

Resources

Except from *The Nonfiction Book Marketing Plan* by Stephanie Chandler

Google

Google's Free Keyword Tool: <https://adwords.google.com/o/KeywordTool>

Google Alerts: <http://alerts.google.com>

Analytics: <http://analytics.google.com>

Hire Help

Authors Assistants: <http://authorsassistants.com/>

International Virtual Assistants Association: <http://ivaa.org/>

Fiverr: <http://fiverr.com>

Odesk: <http://odesk.com>

Elance: <http://elance.com>

Trade Associations and Conferences

Independent Book Publishers Association: <http://ibpa-online.org>

Nonfiction Authors Association: <http://nonfictionauthorsassociation.com>

The Nonfiction Authors Network on LinkedIn: <http://www.linkedin.com/groups/Nonfiction-Authors-Network-2950959>

Nonfiction Authors Association: <http://NonfictionWritersConference.com>

Shaw Guides (list of writer's conferences): <http://writing.shawguides.com/>

Printing Marketing Materials

Vistaprint: <http://vistaprint.com>

iPrint: <http://iprint.com>

Next Day Flyers: <http://nextdayflyers.com>

Affordable Buttons: <http://affordablebuttons.com>.

Blog Directories (Submit Your Site)

Blog Catalog: <http://blogcatalog.com>

My Blog Log: <http://mybloglog.com>

Blogflux: <http://blogflux.com>

Technorati: <http://technorati.com>

Blogarama: <http://blogarama.com>

Blog Explosion: <http://blogexplosion.com>

Blog Hub: <http://bloghub.com>

Globe of Blogs: <http://globeofblogs.com>

Networked Blogs: <http://networkedblogs.com>

Blog Hop: <http://bloghop.com>

PR Resources

Help a Reporter: <http://helpareporter.com>

Cision's Media Database (formerly Bacon's): <http://us.cision.com/index.asp>

Gebbie Press (media databases): <http://gebbiepress.com>

Muck Rack (find media sources on Twitter): <http://muckrack.com>

ProfNet (subscription-based media directory for authorities): <http://profnet.com>

Newspaper Directories: www.newspapers.com, <http://newsdirectory.com>

Publicity Hound (PR tips): <http://PublicityHound.com>

Internet Radio

Blog Talk Radio: <http://blogtalkradio.com>

All Talk Radio: <http://alltalkradio.net>

WS Radio: <http://wsradio.com>

Womens Radio: <http://womensradio.com>

Lists of Internet Radio Shows: <http://authoritypublishing.com/store/internet-radio-shows-and-podcasts-lists/>

Amazon

Author Central: <http://authorcentral.amazon.com/>

Seller Central: <http://sellercentral.amazon.com/>

Kindle Direct Publishing: <http://kdp.amazon.com>

Book Awards

Ben Franklin Book Awards: <http://ibpabenjaminfranklinawards.com/>

Global Ebook Awards: <http://globalebookawards.com/>

Foreword Book of the Year: <https://www.forewordreviews.com/services/book-awards/botya/>

Nautilus Book Awards: <http://www.nautilusbookawards.com/>

National Indie Excellence Book Awards: <http://www.indieexcellence.com/>

The Eric Hoffer Awards: <http://www.hofferaward.com/>

Small Business Book Awards: <http://bookawards.smallbiztrends.com/>

Web Tools

Constant Contact (email marketing): <http://constantcontact.com>

United States Postal Service: <http://usps.com>

Stamps.com (print your own postage): <http://stamps.com>

Ecommerