISBN, format, (CD, Disk and Download). I also print any awards the book has won on the cover. And just for any reviewers who might get distracted with copy editing, I include the words Advance Review Copy or Unedited Galley.

I wrote a cover letter. Create a nice letterhead with your name and contact info plus email and url. This is a full block business letter addressed to the reviewer as follows:

Date
(2 spaces)
Reviewer name
Address
(2 spaces)
RE: Name of Your book
Genre
(2 spaces)
Dear Reviewer:

Please accept the enclosed galley (ARC) for review. It is an award-winning young adult paranormal romance (or however you can describe your book). I have enclosed an SASE for the return of the galley and the review. A short blurb and bio appear below for your information.

(BLURB) Back cover copy

(BIO) All about you (short form)

Thank you for reviewing my book. I hope you enjoy it.

Sincerely,
(4 spaces)
Your name
(2 spaces)
Encl.: Your title galley (ARC) copy, SASE

I put the letter inside the clear cover of the galley, the SASE tyvek mailer inside the back cover. Put this in a tyvek mailer. Send the galley first class with SASE Book Rate postage. I put a bit of tape of the SASE stamps so they don't get lost or peel off easily. Because I asked the reviewers to return my galley, I enclosed an autographed "playbill" of my book, which is set in a theatre, for the reviewers to keep. You could send an autographed book mark or postcard.

Good luck--and do get started now organizing your reviews strategies.

Melinda Rucker Haynes: <http://www.melindaruckerhaynes.com>

#

Promo

Science Fiction Crowsnest -- SF and Fantasy search engine.
<http://www.sfcrowsnest.com/>

SFF Net - a gathering place for SF/F writers. Free web sites to active members of SFWA, HWA, PAN or NINC.

<http://www.sff.net/>

SFF World.com (formerly Anotherland) - free promo for fantasy authors.

<http://www.sffworld.com/>

SF Site - book reviews, a comprehensive list of author's web sites and more.

<http://www.sfsite.com/>

The Internet Speculative Fiction Database - make sure your published short stories are listed here, as well as your novel.

<http://www.isfdb.org/>

Tips and Tricks for Book signings -- from author Kim Headlee

<http://www.writing-world.com/promotion/booksigning.shtml>

Writer's Net - free listing if published in short story or novel-length.

<http://www.writers.net/>

Writing-World.com

<http://www.writing-world.com/>

Resources

Preditors and Editors -- will promote your first published book whether it is published in print or electronically. Simply prepare a banner with your name, the title, ISBN (if available), and the publisher's name (and link, if available) or a scan of the cover. Be sure you mention the URL in the text of your email for the link where your book can be ordered. Then email the banner or cover to P&E. They'll post your banner or cover for a month for free. No animated banners.

<http://pred-ed.com/>

Chapter Six

E-authors talk about e-publishing

Let's start off with a definition of terms from Leta Nolan Childers.

What is an ebook?

An ebook is just like any other book--with one exception. Instead of being produced by a regular printing press on paper, it takes advantage of the latest cutting-edge technology of the Information Superhighway. Ebooks are created on computers and saved in electronic formats.

There are a variety of ways to read ebooks on a computer. Some publishers present their books in html format -- that's the language that an Internet browser understands. So, it makes no difference whether you have a Mac or a PC, as long as you have a browser, such as Microsoft Internet Explorer or Netscape, you can read an ebook and discover some exciting new material.

Other publishers present their books in PDF format. That's the format read by the Adobe Acrobat reader, a free viewing program computer users can download from Adobe. That's the format used by the federal government and many large corporations to dispense information to the public. It also bridges computers, so either Mac or PC users can read PDF format using the Acrobat reader. Other publishers produce their books in .txt or .rtf formats. That's the format that most word processing programs utilize. Again, makes no difference the type of computer, it's accessible.

You don't want to be tied to a computer to read a book?

No problem. There's a variety of ways to read ebooks away from the computer. You can print out a copy of a book using your word processing program. Ebook downloads are usually about 50% cheaper than most paperbacks on the shelves currently. So, for pennies, you can print out a book, using your word processing program exactly as you'd like to read it...in the font of your choice, in the font size of your choice, one-sided or double-sided. Still cheaper than most paperbacks.

You can use your PDA (Personal Digital Assistant) such as the Palm Pilot or the Casio Cassiopeia or Philips Nino. Some publishers offer ebooks in PRC format, for the Palm Pilot operating station. Others offer them in

html which can be read in the mini-browser that comes with Windows CE on PDAs.

You can read them on your laptop computer.

You can read them on dedicated reading devices such as RocketBook or Softbook.

Why should I read an ebook?

You could be missing out on some of the best fiction and non-fiction currently being published. Unfortunately, the number of new releases from traditional publishers keep declining as the prices keep rising. There's less choice for bigger bucks. Also, traditional publishers tend to look at a book for its marketing potential instead of whether its enjoyable entertainment or insightful information for the reader.

Because of the advantages of e-publishing, e-publishers are able to look at submissions based on their ability to entertain or enlighten, rather than on whether or not the folks in the marketing department believe they can sell enough to pay for its printing.

E-publishers are also willing to take chances on books that don't fit neatly into any category or genre. So, if a western/science fiction/romance is to your liking, you're liable to find one e-published. It's extremely difficult to find cross-genre books traditionally published.

© 1999 Leta Nolan Childers.

Leta is the author of **e-Lectrify Your Sales: A Writer's Guide to e-Publishing Success** by Leta Nolan Childers. A great resource book for promo and marketing. Available from [DiskUs Publishing](http://www.diskuspublishing.com/electrify.html).
<http://www.diskuspublishing.com/electrify.html>

#

In the E-publishing forum at Inkspot, one writer said his "friends" were telling him the ebook market gathers the "dregs," those writers who can't make it into print. That it is a mistake to publish online if you ever want to be published in print. He has already had one ebook published with another coming out and he was concerned.

A few e-authors were kind enough to give me permission to re-print their comments. The first to respond was popular e-author [Steve Lazarowitz](#).

“I’m surprised that anyone intelligent enough to operate a computer, can’t see the simple truth, which is this. Paper is a medium and so is a CD-Rom. And the words posted to either vary greatly. The fact is that the print publishing world has changed vastly, even in the last ten years. Nonfiction has become somewhat easier to publish and fiction, somewhat harder.

Because publishing houses have all but eliminated the midlist, many experienced published authors are now turning to e-publishing. The fact is, publishing companies are now businesses, huge conglomerates who don’t care about the “art” of writing at all. It’s almost more like Hollywood. Oh look, medical thrillers are selling, let’s go heavy into those...even if they are very similar. If this sold, that will sell too. If you like medical thrillers, you might well like them all, but if you expect an editor from a large print publishing house to take a chance on something that’s cutting edge... those days are long gone.

E-publishing is certainly varied and you can find pearls and swill within its boundaries, but of the four ebooks I’ve actually read through, three of them were excellent. Not to mention my own work, which has been received with great enthusiasm.

The fact is, most of the people who talk down about e-publishing, really don’t know anything about it...and those that really know about it, don’t play it down.

However, it is still going to be a matter of time before e-publishing gets the credit it deserves. To that end, I would like to call your collective attention to Electronic Authors Guild International or Eguild for short.

Eguild is a union of professional e-authors and e-artists who have banded together with a number of common goals, among them, to promote e-publishing and establish a set of standards that will take e-publishing through the next few years.

If you are an e-published author or artist, or are serious about becoming one, check out Eguild at or join our list at Yahoogroups.

You’ll soon learn why e-publishing IS going to take the world by storm.”

[Steve Lazarowitz](#) is the former chairman of Eguild. His work has appeared in numerous webzines including [Twilight Times](#), [Jackhammer](#), [AnotherRealm](#), [The Wandering Troll](#), [Exodus](#) and many, many more.

Editor's note: Eguild is no longer in operation. You may want to check out [EPIC](#), The Electronic Publishing Industry Coalition.

#

Leta Nolan Childers took time out from her busy schedule to share her thoughts.

Just as in traditional publishing, the quality of e-published books varies greatly, from superbly edited and presented books to those that looked like someone slapped them together with little time and effort. And yes, that happens all the time in the traditional world, too.

Ebooks are not, for the vast majority, the dregs of anything. More than likely, they are books that defied the narrowly defined pigeon holes created by a marketing department based on its notion of demographics and ease in marketing. Those books that tend to push the edge of the envelope, dare to cross genre, present new and unique ideas are most usually tossed out before they're even seriously considered by traditional publishers...and for a reason. It's rather like television advertising... a ten or fifteen second slot to sell your product.

Well, watch an average customer in the book department of your average discount store. More than likely, this is John Q. Customer...very average. Watch just how long it takes him or her to browse the offerings...mere seconds to pass by lots of books before he/she hones in on either a memorable author's name or a catchy cover. That's when they target and move in to look at the book. Also notice that there are distinct categories within that overall section of books. Mainstream, bestsellers, romance, westerns, non-fiction...and then maybe if there's enough room...those hard to classify. Although that section--indeed all the sections--is becoming smaller and smaller as traditional publishers find security in reissuing previous releases by "names." Take a look at just how many Stephen Kings, Nora Roberts, Louis L'Amour, etc. there are on that shelf...all in bright new covers. See...easy to classify, easier to sell.

Well, at least at the moment, because most epublishers do not have to worry about midlists, print runs, etc., they are able to select those books they publish on the merits of the work and not the ease with which they can be marketed. That's a bonus for those readers who wish to go beyond what's currently being published by traditional publishers. The readers are the ultimate winners in this.

The dregs? I'd wager that the vast majority are anything but the dregs. Answering your naysaying friends? Why bother. It's obvious that most of those most vocal in their degradation of the first real market growth in

decades will be unlikely to change their minds. So, why waste your breath.

Just keep doing what you're doing. As an author, you're out selling your product...and it makes little difference what kind of binding--traditional or electronic--that book comes in... a book is a book is a book. The real key comes in creating awareness of the great reading available in electronic binding and promoting yourself as an author and your book as a quality read.

As far as traditional publishers scorning e-publishing, your friends couldn't be more incorrect. There are many traditional publishers right now offering various formats of their books in electronic bindings. And even more will be doing so in the future. Why? Because it's an extremely cost effective way to expand their businesses. And as the author of about fifteen books published in electronic bindings, I can tell you that a good book will still create buzz among the traditional publishers. As the author of the best-selling ebook of 1999, I can tell you for a fact that there are already publishers sending out feelers to me. And they are welcomed. See, a professional writer is going to milk just as much from a copyright as possible. And the electronic rights are only one of many rights held by an author.

And if your friends still think that's foolish...then they are very short-sighted.

Leta Nolan Childers is the author of the #1 E-Bestseller of 1999--*The Best Laid Plans*.

"Ms. Childers is significant because she's in the vanguard of a huge cultural shift, one that just happens to coincide with the third millennium." Wall Street Journal, Jan. 1, 2000.

Editor's Note: Leta's best-selling book, *The Best Laid Plans*, is available from [DiskUs](#) Publishing. Sales of this book topped 6,000 in December 1999. A new record in e-publishing at the time.

#

Here's more great commentary from [Sally J. Walker](#), Managing Editor of *The Fiction Works*.

Lida invited folks on the e-pub list to read Steve's concerns and respond. I feel Lida, Steve and Leta spoke to the issues very well. M.J. Rose and I have exchanged e-mails lamenting the general public's ignorance of the facts.

I am Managing Editor for The Fiction Works, a carefully growing e-publisher who also produces audiobooks and intends to branch into business/training videos, as well promote appropriate stories for screenplay development. (I am also a working screenwriter.) Prior to being hired as Managing Editor, I was contracted by TFW for several ebooks and two audiobooks... so nepotism is not involved in my author credits. However, I am very prejudiced about TFW and the quality of our company's products.

Right now I can name three books coming out in February that can stand toe-to-toe with the highest literary and genre awards given in our nation. As a matter of fact, we intend to work toward submitting them to the appropriate judging bodies to contend for those awards. *When the Heart is Right* by Parris Afton Bonds, *A Tale Worth Telling* by S. Lavenia Swinnea, and *Blood Rose* by Dicksie Dudeney.

Why do I say "work toward" rather than just "submit?" Because not all judging bodies or genre organizations have opened their doors to ebooks. We are patient. It will happen. A good story *is* a good story. Good writing *is* good writing. Whether print or e-published, they deserve recognition.

The costs of print publishing are choking that industry to the point they are reverting to re-releases of back-lists or paying smaller advances for smaller print runs that are on the bookstore shelves for 3-6 months. They are pushing established writers with readerships to produce more, frequently without over-worked young editors doing careful edits because time = money. Budgeting constraints also mean they select fewer new, untried writers and under-promote the mid-lists. And this is what all writers WANT? Not in my 15 years of experience. Writers want to be read and they want financial return in recognition of their creative effort.

Electronic publishing is stepping into the game because costs are minimal and shelf-life is essentially forever. It doesn't matter if the writer is new, midlist, or well established.

Electronic publishing IS the future. At the Frankfurt conference the prediction was made that by 2020 print books would become artifacts. Personally, I wouldn't go that far, but the COST of print publishing held up against the simple economics of e-publishing has the traditional publishers looking hard at how they do business.

Only two things are guaranteed in life: death and change. Even taxes can be avoided...but neither of these two circumstances can be. No, print publishers are not scoffing at ebooks. Rather, they are preparing their

businesses to change...or they will die. The fact that print publishers are fighting to retain electronic rights is the major indicator of their growing awareness.

“Anyone can publish electronically.” This is a true statement, just like “Anyone can *pay* a vanity press to publish their book”....but “growing a readership” requires quality editing, attractive cover design, and promotion. IOW, legitimate e-publishers want writers writing, while THEY attend to the business of ensuring quality, reputation, readership... and keeping the costs within reason, while paying the writer for their creativity.

As I’ve pointed out before, longevity and profit margin demonstrate who the legitimate e-publishers are. These people welcome the voracious reader who either owns a hand-held e-reader or is comfortable with computer-screen reading. Quality reading *is* available electronically, no matter what the traditional print reader/writer/publisher says.

So e-authors, hold your heads up high and simply smirk at the nay-sayers! Challenge them to read YOUR e-published material....

Off my soapbox.

[Sally J. Walker](#), Editorial Director
[The Fiction Works](#)

Links of possible interest

Diskus Publishing
<http://www.diskuspublishing.com/>

Ebook List -- open to all individuals and organizations interested in developing, researching, producing, authoring, publishing, distributing and reading about ebooks. *Note:* the mailing list “eBook-List” was renamed to “The eBook Community” and moved from ArosNet to YahooGroups. Send an email message: ebook-community-subscribe@yahoogroups.com
<http://groups.yahoo.com/group/ebook-community>

The Fiction Works
<http://www.fictionworks.com/>

Resources

National Writers Union – freelance writers guide

<http://www.nwu.org/freelance-writers-guide>

National Writers Union – tools and resources for all

<http://www.nwu.org/node/2426>

For more information on the Publication Rights Clearinghouse contact:

National Writers Union
256 West 38th Street, Suite 703
New York, NY 10018
(212) 254-0279
nwu@nwu.org

Chapter Seven

Self-publish your books

Topics covered in this section include definition of an ebook, copyright protection. How to create an ebook – step by step explanation. Discussion of different formats to offer. ePub and Kindle formatting tips. Creating and promoting audio books. Distribution.

Note: These topics and more are discussed in-depth in *Practical Tips for Small Press and Online Publishers*.

Let's assume you have finished your book, have sent it around to a couple of print publishers and then a few e-publishers and it still has not sold. At this point in time, you start thinking seriously of self-publishing your book. From your research, you have found that to create a trade paperback edition will cost roughly \$3000.00 or more. So, you are looking very closely at bringing out your "baby" as an ebook, putting the book up at your web site or sending it out a chapter as a time as a serial novel via email. You simply want to get your book into the hands of readers.

In order to properly produce your electronic novel, you need to understand some basic reference points. Let's start off with a definition of terms. We learned from Leta Nolan Childers in chapter six that "ebooks are created on computers and saved in electronic formats." Electronic formats would include files in formats such as PDF, ePub, .mobi, .prc, HTML, RTF and text files.

In perusing the web sites of e-publishers, you will find ebook titles are widely available in PDF format as a file attachment in email since most new computers come with the Adobe Reader™ already installed. To check to see if you have Adobe Reader -- in MS Windows, you would click on Start, then Programs and if Adobe is not listed, then click on Accessories and look there.

If you find you do not have an Adobe Reader for viewing the PDF version of ebooks, then you can obtain the [Adobe Reader](#) by going to the [Adobe](#) web site and simply clicking on the free download of Adobe Reader. You might want to ensure your computer meets system requirements first.

If you are viewing this page, then you have a browser. You will find titles also available in HTML format. What this means is, the ebook can be

sent to you as a file attached to an email message. You would click on the filename and the ebook will automatically open up for your viewing pleasure. You can mostly likely read PDF or HTML versions of ebooks now, without obtaining additional software.

PalmPilot™ users will often order a TXT (text) file convertible for use in PalmPilots.

If you studied the tutorials in chapter two, you can adapt that knowledge to creating an html version of your book. Why would you need an html version, or more than one version for that matter? Because several devices have software that will convert html files to a format usable by the e-reader. This gives you a larger market and more potential readers for your books.

You can find more info on different types of readers at the following locations:

Comparison of e-book readers

http://en.wikipedia.org/wiki/Comparison_of_e-book_readers

The guide to the best ebook readers

<http://www.ebookreadersreview.co.uk/>

Okay, so you have an idea of the file formats you will need to create. Now you will need to give some thought as to whether you will offer your books as downloads from the web site, as attachments in email, on diskette or CD-Rom.

If you plan to offer your books as downloads from a web site, you might be able to make an arrangement with your web host to have a password protected page and you simply change the password each day. But then, some customers may take a couple of days to get around to downloading the book.

You will need to have some means of tracking the number of downloads. If the number becomes excessive, then someone may be giving out the download url to their friends. It would be cumbersome to change the filename each day and knowledgeable web surfers can read your ftp filenames anyway.

I have not found a reasonable method of tracking downloads. This type of software costs anywhere from \$499.00 to \$1499.00.

So, unless you are a techno-geek who knows how to get around the technical problems, for security purposes, it is best to start out fulfilling

orders as attachments in email using PDF format. Then, if the number of daily orders proves to be too much, you can try alternative methods of fulfillment. Do keep accurate records regarding orders and fulfillment on paper as well as on your hard drive.

Web sites are available that will list your books and/or sell them for you. Try to choose sites that offer non-exclusive contracts. Amazon.com for Kindle format and Barnes and Noble for the Nook (ePub format) are two that come to mind.

If you decide to self-publish, you will wear many hats not only as author, but also as a publisher, editor, proof-reader, purchasing agent, bookkeeper and customer service rep. You will be involved in graphic design, book covers, fabrication, marketing, promo, publicity, warehousing and order fulfillment.

You will need to keep records of production expenses, software, materials such as diskettes, CD-Rom, packaging, marketing, fees paid to editors, copyeditors and first readers, advertising expense, ISBN and copyright registration fees, etc. for IRS purposes. Since you will be operating as a small business, you will need to keep records for filing Schedule C regarding your writing income and expense.

In order to obtain an ISBN, contact R. R. Bowker <http://www.bowker.com> for the application forms. You will need a separate ISBN for each format in which you plan to offer your book. For example, if you plan to publish your novel as an ebook, CD-Rom, diskette and in paperback, this would require four ISBN numbers.

For credit card orders, the best resource for someone just starting out is [PayPal](#). Send money online to anyone with an email address. Affordable credit card service for small business. Backed by Idealab Capital Partners, Goldman Sachs, Nokia and Deutsche Bank.”

As your e-publishing business grows, then you can look at paying \$20.00 to \$100.00 per month for store fronts, shopping carts, merchant credit card payment and etc.

Resources

Amazon.com – selling on Amazon.com

<http://www.amazon.com/gp/help/customer/display.html?nodeId=1161232>

ClickBank

<http://www.clickbank.com/>

Hypermart -- storefronts from \$39.99. Shopping cart. Online credit card processing

<http://www.hypermart.net/>

PayPal

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

Yahoo Store -- create an online storefront or catalog. Features shopping cart, credit card ordering, secure server, customer tracking, and mail hosting.

<http://store.yahoo.com/>

ePub and Kindle formatting tips

If you start with a Word .doc file, you may want to use OpenOffice or LibreOffice with the “writer2epub” plugin. Use very basic styles to simplify your results.

<http://www.libreoffice.org/>

<http://www.openoffice.org/>

You will have a very basic ePub file which you can then tweak with Sigil to get the look and features you prefer. This version will also be fairly easy to convert to other ebook formats including Kindle.

<http://code.google.com/p/sigil/>

InDesign CS4 and InDesign CS5 will also generate ePub files, but these ePub files will require considerable tweaking. Several experts explain the process of creating ePub files via InDesign and the problems:

“Why I Crack Open InDesign EPUBs” by Liz Castro

1. First and foremost, because the EPUB doesn't validate. To do so, I must add the dc:date element.
2. Because InDesign doesn't properly designate an image or given page as a cover. This is huge!

<http://www.pigsgourdsandwikis.com/2010/09/why-i-crack-open-indesign-epubs.html>

“Creating EPUB in InDesign CS5.5: Beware the WebKit Bug!” by Steve Werner

<http://indesignsecrets.com/creating-epub-in-indesign-cs5-5-beware-the-webkit-bug.php>

“Creating My 1st iBook for the iPad with Adobe InDesign CS5” by Terry White

“...There are some limitations that you have to be mindful in your document itself. These are limitations on the standard more so than of InDesign. For example, InDesign is an amazingly powerful page layout application that pretty much allows you do do anything you want on the page. However, ePUB has limitations on how the content has to flow to make it possible to have this single document on a multitude of different devices.”

<http://terrywhite.com/techblog/archives/5179>

Resources

EPUB Straight to the Point: Creating ebooks for the Apple iPad and other ereaders by Liz Castro would be a wise investment.

<http://www.elizabethcastro.com/epub/>

Calibre conversion

<http://www.mobileread.com/forums/forumdisplay.php?f=235>

“How to self-publish an ebook” by David Carnoy

<http://reviews.cnet.com/how-to-self-publish-an-e-book>

Sigil discussion - open-source WYSIWYG ebook editor for ePub format

<http://www.mobileread.com/forums/forumdisplay.php?f=203>

“The ABCs of e-book format conversion: Easy Calibre tips for the Kindle, Sony and Nook” by John Schember

<http://www.teleread.com/drm/the-abcs-of-format-conversion-for-the-kindle-sony-and-nook-plus-some-calibre-tips/>

You may want to consider signing up with MobileRead and posting your tech questions there.

<http://www.mobileread.com/forums/index.php>

I highly recommend Jim and Zetta’s ebook conversion services. Have them convert one of your books and then compare their versions to your own efforts.

<http://www.jimandzetta.com/>

Creating and promoting audio books

If you are with a small press publisher or if you are self-published, you may own all audio rights to your books. If you are interested in creating an audio book, you may want to learn more about a new company established in May 2011 - Audiobook Creation Exchange.

<http://www.acx.com>

Audible, Inc, an Amazon.com company, launched Audiobook Creation Exchange “to connect actors, studios and publishers. ...ACX enables online auditions and project management systems, and features programs to help authors learn how to narrate their own books.”

<http://www.teleread.com/paul-biba/audible-launches-the-audiobook-creation-exchange/>

Audible’s Press Release on Audiobook Creation Exchange

<http://ereads.com/2011/05/audibles-press-release-on-audiobook-creation-exchange.html>

“ACX: Audition on/for Audible” by Dave Courvoisier

<http://www.courvo.biz/2011/05/acx-audition-onfor-audible.html>

You may select a voice actor and pay a flat fee or do a 50/50 split. Alternatively, you can handle the recording yourself. Then Audible.com will handle distribution for a fee.

Audiobook Creation Exchange

<http://www.acx.com>

Audible.com

<http://www.audible.com/>

While you are auditioning talent to read your book, you might want to check out a new publishing model -- crowdfunding platform:

Unbound Aims to Be the Kickstarter for Book Publishing

http://m.readwriteweb.com/archives/unbound_aims_to_be_the_kickstarter_for_book_publis.php

Kickstarter: a new way to fund & follow creativity

<http://www.kickstarter.com/>

Let’s say you decide you want to produce your Great American Novel as an audiobook and production costs may be as much as \$2,000.00 to \$4,000.00. You can list your project with Kickstarter, the project being converting your print book or ebook to an audio book, offer incentives and see how much funding becomes available to you.

If you meet your goal, great. You can then go into production with your audio book.

If you do not meet your goal, great. You've just received a ton of free publicity from talking about your project on Facebook, Twitter, via blog posts, etc.

From Kickstarter FAQ

Why do people support projects?

REWARDS! Project creators inspire people to open their wallets by offering smart, fun, and tangible rewards (products, benefits, and experiences).

STORIES! Kickstarter projects are efforts by real people to do something they love, something fun, or at least something of note. These stories unfold through blog posts, pics, and videos as people bring their ideas to life. Take a peek around the site and see what we're talking about. Stories abound.

Resources

"Audio Books:: How It's Done Through ACX.Com" Part I by Aaron Paul Lazar

<http://murderby4.blogspot.com/2011/12/audio-books-how-its-done-through-acxcom.html?sref=tw>

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Here is some advice on putting together your publishing web site.

Homesite Improvement: *advice for authors who want to publish or promote their work with a website.*

by Tee Morris, author and webmaster

As you surf the Internet, you will find many websites good, bad, and ugly, and sadly many of the websites in need of serious help are websites of authors and publishers. Designing for the Internet is not as easy as certain web applications would lead you to believe.

Here are a few ideas when putting together a website for your book or publishing house...

1. MAP OUT ON PAPER A PLAN FOR YOUR WEBSITE. Before you even begin the first HTML tag, get the site on paper. Organize a strategy in the same way you would put together a proposal for your book. What do you

want to say about your project? How much do you want to say about yourself? Who is your target audience -- publishers, agents, or fans? Once you have an idea of what you want to say, then begin construction.

2. **KEEP IT SIMPLE.** A little bit goes a long, long way and that is so true in website design. Start your website with the basics, and don't worry about the HTML. It is a VERY easy language to learn and all you need is a text editor like SimpleText (for the Mac) and NotePad (for a PC) and a guide. You have numerous websites that will teach you the language (<http://www.w3schools.com> -- a fantastic site for learning HTML) and provided you start slow, you can build from the ground up a very clean and easy to view website. Later, when you get more comfortable with the language, you can branch out into new territories.

3. **USE PDF FILES FOR ONLINE WRITING SAMPLES.** While many authors and publishers post their chapter samples online in HTML, you take a risk anytime you display your work this way. Files can be easily downloaded as text files and then manipulated in any word processor or layout program. The better format to use is a PDF (Portable Document Format, created either in Adobe Acrobat -- <http://www.adobe.com/epaper/main.html> -- or as a special export from Adobe PageMaker or Quark XPress), a read-only format that uses Adobe Acrobat Reader (installed on all computers and in some browsers) and protects your work.

4. **KEEP GRAPHICS ONLY TO THE ESSENTIAL.** While graphics are cool (and I am so guilty of enjoying graphic-intensive websites), they can sometimes serve no other purpose than increase the download time of your website. Be very selective in what you use and (if possible) try to optimize them using either Adobe's Photoshop™ or Macromedia's Fireworks. By optimizing them, you can minimize memory for the graphics and decrease download time for your website.

5. **INVEST IN YOUR OWN DOMAIN.** The easier people can find you online, the more people will visit your site. It costs only \$35 US dollars for a year, \$70 for two. You can either name your domain after your pen name, your publishing house, or for the book title.

Stick with these three suggestions and you will have the foundation for a rock solid website.

Now here are some things to avoid in your design...

1. **AVOID "COOL" OR "CUTE" GRAPHICS.** What is defined as "cool" or "cute" could be anything from abnormally large graphics (roughly anything over 600 pixels in width) and overly-complex background

graphics; but it is usually animated gif's that cause more problems for browsers, slow overall download time, and annoy those visiting your website. Also the presence of animated smiley faces, notes folding up and zipping into to mailboxes, and rotating chain links symbolizing "links" ruins the professional look of your website and makes it more akin to "Aunt Betsey's Website." There is nothing wrong with animated gif's *in moderation*, but make sure they help not hinder the performance of your website. The same can be said for background images. Sometimes when the background image is tiled, it can make the content of your website hard to read. Again, nothing wrong with background images *in moderation*, provided it doesn't make your content difficult to read.

2. AVOID "COOL," "CUTE," AND "MISPELLED" CONTENT. Does your target audience really want to know your passion for hamsters? That your favorite food condiment is salsa? Or what you really think about Nintendo's Game System versus Sega's Dreamcast? This is content you reserve for a personal website not for a professional one. There is a fine line between "witty" and "gratuitous" so when you are putting together your site, know what you want to say and keep it brief. Also, double-check your spelling. As much as you scrutinize your manuscript, you should do the same for your website. (And I admit to missing a few errors here and there, so I ask friends and family to proof it as well. Another set of eyes is a good thing...)

3. NEVER RESIZE YOUR GRAPHICS USING HTML. While you may think reducing your graphics in size to "increase resolution," a graphic 125 KB in size reduced in size with HTML is still 125 KB only in a smaller size. Resizing images using HTML will not improve download time. You must resize the image in an application like Photoshop™ or Fireworks.

4. AVOID USING FRAMES. The "frames" layout, unbeknownst to many, work against you in being found by search engines and being bookmarked by browsers. Simply put, if people can't find you and if people can't bookmark you, you have defeated the purpose in building a website.

5. AVOID USING WYSIWYG PROGRAMS. Many of these programs -- FrontPage and PageMill, for example -- are great time savers, make spell checks a breeze, and easy to figure out, but while WYSIWYG applications promise "what you see is what you get" that is not always the case. These programs will also offer various features of DHTML (Dynamic HTML) like layers and cascading style sheets. The end result is a site that may look one way in one browser, slightly different in another, and completely different on a different operating system. Nothing beats knowing HTML. A better application to use in building a website is Macromedia's

Dreamweaver or Adobe's GoLive which are known as GUI (Graphic User Interface) applications.

This is merely one artist's opinion. You may hear many artists and hear many different opinions on what does and does not work with a website. There are no real "set standards" in website design. What works for one may not always work for another, but what will decide if you have a website that works is if it serves its purpose. Does your website grab the attention of a publisher or agent? Are you working with them now because of the website? What about your public? Are they informed on book signings, upcoming releases, and new projects? If your website meets its expectation then you have a good website. These are merely a few do's and don't's that I use when designing for myself and for others.

You could always hire someone to build your website for you. Provided you have the funds, a tried-and-true web designer will do the work and create your "ideal Internet presence." This can get expensive. Now it is an issue of time and time is one thing you have to invest in creating a clean, professional website. Good luck to you in your website construction endeavors.

Author Info

Tee Morris received his Bachelors of Science from James Madison University in 1992. With nearly a decade of graphic arts in his portfolio, Tee has written training manuals and designed curriculums for HTML, Dreamweaver 3 and 4, and Quark XPress 4. He teaches HTML, Dreamweaver, Flash, Fireworks, Photoshop, QuarkXPress, and PageMaker.

Tee Morris' website promoting his fantasy-adventure epic **Morevi: The Chronicles of Rafe and Askana** can be found at <http://www.morevi.com> where he is always open for feedback and comments.

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In closing, if you are not willing to spend one-third of your time writing and two-thirds of your time marketing and promoting, I really recommend that you utilize the services of established e-publishing houses rather than attempt to self-publish. Reputable royalty paying, non-subsidy e-publishers that I recommend are listed in chapter four.

Awards

Dan Poynter's Global eBook Awards -- self-published books are acceptable

<http://awardsforebooks.com/>

Independent Publisher Book Awards

<http://www.independentpublisher.com/>

The Dream Realm Awards

<http://www.dream-realm-awards.com/>

Digital downloads

e-Junkie, Lulu, eBay, Payloadz, and Tradebit sell digital goods with delivery often handled through third party sites.

“E-Junkie vs. Payloadz” by Jonathan Coulton

<http://www.jonathancoulton.com/2007/08/22/e-junkie-vs-payloadz/>

eBay

<http://www.ebay.com/>

e-Junkie

<http://www.e-junkie.com/>

Lulu

<http://www.lulu.com>

Payloadz

<http://www.payloadz.com/>

Tradebit

<http://www.tradebit.com/>

Distribution

Amazon.com Kindle

<https://kdp.amazon.com/self-publishing/signin>

Apple iBookstore

<http://www.apple.com/itunes/content-providers/book-faq.html>

ARe/OmniLit

<http://www.allromanceebooks.com/>

Barnes and Noble Nook
<http://pubit.barnesandnoble.com/>

Book Country
<http://bookcountry.com/>

Book View Café
<http://www.bookviewcafe.com/>

eReader.com [formerly Peanut Press]
<http://www.eReader.com>

Fictionwise.com
<http://www.fictionwise.com>

Kobo Books
<http://www.kobobooks.com/>

Smashwords
<http://www.smashwords.com/>

Sony eBookstore
<http://ebookstore.sony.com/>

Third Millenium Publishing
<http://www.3mpub.com/>

Trapezium eBooks [affiliated with eXtasy Books]
<http://trapeziumebooks.com/>

Promo

Guest Finder -- web based PR service
<http://www.guestfinder.com/>

Published.com -- free directory of self-published writers and artists
<http://www.published.com/>

The Savvy Click magazine -- free classifieds area in the “Tip of the Pencil” section. Add your book news, website announcement or press release.
<http://www.thesavvyclick.com/>

The Care and Feeding of the Press
<http://www.netpress.org/careandfeeding.html>

Recommended Reading

“Evaluating Your Author Brand” by Richard Ridley

<http://blog.authonomy.com/2011/04/evaluating-your-author-brand.html>

Locus Magazine -- newsmagazine of SF & fantasy publishing. Interviews, articles, markets and more.

<http://www.locusmag.com/>

“Promote an ebook 26 ways...” by Joan Stewart

<http://publicityhound.net/promote-an-ebook-26-ways/>

Publisher’s Weekly -- newsmagazine of the publishing field. Trends, personalities, etc.

<http://www.publishersweekly.com/>

“What Works: Promo for Ebooks” by Joe Konrath

<http://jakonrath.blogspot.com/2011/05/what-works-promo-for-ebooks.html>

Writers Online Marketplace: How and Where to Get Published Online by Debbie Ridpath Ohi. Available from Writer’s Digest Books.

Also available from Amazon.com

Writing.com by Moira Allen, also available from Amazon.com

<http://www.writers-exchange.com/epublishing/moira-book1.htm>

Research

Buy Books on the Web

<http://www.buybooksontheweb.com/>

Dan Poynter’s Para Publishing

<http://www.parapublishing.com/>

Electronic Commerce - Marketing Guide

http://www.davidreilly.com/topics/electronic_commerce/web_marketing

Making Money from Your Blog or Website

<http://www.subhub.com/articles/making-money-from-your-blog-or-website>

Publishing Central

<http://publishingcentral.com/>

SPAWN -- small publishers, artists and writers.

<http://www.spawn.org/>

U. S. Copyright Office

<http://lcweb.loc.gov/copyright/>

Resources

alt.publish.books -- discussion forum for writers and publishers

<news:alt.publish.books>

Burning CDs

<http://homerecording.about.com/entertainment/homerecording/msub25.htm>

Creative eBook Design – 3D promo website graphics

<http://www.creativeebookdesign.com/>

eBookdesigns

http://www.ebookdesigns.net/book_design

eBookTracker – Kindle prices and sales rankings

<http://tracker.kindlenationdaily.com/>

Epublishers Weekly -- newsletters about ebooks for readers, writers and publishers

<http://www.epublishersweekly.com>

FetchBook.Info – find the lowest price for new & used books

<http://www.fetchbook.info/>

Free Press Release Sites for Book marketing and Author Promotion

<http://www.bauuinstitute.com/Marketing/PressRelease1.html>

Help Me Publish – TLC Graphics

<http://helpmepublish.wordpress.com/>

Metric Junkie – displays Amazon sales data

<http://www.MetricJunkie.com>

NetRead – JacketCaster and ONIX

<http://www.netread.com/>

NovelRank -- free resource for self-promoting authors to track their print and ebook sales and sales rank on Amazon with charting, RSS feeds, and real-time data.

<http://www.novelrank.com/>

PayPal -- send money online to anyone with an email address. Affordable credit card service for SoHo (small office/home office). Backed by Idealab Capital Partners, Goldman Sachs, Nokia and Deutsche Bank.

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

Pay2see.com -- merchant software for selling downloads from your own website

<http://www.pay2see.com/>

Rank Forest – tracking service for both Amazon and Barnes & Noble

<http://www.RankForest.com>

Readers and Writers Resource Page

<http://marylaine.com/readers.html>

Running Your Book Publishing Business

<http://www.parapublishing.com/sites/para/information/business.cfm>

Sales Rank Express – combines rankings from Amazon and NovelRank

<http://www.SalesRankExpress.com>

Self-publishing forum at Writers BBS

<http://writers-bbs.com/inkspot/threads.cgi?forum=selfpublish>

Small Business Advisor [formerly Azriela Jaffe's Anchored Dreams] -- free email newsletter for entrepreneurial couples

<http://www.isquare.com/>

The Book Designer – practical advice to help build better books

<http://www.thebookdesigner.com/>

Web Site 101: tutorial for e-commerce entrepreneurs

<http://website101.com/>

**Web sites that will list your books
and/or sell them for you**

ARe/OmniLit

<http://www.allromanceebooks.com/>

Autharium -- UK

<http://www.autharium.com/>

Authors Den -- terrific site for authors to get exposure. I had a lot of fun creating an author page here. Very user friendly.

<http://www.authorsden.com/>

BookLocker.com – non-fiction

<http://www.booklocker.com/>

ebookShoppe

<http://www.ebookshoppe.com>

Super-E-Reads

<http://super-e-reads.com/>

The e-Book-Studio [affiliated with Mystic-Ink]

<https://www.e-book-studio.com/index.shtml>

Chapter Eight

Paying jobs online

If you need to build your writing resume, consider starting out with a couple of non-paying jobs. Look for a new ezine and offer to write book reviews, articles or perhaps even volunteer to be an assistant editor.

Check out writing communities. Volunteer to be a moderator of a discussion forum or message board. Volunteer to assist the web master (if you're familiar with html).

AvantGuild

<http://www.mediabistro.com/avantguild/>

Forword Motion for Writers

<http://www.fmwriters.com/>

Freelance Writing Jobs

<http://www.freelancewritinggigs.com/>

Stage 32 is a startup online community where you can network with film, television and theatre creatives.

<http://www.stage32.com>

WritersCafe.org

<http://www.writerscafe.org/>

Writers Network

<http://www.writers-network.com/site/writing-community>

Writing.com

<http://www.writing.com/>

Writing World

<http://www.writing-world.com/>

Better yet, approach a new e-publishing house and offer to be a First Reader. Usually pays \$5 - \$10 and gets your foot in the door. Once you are on the "in-house" email list, you can learn of other job opportunities - such as editor, copyeditor, graphic artwork, etc.

Hot tips.

Fabjob.com – pays \$10.00 on acceptance for 200 to 500 words.

<http://www.fabjob.com>

Glimmer Train -- one of the most encouraging literary magazines around. They read everything they're sent.

<http://www.glimmertrain.com/>

[My Book Addiction and More!](#) “currently seeking reviewers for a variety of genre. ...We do e-books, print copies as well as audio. We do not pay for reviews. If interested please email wendykeel@gmail.com.”

New York Journal of Books is looking for book reviewers.

“Reviewers’ names will appear at the end of the review with reference to their most recent work if an author. For others your byline and presence as a reviewer is an opportunity to augment your credentials as an expert. We seek uncommon skill in the critique and the writing....”

<http://www.nyjournalofbooks.com>

Poets & Writers -- information and support for creative writers.

<http://www.pw.org/magazine>

Review the Book – Where Authors and Reviewers Meet

<http://reviewthebook.com/>

Suite101.com has an ongoing need for contributing editors.

<http://www.suite101.com/>

The Boox Review – will post book reviews from contributors.

<http://thebooxreview.com/>

Womens eNews – pays \$300.00 per article

<http://www.womensenews.org/>

WritersWeekly is open to articles on how to make money from writing. Also interested in other home-based businesses.

<http://writersweekly.com/misc/guidelines.php>

[This section reserved.]

Articles of possible interest

“Breaking in Through Stringing” by S. Lakshmi

http://www.absolutewrite.com/freelance_writing/stringer.htm

Cyber Oasis -- writer's guide to finding jobs online

<http://www.sunoasis.com/tutorial.html>

“Sell Your Writing for a Tweet” by Jason Boog

http://www.mediabistro.com/galleycat/sell-your-writing-for-a-tweet_b43824

Resources

2Work-at-home.com

<http://www.2work-at-home.com/>

Authorlink -- writing jobs and market tips

<http://www.authorlink.com/>

Avalanche -- jobs for writers, editors, copywriters

<http://www.sunoasis.com/>

Bookjobs

<http://www.bookjobs.com/>

Career Magazine

<http://www.careermag.com/>

Columnists.com – National Society of Newspaper Columnists

<http://www.columnists.com/>

Craigslist -- mostly writing positions based in California, but also lists freelance jobs.

<http://www.craigslist.org/wri/>

eBook Crossroads – directory of book reviewers

<http://www.ebookcrossroads.com/book-reviewers.html>

Elance.com

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

Freelancer -- job postings, message boards and a searchable directory

<http://www.freelancer.com/>

Freelance-Zone – resources, writing programs by state

<http://freelance-zone.com/blog/>

Guru.com

<http://www.guru.com>

HotJobs.com

<http://www.hotjobs.com/>

How to Become a Paid Book Reviewer

http://www.ehow.com/how_5000043_become-paid-book-reviewer.html

Information Net Source Corp.

<http://www.jobs-telecommuting.com/>

Jobs.com

<http://www.jobs.com/>

JobSafari

<http://www.jobsafari.com/>

Media Bistro -- (formerly Hire Minds ~ for all media professionals)

<http://www.mediabistro.com/>

Media Professional – jobs for journalists

<http://www.mediaprofessional.info/jbgd/journalismjobs.htm>

Monster.com

<http://www.monsterboard.com/>

Multilingual Site -- work, study, travel, and life abroad.

<http://www.iAgora.com/>

NetRead: the publishing portal

<http://www.netread.com/>

NJ Creatives Network

<http://www.njcreatives.org/>

Online Writing Jobs

<http://www.online-writing-jobs.com/>

Oya's -- Publishing Industry Recruiters

http://i-recruit.com/drecruiters_type_publishing.htm

PoeWar Writing Career Center

<http://www.poewar.com/>

SunOasis -- jobs for writers, editors and copywriters

<http://www.sunoasis.com/index.html>

Telecommuting Jobs

<http://www.tjobs.com/index.shtml>

The Get Paid to be Online Zine and Newslist

<http://getpaidtobeonline.net/GetPaidOnline/NewsList.html>

The Riley Guide: employment opportunities and resources on the web

<http://www.rileyguide.com/>

The Write Jobs -- job listings for journalists, editors and writers

<http://www.writejobs.com/>

The Writing Docs

<http://www.thewritingdocs.com/>

WorkForWriters mailing list

<http://www.yahogroups.com/community/WorkForWriters>

WRC Writing Job Center

<http://www.poewar.com/category/jobs/>

Writers-Editors Network

<http://www.writers-editors.com/>

Writerfind.com

http://www.writerfind.com/freelance_jobs/

Writing Assistance Inc

<http://www.writingassist.com/>

Chapter Nine

Research on the net

A number of useful mega web sites, search engines, etc. Also, resource web sites with lists of links useful to writers.

Dave's Somewhat Complete SF/F Writers' Internet Resources

<http://www.writesff.com/resources/>

Fiction Writer's Toolbox

<http://fictionwritertools.com/>

Holy Mother Grammatica's Guide to Good Writing -- for novice writers.

<http://silvablu.skeeter63.org/HMG/00-Introduction.htm>

Internet-Resources.com – links for writers

<http://www.internet-resources.com/writers/>

Lisa Gardner's Writer's Toolbox

<http://lisagardner.com/writers-toolbox>

Meta Search Engine

<http://www.dogpile.com/>

[This section reserved.]

General research links

Ask Jeeves!

<http://www.askjeeves.com/>

Bartlett's Familiar Quotations

<http://www.bartleby.com/99/>

Bartleby.com -- extensive online reference library

<http://www.bartleby.com>

Copernic - a personal search agent.

<http://www.copernic.com/>

Earthlore Explorations -- the contemporary relevance of cultural history

<http://www.elore.com/index.html>

Fantasy name generator

<http://www.rinkworks.com/namegen/>

Fantasy name generator

<http://nine.frenchboys.net/fanname.php>

Guide to Grammar and Writing

<http://grammar.ccc.commnet.edu/GRAMMAR/>

Internet Medieval Sourcebook

<http://www.fordham.edu/halsall/sbook.html>

Purdue OWL -- Internet Research starting points

<http://owl.english.purdue.edu/owl/resource/738/01/>

Margaret Fisk's collection of worldbuilding links – terrific resource

<http://margaretmcgaffeyfisk.com/research-links/>

National Geographic Online

<http://www.nationalgeographic.com/>

refdesk.com -- facts and references

<http://www.refdesk.com/>

Sobolsoft – random name generator software

<http://www.sobolsoft.com/randomname/>

P. C. Wrede's World Building

http://www.larseighner.com/world_builder/

Seventh Sanctum™ -- name generator

<http://www.sevethsanctum.com/index-name.php>

Strunk, William 1918. The Elements of Style

<http://www.bartleby.com/141/>

Valley of the Ancients -- ancient civilizations, magic, beliefs and prophecies.

<http://www.eliki.com/ancient/>

Virtual Cave

<http://www.goodearthgraphics.com/virtcave.html>

Xaa's Search and Research Page

<http://xaa.tripod.com/search3java3.htm>

Research topics:

Art

Art History

<http://www.arthistory.net/>

Art History Resources

<http://arthistoryresources.net/ARTHLinks.html>

Astronomical Art of Don Davis

<http://iasos.com/artists/dondavis/>

Becky's Wildlife and Fantasy Art

<http://www.wildlife-fantasy.com/>

Jeffrey K. Bedrick - Visionary Art

<http://iasos.com/artists/jbedrick/>

Johanna's Art - mystical, photo-realistic drawings

<http://www.johannas-art.com/>

Mythic Naturalism™ Art of Johnathon Earl Bowser

<http://www.jonathonart.com/>

The Art History Research Centre

<http://www.harmsen.net/ahrc/>

Dictionaries

ArtLex – art dictionary

<http://www.artlex.com/>

American Heritage Dictionary

<http://www.bartleby.com/61/>

Biographical Dictionary

<http://www.s9.com/>

Blue Book of Grammar and Punctuation -- excellent on-line source of information for questions about correct grammar.

<http://www.grammarbook.com>

Dictionary.com

<http://dictionary.reference.com/>

Dictionary of Algorithms and Data Structures

<http://xlinux.nist.gov/dads//>

Dictionary of American Regional English

<http://dare.wisc.edu/>

Language construction Kit - for SF/F writers

<http://zompist.com/kit.html>

Lexical Freenet -- connected thesaurus

<http://www.cinfn.com/doc/>

Medical Dictionary Online

<http://www.online-medical-dictionary.org/>

Medical Dictionary – definitions of popular medical terms

<http://www.medterms.com/script/main/hp.asp>

Merriam-Webster Online

<http://www.m-w.com/>

On-line Medical Dictionary - searchable for anything relating to medicine or science.

<http://cancerweb.ncl.ac.uk/omd/>

RhymeZone -- online semantic rhyming dictionary

<http://www.rhymezone.com>

Webopedia -- online dictionary and search engine for computer and Internet technology.

<http://www.webopedia.com/>

Folklore

Archives of folklore listserv

<http://listserv.tamu.edu/archives/folklore.html>

Ballad Index

<http://www.csufresno.edu/folklore/BalladIndexTOC.html>

Celebrations Around the World

<http://library.thinkquest.org/10007/>

Encyclopedia Mythica – mythology, folklore and legend

<http://www.pantheon.org/>

Folklore -- an electronic journal
<http://haldjas.folklore.ee/folklore/>

Folklore and Mythology E-texts
<http://www.pitt.edu/~dash/folktexts.html>

Mermaids
<http://www.santharia.com/races/mermaids.htm>

Mythology, Folktale & Fairy Tale resources
<http://www.chlive.org/pbeck/eastlibrary/MYTHOLOGY.htm>

Myths and Legends
<http://home.comcast.net/~chris.s/myth.html>

Odin's Castle of Dreams and Legends
<http://www.odincastle.org/>

Selkie folk lore
<http://www.orkneyjar.com/folklore/selkiefolk/>

The Wild Hunt
<http://www.pitt.edu/~dash/huntsman.html>

World Celebrations
<http://www.earthyfamily.com/festivals.htm>

Worldwide Holidays, Festivals and Celebrations
<http://www.topics-mag.com/internatl/holidays/festivals.htm>

Genealogy

Ancestry.com
<http://www.ancestry.com/>

International Toolbox for Genealogists
http://www.familyresearchlibrary.com/resources/world_genealogy_records.htm

Onomastikon
<http://www.gaminggeeks.org/Resources/KateMonk/>

17th-Century Immigrants to New York
<http://olivetreenealogy.com/index.shtml>

By country

Channel Islands

<http://www.cyndislist.com/channel.htm>

England

<http://www.cyndislist.com/england.htm>

France

<http://www.cyndislist.com/france.htm>

Ireland

<http://www.cyndislist.com/ireland.htm>

Middlesex England Parish Records

<http://www.enol.com/~infobase/gen/parish/>

Scotland

<http://www.cyndislist.com/scotland.htm>

Graphic Tips

Andy's Art Attack

<http://www.brucelevick.com/andyart/>

Desktop Publishing Tips and Tutorials

<http://internetbrothers.com/desktoppub.htm>

DiP - The Painter Index

<http://www.algonet.se/~dip/painter/FDPindex.htm>

Ozone - Hands on tutorials by DocOzone

<http://www.handson.nu/>

PSP Tutorial

<http://mardiweb.com/web/>

The Pharmacy Phairy's Tutorials

<http://www.ann-s-thesia.com/tutorials.shtml>

The Ultimate 2011 Collection of Photoshop Tutorials, Freebies, Resources

<http://www.pxleyes.com/blog/2011/12/photoshop-tutorials-2011/>

Historical Resources

AlternaTime -- timelines of history

<http://www2.canisius.edu/~emeryg/time.html>

AmericanHistory Online -- useful articles on 19th Century America.

<http://www.americanhistoryonline.org/>

American History Resources

<http://libguides.rutgers.edu/cat.php?cid=25834>

Ancient Worlds

<http://www.ancientsites.com/>

British History Resources

<http://libguides.rutgers.edu/cat.php?cid=25833>

British Castle, Stately Homes and Houses

<http://www.dlc.fi/~hurmari/castles.html>

Diotima: Women & Gender in the Ancient World

<http://www.stoa.org/diotima/>

Full Text of 441 Greek and Roman classics

<http://classics.mit.edu/>

History and Historiography

<http://history.eserver.org/>

History web sites

<http://www.princeton.edu/~pressman/hiswebs.htm>

HNSource: The History Link

<http://www.vlib.us/hnsourcehistory.html>

International Institute of Social History

<http://www.iisg.nl/index.php>

Labyrinth: Medieval Studies

<http://labyrinth.georgetown.edu>

Maritime History on the Internet

<http://www.seahistory.org/html/maritimeinternet.htm>

Medieval and Renaissance Fact and Fiction

<http://www.angelfire.com/mi/spanogle/medieval.html>

Medieval and Renaissance History Resources

<http://www.historesearch.com/medieval.html>

Military History Online

<http://www.militaryhistoryonline.com/>

Naval History and Heritage Center

<http://www.history.navy.mil/>

Online Newspapers -- historical as well as current newspapers.

<http://www.thepaperboy.com/>

ORB: Online Reference Book for Medieval Studies

<http://www.the-orb.net/>

The History Net

<http://www.historynet.com/>

Weapons -- and more

<http://www.museumreplicas.com/>

World History Archives

<http://www.hartford-hwp.com/archives/>

World History Compass

<http://www.worldhistorycompass.com/>

Misc.

American Dialects

<http://www.evolpub.com/Americandialects/AmDialhome.html>

An Old-Fashioned Farm

http://www.earthmountainview.com/An_Old_Fashioned_Farm.htm

Calendar Zone

<http://www.calendarzone.com/>

Card Tricks

<http://www.learncards.net/>

Census Bureau

<http://www.census.gov/>

Dialects of English

<http://webpace.ship.edu/cgboer/dialectsofenglish.html>

IDEA – International Dialects of English Archive

<http://web.ku.edu/~idea/>

Nolo Legal Encyclopedia

<http://www.nolo.com/>

The Free Survival Library

<http://www.survival-spot.com/survival-blog/survival-library/>

U. S. Copyright Office Home Page

<http://lcweb.loc.gov/copyright/>

Worldwide Guide to Museums Online

<http://www.museumstuff.com/>

Names

Alfabette Zoope -- includes multi-cultural and unusual names.

http://www.zoope.com/about/about_names.html

All The Baby Names - thousands of names, their meanings and origins.

<http://www.all-babynames.com/>

American Name Society

<http://www.wtsn.binghamton.edu/ANS/>

Babynames.com - search by name or by meaning

<http://www.babynames.com/>

Baby names - meanings of names; search by ethnic region.

http://www.parenthoodweb.com/parent_cfmfiles/babynames.cfm

Canadian Society for the Study of Names

<http://www.nrcan.gc.ca/earth-sciences/about/organization/related-organizations/canadian-society-for-the-study-of-names/5684>

Ethnologue Database - information about a variety of languages.

<http://www.sil.org/ethnologue/>

Everchanging Book of Names -- a random name generator for fantasy writers.

<http://ebon.pyorre.net/>

First Names - and what they mean

<http://www.zelo.com/>

Irish Names – from Ancient to Modern

<http://www.namenerds.com/irish/>

Name generator, instant villages

<http://nine.frenchboys.net/>

Scottish Placename Society

<http://www.spns.org.uk/>

Toponymy [formerly Placename Survey of the United States]

<http://www.wtsn.binghamton.edu/plansus/>

Town Generator

http://www.rdinn.com/town_generator.php

Viking Runes Translator - Guidelines for how to write out your name in runes using phonetic spelling.

<http://izekube.tripod.com/runes.html>

<http://www11.ewebcity.com/izekube/runes.asp> [Alternate]

Nature

Alaskan Animals

<http://www.adfg.alaska.gov/index.cfm?adfg=animals.main>

Amphibian Information Website

<http://www.pwrc.usgs.gov/amphibians/>

Art in Nature - landscape photography.

<http://www.artinnature.com/>

AWF -- The Wildlife Gallery

<http://www.awf.org/section/wildlife/gallery>

Bill's Wildlife Links - site maintained by a wildlife ecologist.

<http://www.wildlifer.com/wildlifesites/index.html>

Bob Atkins Photography - nature and wildlife images.

<http://bobatkins.photo.net/index.html>

Ecology, Evolution, Marine Biology

<http://guides.library.ucsb.edu/eemb>

Mammal Species of the World
<http://www.bucknell.edu/msw3/>

Natural History Museum UK
<http://www.nhm.ac.uk/>

Nature-Wildlife - wildlife images
<http://nature-wildlife.com/>

Nigel Dennis Wildlife Photography – African Wildlife
<http://www.nigeldennis.com/>

Phil Perry Wildlife Photography
<http://www.pperrywildlifephotos.org.sz/>

Species 2000 -- World Species List
<http://www.sp2000.org/>

Tim Knight's Wildlife Gallery
<http://homepage.mac.com/wildlifeweb/gallery.html>

Virtual Library Environment - Earth Sciences, Energy, Environment...
<http://www.earthsystems.org/virtuallibrary/>

Wildpicture: Wildlife Photography and African Safaris
<http://www.wildpicture.com/>

World Wide Nature Artists
<http://www.natureartists.com/>

New Age

Animal Totems
http://www.starstuffs.com/animal_totems/

Astral Society
<http://www.astralsociety.com/>

Bird's Lucid Dreaming Websight – links to free online resources
<http://www.consciousdreaming.com/lucid-dreaming/lucid-dream-resources.htm>

Designing Our Own Reality - Reality Creation.
<http://www.starsedge.com/reality.htm>

Electric Energies -- chakras

<http://www.eclecticenergies.com/chakras/>

I Ching Wisdom

<http://www.ichingwisdom.com/>

James Redfield - author of The Celestine Prophecy

<http://www.celestinevision.com/main.html>

Power Yoga

http://www.holistic-online.com/Yoga/hol_yoga_poweryoga.htm

Reality Creation 1010

<http://www.redshift.com/~beyond/real1010.html>

The Ancient Ayurvedic Writings

http://www.ayurveda.com/online_resource/ancient_writings.htm

The Fengshui Gate

<http://www.fengshuigate.com/>

The Human Energy System

http://www.crystalherbs.com/chakras_subtlebodies.asp

the Mystica -- on-line encyclopedia of the occult, mysticism, magic and paranormal.

<http://www.themystica.com/>

Vedanta -- spiritual and philosophical side of Indian culture

<http://www.belurmath.org/vedantaindianculture.htm>

Philosophy

Aristotle's Poetics

<http://classics.mit.edu/Aristotle/poetics.html>

Druidism, Ancient and Modern

<http://www.neopagan.net/Contents.html#PartTwo>

Eastern Philosophy and Meditation

<http://www.eastern-philosophy-and-meditation.com/>

Epicurus and Epicurean Philosophy

<http://www.epicurus.net/>

Mediaeval Logic and Philosophy - download Latin texts and translations.

<http://pvspade.com/Logic/index.html>

Scientific Pantheism: an empirical religion for the Third Millenium.
<http://www.betterearthnews.com/Philosophy.html>

So You Wanna Be a Witch? - part one of Wicca 101.
http://www.witchvox.com/basics/witchcraft101_1.html

Taoism Virtual Library
<http://www.vl-site.org/taoism/index.html>

The Existential Primer
<http://www.tameri.com/csw/exist/>

The Metaphysics Research Lab
<http://mally.stanford.edu/>

Postal Service

Australia Post
<http://www.auspost.com.au/>

Britain Royal Mail
<http://www.royalmail.co.uk/>

Canada Post
<http://www.canadapost.ca/>

International Postal Rates
<http://www.infoplease.com/ipa/A0110458.html>

PostInfo™ -- International postal info
<http://www.postinfo.net/>

US Postal Service
<http://www.usps.gov/>

Runes

Runes and Creativity
<http://www.twilighttimes.com/lazarus2.html>

Runes - The Viking Oracle
<http://avacafe.com/domains/moonphase/newage1/runes.html>

MB Runic Tarot -- software for runes and tarot.
<http://www.mysticsoftwares.com/mb-free-runic-tarot/>

TAN Production – Magic Runes

<http://www.algonet.se/~tanprod/zemagru1.htm>

www.facade.com - a free Tarot reading or Runes reading. (cookies galore!)

<http://www.facade.com/>

Science

Astrobiology Web

<http://www.astrobiology.com/>

Astronomy Resources from STScI

<http://www.stsci.edu/resources/>

Biology Hypertextbook

<http://www.sciencegateway.org/resources/biologytext/index.html>

Botony.com

<http://www.botany.com/>

Cosmology Tutorial

<http://www.astro.ucla.edu/~wright/cosmolog.htm>

Eureka Alert! - latest research advances in science, medicine, health, and technology

<http://www.eurekalert.org/>

Exoplanets- Discoveries of Worlds Orbiting other Stars

<http://exoplanets.org/>

Extrasolar Planets Encyclopedia

<http://exoplanet.eu/>

General Chemistry Online

<http://antoine.frostburg.edu/chem/senese/101/index.shtml>

History of Science, Technology and Medicine Resources

http://www.asap.unimelb.edu.au/asap_resources.htm

Links for chemists

<http://www.liv.ac.uk/Chemistry/Links/links.html>

Los Alamos physics archive

<http://xxx.lanl.gov/>

NASA Astrobiology

<http://astrobiology.nasa.gov/>

Nine Planets – multimedia tour

<http://nineplanets.org/>

Max's Science Site -butterflies, physics, geology, chemisty, biochemistry, Australia, New Zealand, etc.

<http://www.angelfire.com/mo/MaxO/>

NSSDC Photo Gallery

http://nssdc.gsfc.nasa.gov/photo_gallery/

PhysicsWorld.com

<http://physicsworld.com/>

Scientific American

<http://www.scientificamerican.com/>

Science Fiction Stories with Good Astronomy & Phsics

<http://www.astrosociety.org/education/resources/scifi.html>

Screen and Playwriting

Crafty Screenwriting

<http://www.craftyscreenwriting.com/>

Done Deal -- excellent resource.

<http://www.donedealpro.com/>

Screenwriters and Playwrights Home Page

<http://www.airnyc.org/info/Screenwriters-Playwrights-Home-Page-268139.html>

Screenwriters Utopia -- workstation, interviews, discussion boards, etc.

<http://www.screenwritersutopia.com/>

Script Magazine -- free ezine, news and resources for screenwriters

<http://www.scriptmag.com/>

Web stuff

Animated Banner Maker

<http://mediabuilder.com/abm.html>

CoolText.com – logo and graphics generator

<http://www.cooltext.com/>

Create your own logo

<http://www.webgfx.ch/>

Creative Connection -- banner creation

<http://crecon.com/banners.html>

Free Translation

<http://www.freetranslation.com/>

NetZero – low cost Internet service

<http://www.netzero.com/>

ScreamDesign -- formerly AndyArt free animated gifs, backgrounds, buttons, HTML tips, graphic tips and web design secrets.

<http://www.screamdesign.com/>

SnapFiles -- shareware and freeware

<http://www.webattack.com/>

The Banner Generator

<http://coder.com/creations/banner/>

Worldbuilding

Archaeological Guide for Europe

<http://odur.let.rug.nl/arge/>

Archaeological Research Resources

<http://www.har-indy.com/Links.html>

Constructing a SF Universe

<http://www.sandrewswann.com/fiction/essays/worldbuilding>

Electronic Zoo

<http://netvet.wustl.edu/ssitext.htm>

Extrasolar Planets Encyclopedia

<http://exoplanet.eu/>

Jane's Information Group - combat simulations, fighting ships, spacecraft, etc.

<http://www.janes.com/>

Patricia C. Wrede's Fantasy Worldbuilding Questions

<http://www.sfga.org/2009/08/fantasy-worldbuilding-questions/>

Planet Creation Kit

<http://www.ibiblio.org/lunar/pck.html>

Stronghold creator

<http://nine.frenchboys.net/castle.php>

Town generator

http://www.rdinn.com/town_generator.php

Tree of life

<http://phylogeny.arizona.edu/tree/phylogeny.html>

World Builders

<http://www.world-builders.org/>

World Builders – links to resources

http://www.wherethemapends.com/writerstools/writers_tools_pages/world_builders.htm

World Building – historical time line generator, links. Etc.

<http://www.fantasist.net/worldbuilding.shtml>

Writers Block

Famous Author Rejection Letters

<http://www.writersrelief.com/blog/2011/07/famous-author-rejection-letters/>

Overcoming Writer's Block

http://grammar.ccc.commnet.edu/grammar/composition/brainstorm_block.htm

Rotten Rejections

http://www.writersservices.com/mag/m_rejection.htm

Symptoms and Cures for Writer's Block

<http://owl.english.purdue.edu/owl/resource/567/1/>

TurboNote -- a free post it note program for multi-tasking people

<http://www.turbonote.com/tbnintro.htm>

Xenoprobe -- turn your Palm into an alien detection device. Created by Minor Demons in conjunction with SCIFI.com

<http://handheld.softpedia.com/get/Games/Misc-Fun/Xenoprobe-1203.shtml>

Chapter Ten

Writers' resources

In this chapter you will find writer email lists, genre specific sites, online communities, paying markets, professional organizations, sites of general interest and interesting writer's retreats.

To start off, I would like to mention a few of my personal favorites -- [Authors Den](#), Author's Guild, EPIC™ (The Electronic Publishing Industry Coalition formerly EPIC authors), Fantasy Today, *Grasslimb* and the e-pub mail list.

[AuthorsDen.com](#) is evolving into a powerful author discovery web site on the Internet. Writers can create an author web page, post stories and reviews, send out a newsletter, meet at their own roundtables and more. Readers can "discover" off-the-beaten path literature, pop fiction, nonfiction, self-help and more.

<http://www.AuthorsDen.com/>

Author's Guild -- published writer's advocate for effective copyright, fair contracts, and free expression since 1912.

<http://www.authorsguild.org/>

[Fantasy Today](#) is the emailist of the [Internet Fantasy Writer's Association](#). Comprehensive web site with learning centers, a writer's email list, an online magazine and soon a publishing house. This site is evolving into a real online community.

<http://www.fantasytoday.com/>

[Grasslimb](#) International Journal of Art and Literature is best known for their book and music reviews, but they are expanding their horizons according to a recent announcement. Payment is typically \$5-\$20 per piece for poetry, \$10-\$70/piece for prose, \$15-25/piece for book/music reviews, \$15-\$25/piece for artwork and cartoons.

From the EPIC web site:

[EPIC](#), the Electronic Publishing Industry Coalition™, was established in 1998 to provide a strong voice for electronic publishing. Once an authors' organization, EPIC™ has expanded to include hundreds of professionals from all facets of the electronic publishing industry: authors, publishers,

editors, artists, and others. Our members work together in a unique collaboration to further the industry.

EPIC is not a publisher, but aspiring authors are invited to look at our member publishers. See the Industry Member listing for links to the webpages for our member publishers.

ePublishing has existed for as long as there has been a digital world, but has exploded in the last decade, and EPIC has grown right along with it. ePublishing is already a major marketplace and the future will only bring greater growth. EPIC exists to help industry professionals network and share information about industry trends, promotion, and the boundless opportunities ePublishing offers. We also offer much of our knowledge base to visitors. Browse through our pages for lots of hints, guidance, and help.

Among our members, you'll find writers and publishers of all the most popular fiction genres, as well as non-fiction, self-help, poetry, and how-to. EPIC does not exist to promote any genre or style of work. Our single organizational focus is promoting ePublishing.

<http://www.epicorg.com>

#

Gathering the web resources listed below was very time-consuming and yet a lot of fun. I have tried to place an emphasis on sites of interest to speculative fiction writers as opposed to strictly literary types.

Some sites looked interesting, but had changed addresses a couple of times. Others had a limited amount of info in a specialty area of interest. If the web address was stable and the site had enormous resources of interest to writers, then I added it to the list. No doubt I've overlooked some of your own favorite web sites. Feel free to write and tell me about them.

Web Resources for writers

Absolute Write Water Cooler

<http://absolutewrite.com/forums/>

Angela Booth's Fab Freelance Writing Blog: Make Money Writing

<http://www.fabfreelancewriting.com/blog/>

Authonomy – writing community

<http://www.authonomy.com/>

Backspace – The Writer’s Place

<http://www.bksp.org/>

Book Boot Camp for the Entrepreneurial Soul -- step by step support

http://wordmountain.com/2011_authors_boot_camp_for_.html

Brainstorms & Bylines -- boot camp for new and slightly used writers.

<http://barbaratyler.wordpress.com/>

Build Your Business with a Book -- author coaching and book development/publishing

<http://wordmountain.com/>

Critique Circle

<http://www.critiquecircle.com/>

Critters Workshop -- is an online workshop and critique group for serious writers of science fiction, fantasy, and horror.

<http://www.critique.org/critters>

Dark Echo Writers Workshop -- online workshop for dark fiction writers.

<http://www.darkecho.com/darkecho/workshop/index.html>

Del Rey has a free online Digital Writing Workshop for SF/F. Every six months members and readers will help Del Rey Books choose two workshop novels -- one science-fiction and one fantasy -- to be published as Del Rey ebooks.

<http://delrey.onlinewritingworkshop.com/>

Fantasy Library (formerly known as Fantasy Realms Journal)

<http://www.fantasylibrary.com/>

Fiction Factor -- writing tips for all writers

<http://www.fictionfactor..com/>

Hat Rack River Writer’s Group -- hosted on Orson Scott Card’s web site

<http://www.hatrack.com/writers/index.shtml>

Holly Lisle -- forums, Forward Motion, writer’s research index and more.

<http://www.hollylisle.com/>

How Publishing Really Works

<http://howpublishingreallyworks.com/>

Inkpop – for teens

<http://www.inkpop.com/>

Madhouse Manor – a list of books for writers

http://www.sff.net/people/doylemacdonald/books_for_writers.htm

No Frills Writing Course-in-a-book by Glenys O’Connell

<http://www.glenysocconnell.com/writingcourses.htm>

On-writing columns by Robert J. Sawyer

<http://www.sfwriter.com/owindex.htm>

POD People – review and commentary devoted to self-published books

<http://podpeep.blogspot.com/>

Quilliant.com – UK writing group

<http://www.quilliant.com/>

Review Fuse – detailed and thorough critiques

<http://www.reviewfuse.com/>

Science Fiction & Fantasy Writing Resources

<http://www.writing-world.com/links/sf.shtml>

SF Novelist Workshop -- an online writing group dedicated to novelists who write ‘hard science’ SF.

<http://www.sfnovelist.com/index.html>

The Next Level Workshop

<http://www.nextlevelworkshop.com/html/courses.html>

The Sandbaggers – free manuscript management software

<http://www.sandbaggers.8m.com/samm.htm>

The Secret to Writing Humor

<http://humorblogging.com/blog/secret-to-writing-humor/>

The Write Idea -- forums

<http://www.helenwhittaker.net/phpBB2/index.php>

WeBook -- online community

<http://www.webook.com/>

Writer Beware

<http://www.sfwa.org/for-authors/writer-beware/>

Writer's Beat -- forums

<http://www.writersbeat.com/>

WritersCafe – online community

<http://www.writerscafe.org/>

Writers Guidelines database

<http://www.freelancewriting.com/guidelines/pages/>

WritersWeekly

<http://writersweekly.com/>

Writing-World.com – articles, newsletter, resources

<http://www.writing-world.com/>

Email lists for writers

All About Murder

<http://www.yahogroups.com/community/allaboutmurder>

Coffee House 4 Writers – email list, newsletter and contests.

<http://www.coffeehouseforwriters.com/>

E-authors – email list

<http://www.yahogroups.com/community/e-authors>

For Writers.com -- email list of 900 writers.

<http://www.forwriters.com/>

Hellnotes -- weekly horror newsletter by email.

<http://www.hellnotes.com/>

Literary contest information email list

<http://writingcontests.wordpress.com/>

Otherworlds Writers Workshop - SF/F writer's email list

<http://www.otherworlds.net/>

SF Novelist Writing Workshop -- hard SF

<http://www.sfnovelist.com/>

Writing.com – online community

<http://www.writing.com/>

General Interest

About.com Freelance Writing

<http://freelancewrite.about.com/arts/writerexchange/>

Author Scoop

<http://authorscoop.com/>

Author Magazine

<http://www.authormagazine.org/>

Black Hole - Response Time Tracker.

<http://www.critique.org/critters/blackholes/>

Book Talk – publishing insider’s page

<http://www.booktalk.com/>

Book Wire

<http://www.bookwire.com/>

Christian Writing Resources.

<http://www.writing-world.com/links/christian.shtml>

Contrary Magazine

<http://www.contrarymagazine.com/>

Creative Non-Fiction

<http://www.creativenonfiction.org/>

CyberRead – submit articles

<http://www.cyberread.com/>

Duotrope’s Digest

<http://www.duotrope.com/>

Fate Magazine

<http://www.fatemag.com/>

Fictioneer

<http://www.fictioneer.com/>

Folks Online -- pays \$50 - \$100 for personal articles. True Story articles should contain 900-1200 words.

<http://www.folksonline.com/>

For Writers

<http://www.forwriters.com/>

Forward Motion for Writers (founded by Holly Lisle)

<http://www.fmwriters.com/>

Freelancing.com – web site for working writers

<http://www.freelancewriting.com/>

Gowanus

<http://www.gowanusbooks.com/>

Guide to Online Guidelines

<http://home.snafu.de/gadfly/a-c.htm>

Eggplant Literary Productions – will re-launch August 2012

<http://www.eggplantproductions.com/>

John W. Campbell Best New Writer Award -- eligible author web site.

<http://www.writertopia.com/awards/campbell>

Legal Fiction -- for writers working on a story that involves some aspect of the law

<http://www.legal-fiction.com/>

Literary Traveler – Pays \$50 for articles

<http://www.literarytraveler.com/>

Matter Press: The Journal of Compressed Creative Arts

<http://matterpress.com/journal/>

Monitoring Times – Pays \$90 - \$150 for articles

<http://www.monitoringtimes.com/>

Multicultural Review – Pays up to \$100 for articles or reviews.

<http://www.mcreview.com/>

Nolo.com – self-help law center

<http://www.nolo.com/>

Page One Literary Newsletter and website

<http://www.pageonelit.com/>

Positive Impact

<http://www.positiveimpactmagazine.com/>

Preditors and Editors

<http://pred-ed.com/>

Pudue Online Writing Lab

<http://owl.english.purdue.edu/>

Raleigh Review – short fiction and poetry

<http://www.raleighreview.org/>

Rosedog -- Showcase your writing for free.

<http://www.rosedog.com/>

Sharpwriter

<http://www.sharpwriter.com/>

Sime~Gen -- writing guild, message boards for writers, online lessons.

<http://www.simegen.com/>

Southern Humorists

<http://www.southernhumorists.com/>

The Cincinnati Review -- fiction, nonfiction and poetry. Pays \$25-\$30.

<http://www.cincinnatiareview.com/>

The First Line Literary Journal -- Pays on publication \$30 (US) for fiction and \$20 (US) for nonfiction.

<http://www.thefirstline.com/>

The Literary Web – literary resources

<http://people.virginia.edu/~jhb/literaryresources.html>

The Puritan Magazine – fiction, nonfiction, poetry, interviews and reviews. Pays \$50 for fiction, interviews or a review. Pays \$25 for poetry.

<http://puritan-magazine.com/>

The Sun – thoughtful, well-written essays. Pays \$300 to \$2000 for essays and interviews, \$300 to \$1,500 for fiction and \$100 to \$500 for poetry.

<http://www.thesunmagazine.org/>

The Writer's Place -- Writing for Dollars! newsletter

<http://www.awoc.com/AWOC-Home.cfm>

The Zack Company -- literary agent

<http://www.zackcompany.com/>

Vestal Review – flash fiction magazine. Original material only. No reprints.
Pays 3-10 cents a word.

<http://www.vestareview.net/>

Web Del Sol – literary ezine

<http://webdelso.com/>

White Cat Magazine – Pays \$25 for stories, interviews or reviews.

<http://www.whitecatpublications.com/>

Wisdom... -- knowledge and literature search

<http://thinkers.net/>

Word Museum – newsletter and more.

<http://www.wordmuseum.com/>

Writers Central

<http://writerscentral.com/>

Writer's Digest

<http://www.writersdigest.com/>

Writers and Editors

<http://www.writersandeditors.com/>

Writer's Market - market guide for commercial, small press, academic & literary.

<http://www.writersmarket.com/>

Writer's Net – authors and fledgling publishers, get listed here. (cookies)

<http://www.writers.net/index.html>

Writers Write -- resources, links

<http://writerswrite.com/>

Writing for Dollars email newsletter

<http://www.writingfordollars.com/>

Genre specific

3 AM Publishing

<http://www.3ampublishing.com/>

Alfred Hitchcock Magazine -- mystery. Payment 5 cents to 8 cents/word

<http://www.themysteryplace.com/ahmm/>

Anotherealm

<http://anotherealm.com/>

Cemetery Dance – horror

<http://www.cemeterydance.com/>

Deb Stover’s Romance links

<http://www.debstover.com/links.html>

Digital Dragon Magazine

<http://www.digitaldragonmagazine.com>

Elbow Creek Western Magazine

<http://www.elbowcreek.com/>

Ellery Queen – mystery. Payment 5 cents to 8 cents/word

<http://www.themysteryplace.com/>

Fantasy & Science Fiction Magazine

<http://www.sfsite.com/fsf/>

Fears Magazine – SF/F/H

<http://www.fearsmag.com/>

Futuristic, Fantasy & Paranormal SIG of RWA

<http://www.romance-ffp.com/>

Gothic.net -- H/DF. Pays 5 cents per word for stories 2000 to 5000 words.

<http://www.gothic.net/>

Ideomancer -- SF/F/H. Pays 3 cents/word. minimum for short stories. 500 to 5,000 words

<http://www.ideomancer.com/>

IreadRomance

<http://www.ireadromance.com/>

Lisa Silverthorne’s Journeys

<http://www.drewes.org/>

Locus Magazine Online -- SF news and reviews

<http://www.locusmag.com/>

Lovecraft eZine -- horror

<http://lovecraftzine.com/>

Mary Soon Lee's Speculative Fiction Page.
<http://www.cs.cmu.edu/~mslee/wr.html>

Mysterynet.com -- the online mystery network
<http://MysteryNet.com/>

Mystery Readers International
<http://www.mysteryreaders.org/>

Mystery Writers Resources
<http://www.zott.com/mysforum/links.htm>

Nightblade – fantasy and horror ezine. Pays \$5 plus a pdf cc
<http://www.niteblade.com/>

Nova Express
<http://www.sflit.com/novaexpress/>

Orchard Press Mysteries
<http://www.orchardpress-shortfiction.com/>

Other World's Writers Workshop
<http://www.otherworlds.net/>

Ralan Conley's Webstravaganza – spec fiction and humor resources
<http://www.ralan.com/>

Robert J. Sawyer - On Writing.
<http://www.sfwriter.com/owindex.htm>

Science Fiction Weekly
<http://www.syfy.com/>

SFF Net -- a gathering place for authors, editors, readers, and publishers to get together to discuss books, stories, the art and craft of popular fiction, and all aspects of the literary life.
<http://www.sff.net/>

SF Site – SF and fantasy
<http://www.sfsite.com/home.htm>

Sherwood Smith
<http://www.sff.net/people/Sherwood/>

Speculative Fiction Markets - links to web sites of paying markets.
<http://www.cs.cmu.edu/~mslee/mag.html>

Speculative Vision – SF and fantasy resource network
<http://www.speculativevision.com/network/>

Strange Horizons -- pro zine. Pays up to 5 cents per word for stories up to 9000 words.
<http://www.strangehorizons.com/>

Suspense.net – for intrigue authors. Romantic suspense.
<http://suspense.net/>

Tara K. Harper -- writer's workshop, science notes for writers, etc.
<http://tarakharp.com/workshop.htm>

The Market List - a resource for writers of SF/F and horror.
<http://www.marketlist.com/>

The Pedestal Magazine edited by John Amen. SF/F and cross-genre up to 6000 words. Pays 5 cents a word. Pays \$30-60 for poetry.
<http://www.thepedestalmagazine.com/>

True West Magazine
<http://www.truewestmagazine.com/>

Christian oriented

Are you a Christian? Are you writing a novel?
To subscribe: ChristianNovelists-subscribe@yahoogroups.com
<http://www.yahogroups.com/group/ChristianNovelists>

ChristianFantasy.com -- Christian Writers of F/SF. J.C. Lynn, Senior Editor.
<http://www.christianfantasy.com/>

Christian resources -- pointers for Christian writers
<http://www.arjay.bc.ca/Christian/index.htm>

Christian Writers Guild
<http://www.christianwritersguild.com/>

Kyria Digital Magazine – for Christian women. Pays \$5 - \$150 for articles
<http://www.kyria.com/>

Peggy's Place Christian Writer's Resources
<http://www.peggiesplace.com/write.htm>

PRISM – Pays \$50 per printed page
<http://www.evangelicalsforaction.org/prism>

Yahoo group for e-authors and e-publishers interested in writing, publishing, and discussing marketing strategies for Christian ebooks and e-articles

Christian-e-author-subscribe@yahoogroups.com

Epublishers/publishers who publish Christian-oriented books

Awe-Struck publishes Christian romance
www.awe-struck.net/

Bethany House
<http://www.bethanyhouse.com/>

Tyndale House
<http://tyndale.com/>

Writer's Exchange E-publishing.
<http://www.writers-exchange.com/epublishing>

Zeus Publications
<http://www.zeus-publications.com/>

Zondervan
<http://www.zondervan.com/>

Markets – mostly token payment.
Non-paying markets in chapter one.

Abyss & Apex
<http://www.abyssapexzine.com/>

Albedo One – SF/F/H
<http://www.albedo1.com/>

Beneath Ceaseless Skies
<http://www.beneath-ceaseless-skies.com/>

Crossed Genres
<http://crossedgenres.com/>

Daily Science Fiction

<http://dailysciencefiction.com/>

Expanded Horizons

<http://expandedhorizons.net/magazine/>

Flash Fiction Online

<http://www.flashfictiononline.com/>

Golden Visions Magazine

<http://www.goldenvisionsmagazine.biz/>

GUD – literary, genre fiction & poetry

<http://www.gudmagazine.com/>

Lightspeed – formerly Fantasy Magazine

<http://www.lightspeedmagazine.com/>

M-Brane SF

<http://www.mbranesf.com/>

OG's Speculative Fiction

<http://theopinionguy.com/ogs-speculative-fiction/>

On the Premises

<http://www.onthepremises.com/>

Phase 5 Publishing

<http://www.phase5publishing.com/>

Planet Magazine

<http://www.planetmag.com/>

Pod Castle

<http://podcastle.org/>

Rose and Thorn Journal – literary

<http://www.roseandthornjournal.com/>

Short-Story.Me!

<http://www.short-story.me/>

The Drabblecast

<http://www.drabblecast.org/>

The Gazis-Sax Alsirat
<http://www.alsirat.com/>

The Zone – SF/F/H/M
<http://www.zone-sf.com/>

Twilight Times – F/SF/cross-genre
<http://www.twilighttimes.com/>

Online communities for e-writers

Authors Den
<http://www.authorsden.com/>

Electics.com
<http://www.eclectics.com/>

eWriteLife.com – formerly The Write Life
<http://ewritelife.com/>

For Writers – list of online writers’ groups
<http://www.forwriters.com/groups.html>

Internet Writing Workshop
<http://www.internetwritingworkshop.org/>

Poets and Writers
<http://www.pw.org/>

The Writer’s BBS
<http://www.writers-bbs.com/>

You Can Write.com
<http://www.youcanwrite.com/>

Poetry

A Little Poetry
<http://alittlepoetry.com/>

Ascent
<http://readthebestwriting.com/>

Cimarron Review
<http://cimarronreview.okstate.edu/>

Kenyon Review

<http://www.kenyonreview.org/>

Mad Poets Society

<http://www.madpoetsociety.com/>

PIF magazine -- one of oldest literary magazines online, featuring micro fiction, short stories, poetry, translations, and literary commentary. Pays \$50. for poetry.

<http://www.pifmagazine.com/>

Ploughshares

<http://www.pshares.org/>

Sycamore Review

<http://www.sycamorereview.com/>

The Fox Chase Review

<http://www.foxchasereview.org/>

The Threepenny Review

<http://www.threepennyreview.com/current.html>

The Science Fiction Poetry Association

<http://www.sfpoetry.com/>

Professional organizations

American Crime Writers League

<http://www.acwl.org/>

Authors Guild

<http://www.authorsguild.org/>

EPIC - The Electronically Published Internet Coalition

<http://www.epicorg.com/>

Horror Writer's Association

<http://www.horror.org/>

International Thriller Writers, Inc

<http://thrillerwriters.org/>

Military Writers Society of America

<http://military-writers.com/>

Mystery Writers of America
<http://www.mysterywriters.org/>

National Writers Union
<http://www.nwu.org/>

Romance Writers of America
<http://www.rwanational.com/>

Science Fiction and Fantasy Writers of America
<http://www.sfwaworld.org/>

Western Writers of America
<http://www.westernwriters.org/western.html>

Writer's Guild of America (cookies!)
<http://www.wga.org/>

Writers Retreats and Conferences

The following are in the Real World, but they sound very intriguing.

Artists' Enclave at I-Park will be available for a small number of residencies for the summer (July-August) and fall (September-October) sessions.
<http://www.i-park.org/>

ClarityWorks – writing retreats for women
<http://www.clarityworksonline.com/retreats>

Elizabeth Ayers Center for Creative Writing
<http://www.creativewritingcenter.com/retreats.html>

Isak -- writers' residences and retreats
<http://www.isak.typepad.com/isak/for-writers-colonies-resi.html>

NewPages.com Writing Conferences
<http://www.newpages.com/writing-conferences/>

Retreats for Writers
<http://www.retreatsforwriters.com/>

ShawGuides, Inc -- guide to writers conferences
<http://writing.shawguides.com/>

Appendix A

For Readers

Special mention:

Webscriptions -- for \$10 a month, members can download four or five books that are soon to be published on a three-month installment plan that concludes several weeks before print publication. Also check out the Baen Free Library.

<http://www.webscription.net/>

Advanced Book Exchange

<http://www.abebooks.com>

Best SF -- reviews and searchable database of SF stories

<http://www.bestsf.net/>

Bitten by Books – paranormal fiction review site

<http://www.bittenbybooks.com/>

BookFinder.com

<http://www.bookfinder.com/>

Classic Bookshelf -- free ebooks

<http://www.classicbookshelf.com>

Fantastic Literature – second hand SF/F book seller

<http://www.biblio.com/bookstore/fantastic-literature-ltd-rayleigh>

FetchBook.Info

<http://www.fetchbook.info/>

IndieBound

<http://www.indiebound.org/>

Infinity Plus -- SF/F/H

<http://www.infinityplus.co.uk/books/>

Jenny's Used Books

<http://www.jennysusedbooks.com/about-us.html>

Mystical Unicorn Used Books

<http://www.myunicorn.com/>

Powells Books

<http://www.powells.com>

The Recommended Fantasy Author List

<http://www.sff.net/people/Amy.Sheldon/listcont.htm>

Webrary -- web sites for book lovers

<http://www.webrary.org/rs/rslinks.html>

Wrigley Cross Books -- that specializes in hard-to-find & imported fantasy, science fiction and horror.

<http://www.wrigleycrossbooks.com/>

Appendix B

For Women

All About Romance

<http://www.likesbooks.com/>

Blogs and listserves for book lovers – courtesy of MVCC Libraries

<http://mvcc.libguides.com/content.php?pid=78508&sid=581439>

Broad Universe -- resource for women writers of SF and fantasy.

<http://www.broaduniverse.org>

Byron – computerized romance reference

<http://www.byronref.com/>

Dear Author – romance book review blog

<http://dearauthor.com/>

Digital Women

<http://www.digital-women.com/>

E-Book Ecstasy -- free bi-weekly Newsletter that introduces spec fic readers to eauthors and epubshers

<http://www.ebook-ecstasy.com/ebook-ecstasy/>

Feminist Science Fiction, Fantasy and Utopia

<http://www.feministsf.org/>

Futuristic Romance Mailing List homepage

<http://sffpromance.iwarp.com/fut-romance/>

Moondance: Celebrating Creative Women

Our vision, our wisdom, our strength

<http://www.moondance.org/>

Open Directory Project – Romance

<http://dmoz.org/Arts/Literature/Genres/Romance/>

Romance Central

<http://romance-central.com/>

RT Book Reviews

<http://www.rtbookreviews.com/>

SFFP Romance -- information about paranormal authors, books, and publishers.

<http://sffpromance.iwarp.com/>

Sisters in Crime

<http://www.sistersincrime.org/>

Smart Bitches, Trashy Books

<http://www.smartbitchestrashybooks.com/>

The Literary Times

<http://www.tlt.com/>

Word Museum

<http://www.wordmuseum.com/>

World Romance Writers - non-profit, professional organization

<http://www.worldromancewriters.com/>

Appendix C

Recommended Reading for Writers

I've read over two hundred books about writing. These are the books I found most useful to me personally. All are recommended, but four stars means "you've gotta buy it." A click on most book titles will take you to a synopsis and reader reviews of the book.

[Beginnings, Middles and Ends](#) - Nancy Kress

[Bio of an Ogre](#) - Piers Anthony

[Characters and Viewpoint](#) - Orson Scott Card

[Conceiving the Heavens: Creating the Science Fiction Novel](#) - Melissa Scott

Dangerous Men and Adventurous Women- Edited by Jayne Ann Kretz

[How to Write a Damn Good Novel, II](#) - James N. Frey

[How to Write a Mystery](#) - Larry Beinhart ****

[How to Write Science Fiction and Fantasy](#) - Orson Scott Card ***

[How to Write What You Want](#) and Sell What You Write - Skip Press

[Notes to a Science Fiction Writer](#) - Ben Bova

On Becoming a Novelist - John Gardner

[Practical Tips for Writing Popular Fiction](#) - Robyn Carr

[Science Fiction Writer's Workshop I](#) - Barry B. Longyear

The Art of Fiction - John Gardner

[The Weekend Novelist](#) - Robert J. Ray ***

[30 Steps to Becoming a Writer](#) and Getting Published - Scott Edelstein

[Writing Down the Bones](#) - Natalie Goldberg

[Writing from the Body](#) - John Lee ****

Appendix D

Glossary of terms

Especial thanks to Eric G. Olsen for many of these definitions.

AOL – American Online; Internet provider

ARC – advance review copy

CCS -- Cascading Style Sheets; gives style and layout designations in a page

cyber -- having to do with computers, or computing

cyberspace -- the virtual realm created by computer networks such as the World Wide Web or the Internet.

dead tree – refers to print publishers or print magazines

disk – usually a 3 ¼” (?); also called diskette

ebook – a book in digital format; hardware referred to as an ebook or ereader

email – messages sent through cyberspace, analogous to postal letters (see “snail mail”)

emoticons – symbols that denote emotions; such as ;-) for wink

epublisher – cyber equivalent of a traditional publisher of books, magazines, or newspapers; one who provides dissemination of information via electronic means.

e-reader -- a device for reading texts which are stored in electronic form.

ezine – a magazine, equivalent to traditional paper-published magazines, but published electronically (usually in digital format on the World Wide Web).

freebie – a give away

freeware -- a freebie software program. May be copyrighted or have other restrictions on use, but is licensed for use at no charge to the user.

ftp – file transfer protocol. Commonly used for transferring data files from one host to another.

hardware -- tangible physical items such as nuts, bolts, or hard disks, memory chips, or monitors.

host -- (computing) a computer that provides a service, such as a web server.

html – hypertext markup language; used to define web page elements, such as paragraphs and tables.

html editor -- a specialized text editor or word processor program designed to help create html files (or Web pages).

Internet -- also known as the World Wide Web

ISP – Internet service provider

Java – an interpreted programming language that is designed to be “portable” -- that is, programs written in this language can run on many different kinds of computers without significant modifications.

javascript -- a scripting language used in various World Wide Web pages to provide fancy effects. It is not related to the Java programming language.

linkware -- a freebie software program. May be copyrighted or have other restrictions on use, but user may utilize the program with credit and a link back to the programmer’s web site.

lurker – list member who rarely posts messages

maillist -- a group of people with similar interests who interact via email; a newsletter

MUD -- Multi User Dungeon -- a generic kind of software that allows for multiple participants to interact with each other in the context of a virtual world.

newbie – new to the Internet or new to a group

Palm Pilot [™] -- a PDA and e-reader, now officially called “Palm Connected Organizer,” or simply “Palm.”

paperless -- a fantasy that the widespread use of computers will somehow reduce, and eventually eliminate, the use of paper.

PDA – personal digital assistant

provider – as in ISP; provides a connection to the Internet

pubbed – published writer

role play – portraying a character in an online game or virtual world

scripting -- is used for interaction and updating of elements on web pages

shareware -- a software program. May be copyrighted or have other restrictions on use, but user may utilize the program for a limited time and/or pay for the program after a trial period.

sig – signature line; also special interest group

snail mail -- regular U. S. Postal Service mail

software -- applications or programs

SOHO – small office/home office

surf – go places on the Internet

TXT – text file

unpubbed – unpublished writer

web -- the World Wide Web, also known as the WWW or the W3

web host -- a server or ISP who maintains a web page and/or a web site

web site -- a collection of pages usually written in HTML

WebTV™ -- a device which connects you to the Internet and permits you to send email but has no download capability.

webzine -- an e-zine published on the web, usually in HTML format.

WWW -- World Wide Web

Especial thanks to Devorah Stone for sharing the following definitions. Devorah is moderator of the forum on Writing for Non-Fiction Magazines at Writers BBS.

Writer's terms or Words

About the Author - Usually a couple of paragraphs describing relevant information about the author. Used for books and sometimes articles.

Advance - (1) An advance given before the novel is published. (2) When a magazine publisher pays for an article before the article is published as opposed to paying on publication.

Article - non-fiction story usually for a magazine or newspaper.

Assignment - An article the editor or publisher has assigned a writer.

Attachments- (1) clips that are attached to an email query. (2) Any photographs or charts or research attached to a manuscript usually for a non-fiction book.

Autobiography- The writer's life story.

Bio - usually a short 2 sentence description of the writer.

Biography - a life story of someone other than the writer.

By line - the writers name.

Clip- a published article.

Cover Letter- A letter to introduce a short story, completed article or novel or non-fiction book manuscript. Never more than one page.

Creative Non-fiction - a personal essay or first person point of view article.

E- zine- a magazine published online.

Ghost writer- no byline given for writing.

Kill fee - Payment given if the magazine can not use the article they had assigned.

Lead time - the time between acceptance of an article and publication.

Manuscript - A writers document of a novel or non-fiction book or screenplay.

Markets- writers markets for publishing books, short stories, poems or articles.

Market Research- usually for non-fiction books to show a publisher there is a need for the proposed book.

Novel- a fiction book for adults 60,000 words or more (unless it is a contemporary Romance which are around 40,000 words)

Novella- more than 10,000 words - less than 60,000 - a work of fiction.

On acceptance - usually for non-fiction articles - paying as soon as the article is accepted by the editor.

On Spec- Means the writer was not assigned the work by an editor.

Outline- A writers own guide for novel or play.

Overview- Describing a novel or non-fiction book to a publisher in a couple of pages.

Personal Essay - An essay written in the first person usually about the writer's life.

POV - Point of View -Prose can be written from a first person (I) or second person (you) or most usually third person.

Query- (1) a one page letter to an editor pitching a proposed non-fiction article. (2) a pitch to a director for a screenplay.

Royalties- A percentage of the sales of a book.

Short Story- fiction under 10,000 words.

Slug line - in screenplays to show where the action is taking place.

Stringers - freelance journalist for newspapers who get paid by the inch.

Synopsis- Used in the book manuscript sent to the publisher. A brief description of the chapters or overall work.

YA- Young Adult - 13 to 22

More of Dev's definitions.

Forum, email and chat abbreviations.

+ - Using at the end of a line in a chat - it means more is coming soon.

ASAP- email - As Soon As Possible.

AIUI- forums- As I understand it

BTW- chats, forums and emails - By The Way

FWIW - for what it's worth

IMHO- Forum - In My Humble Opinion.

IMO- Forum - In My Opinion-

LOL- Forum - Laughing Out Loud

ROTFLOL- Forum- Rolling On The Floor Laughing Out Loud. -

S- Forum, chat and email - sigh

NM- nm- usually found on the subject space of a forum message- No message-

eom- usually found on the subject space of a forum message.- End of message

msg - message

NFM - usually found on the subject space of a forum message - No further message

More resources

C-Net glossary of Internet terms

<http://coverage.cnet.com/Resources/Info/Glossary/index.html>

Learn the Net

<http://www.learnthenet.com/english/index.html>

Bonus – **Online promo action plan**

All of your promo efforts should be part of an overarching plan of building an “author platform.” That is one of the first questions the major NYC print publishers will ask. Does the author have a following? And then they might ask, is the book well-written?

It might be helpful if you put your tasks into separate promotion categories:

Online (reviews, Virtual Book Tours, interviews, etc)

Local media (local papers, radio)

In-person events (signings, presentations, visits)

Social networking (Facebook, Twitter, etc)

You might consider including in your promo plan a few, but not necessarily all, of the following suggestions:

- Set up an Amazon author page
- Create a Facebook Fan Page
- Set up an author page on Goodreads (lots of book bloggers hang out here)
- Twitter campaign (you can pre-schedule your tweets in advance and keep them going)
- Include freebies in your newsletter/website for readers (short story, reader’s guide, book club guide, etc)
- Schedule several radio interviews. Links to all interviews should be on your web site/blog.
- A podcast and/or series of podcasts where you could read excerpts or talk about the writing of your books. Readers love to hear authors talk, learn what’s inside their minds. A video would be even better. This could also go on YouTube.
- Target Amazon top 10 reviewers
- Have everybody you know ‘like’ and ‘tag’ your book on Amazon
- Ask all your friends, family, colleagues, etc, to buy your book on one specific day on Amazon.
- Make sure you have at least 50 people review your book. 100 would be even better.
- Enter awards competitions
- Put an “Amazon Short” free on Amazon with links to your books. The short story should have a nice cover and be available for download on your site/blog as well.
- Be active on the Kindle forums and boards. According to Karen McQuestion, who has made close to a million on Kindle, this was one of the secrets of her success.

- Create a book trailer. Example: Rebel in Blue Jeans by Beverly Stowe McClure

<http://www.blazingtrailers.com/show/655/>

Burnout: the mystery of Space Shuttle STS-281 by Stephanie Osborn

<http://www.youtube.com/watch?v=OlrEvIyxnSM>

- Hold contests periodically
- Goodreads book give-away
- Send out press releases every time there's news. A great way to bring traffic to your web site. Press releases should be sent before release, at the moment of release, and as a follow up when reviews or award nominations start coming up.
- Publish articles, excerpts, book announcements, writing essays, etc. on Gather.com. Broadcast to Gather Broadcasting group and send email to "friends" on Gather.
- Be sure to comment BACK on other writer's pieces. Make sure it's not a one-way street!
- If appropriate for your genre, participate in the Mom Blogger's "Boost Your Buzz." For only \$15, you will have hundreds of new followers on your blog in a matter of days. One author acquired 200 new followers in 2 days.
<http://www.sjunkie.com/2011/01/join-the-boost-your-buzz-1000-giveaway-promotion.html>
- Join Bookblogs.ning.com, Productreviewplace.ning.com to find blog reviewers.
- Agree to write reviews for other authors to get your name out there

Virtual Book Tour

Solicit hosts to provide reviews, interviews, book excerpts, or various creative venues to promote your book on a weekly basis. Provide books free to these hosts in exchange for the promotion. Make sure your tour includes radio interviews and perhaps audio and video podcasts. Plan at least 3 one-month virtual book tours during the first year of publication.

Place **announcements** online in appropriate venues such as

Author's Den
Book Bloggers
Carolyn Howard Johnson's Sharing with Writers
Compulsive Reader newsletter
Fran Silverman's Book Promotion newsletter
Futures Mystery Anthology Magazine
LibraryThing
MysteryFiction.net literary journal, Voice in the Dark
NING book promotion groups

Writers Gazette, “Writers Brag Board”
Yahoo “My Book’s Out” group
Yahoo Online Authors groups

Note: credit goes to Aaron Paul Lazar and Mayra Calvani for the above promo tips

You can establish a web presence at places other than your author web site. See Chapter 2 – free author web pages.

Regarding an author page at Amazon, the book info will need to be online before you can apply.

<https://authorcentral.amazon.com/>

For those of you with books in print, you may not be aware that you need to create an author page for each different marketplace.

Amazon.com -- United States

<http://authorcentral.amazon.com/kdp/B0062F6UP6>

Amazon.fr -- France

<http://authorcentral.amazon.fr/kdp/B0062F6UP6>

Amazon.de -- Germany

<http://authorcentral.amazon.de/kdp/B0062F6UP6>

Amazon.co.uk -- United Kingdom

<http://authorcentral.amazon.co.uk/kdp/B0062F6UP6>

Examples of Author Central page:

<http://www.amazon.com/Darrell-Bain/e/B000APW4IQ>

<http://www.amazon.com/Darby-Karchut/e/B004WSPUP6>

<http://www.amazon.com/Stephanie-Osborn/e/B0026DM46M>

Example of an author page on AuthorsDen.com

<http://www.authorsden.com/visit/author.asp?id=98378>

Examples of author pages on Goodreads

http://www.goodreads.com/author/show/4558016.Darby_Karchut

http://www.goodreads.com/author/show/1030664.Christine_Amsden

http://www.goodreads.com/author/show/4605229.Susan_Goldsmith

Book Blogger Directory

<http://bookbloggerdirectory.wordpress.com/>

The more techniques you use, the more recognition you and your book(s) will receive which should result in more book sales.

Articles of possible interest

“7 Ways To Schedule Future Tweets In Twitter” by Keith Dsouza
<http://techie-buzz.com/featured/schedule-future-twitter-tweets.html>

“10 Things You Need to Know About Virtual Book Tours” by Dorothy Thompson
<http://www.pumpupyourbook.com/2011/08/16/10-things-you-need-to-know-about-virtual-book-tours/>

“14 Platform Building Tips for Authors” by Daniel Decker
<http://www.danieldecker.net/how-to-build-an-author-platform/>

“*author platform* building checklist” by Cindy Ratzlaff
<http://cindyratzloff.com/blog/author-platform-building-checklist/>

“Host Your Own Event: Take A Blog Tour” by Alyice Edrich
<http://thedabblingmum.com/writing/hostevent/blogtour.htm>

“How to Create a Book Trailer” by Joanna Penn
<http://www.thecreativepenn.com/2011/01/07/how-to-create-a-book-trailer/>

“How to Make a Book Trailer” by Michelle Harclerode
<http://www.booktrailersforreaders.com/How+to+make+a+book+trailer>

“How to Plan a Successful Virtual Book Tour”
<http://www.mywritingblog.com/2011/12/how-to-plan-successful-virtual-book.html>

“I Feel Like a Bird (tweet, tweet!)” by Aaron Paul Lazar. Great tips about using Twitter
<http://murderby4.blogspot.com/2011/04/i-feel-like-bird-tweet-tweet.html>

“My 13 Golden Rules Of Twitter” by Darren Rovell
<http://www.cnbc.com/id/40853842>

“The 100 Twitter Rules To Live By” by Darren Rovell
<http://www.cnbc.com/id/43759244>

“How I Became a Best-Selling Author” by Alexandra Alter
“This summer, Darcie Chan’s debut novel became an unexpected hit. It

has sold more than 400,000 copies and landed on the best-seller lists... It's been a success by any measure, save one. Ms. Chan still hasn't found a publisher."

<http://online.wsj.com/article/SB10001424052970204770404577082303350815824.html>

"The curious result of tagging your Kindle ebook on Amazon" by Dave Cornford

<http://blog.taleist.com/2011/11/22/the-curious-result-of-tagging-your-kindle-ebook-on-amazon/>

"Why Your Novel is a Tall, 6-Pump Vanilla, Breve Latte Grande, Extra Hot, Heavy Whipping Cream, Extra Dry Cappuccino (Or It Should Be)" by Elle Lothlorien

<http://jakonrath.blogspot.com/2011/12/guest-post-by-elle-lothlorien.html>

Resources

"12 Lessons from a Multi-Book Blog Tour" by Laura Kaye

<http://www.savvyauthors.com/vb/content.php?1529-12-Lessons-from-a-Multi-Book-Blog-Tour-by-Laura-Kaye>

"How to Plan Your Virtual Book Tour" by Sandra Beckwith

http://bookmarketingmaven.typepad.com/book_marketing_maven/2011/01/how-to-plan-your-virtual-book-tour.html

Tips for authors: How to do a "virtual book tour" by Midge Raymond

<http://www.ashlandcreekpress.com/blog/2011/10/24/tips-for-authors-how-to-do-a-virtual-book-tour/>

"What is a Virtual Book Tour?" by Dorothy Thompson

<http://thewriterslife.homestead.com/whatisavirtualbooktour.html>

"What's a book blog tour?"

<http://yodiwan.com/2009/06/11/whats-a-book-blog-tour/>

Web sites

"Top 50 Books blogs"

<http://www.invesp.com/blog-rank/Books>

"Top 20 Science Fiction Book Blogs"

<http://www.computerscienceschools.net/blog/2010/top-20-science-fiction-book-blogs/>

“50 Best Blogs for Crime & Mystery Book Lovers” [Court Reporter]
<http://www.courtreporter.net/blog/2010/50-best-blogs-for-crime-mystery-book-lovers/>

“101 Book Blogs You Need to Read”
<http://www.onlineuniversities.com/blog/2009/10/101-book-blogs-you-need-to-read/>

Author's Note

It is my hope that you will derive enormous benefit from this book and enjoy it so much that you want to pass it around to your friends and writing groups. This would be easy to do since this is an ebook, but I ask you *please do not* as I have spent several hundred hours compiling the resources in this book and in presenting the facts I have gleaned in a concise manner. Please let your writer friends pay the reasonable retail price, so I can afford to take the time to compile updates on a regular basis.

If some of your favorite links are not listed or if you have questions that I have not answered, please write and tell me about them.

Email: publisher@twilighttimes.com

Thank you for your support!

Lida E. Quillen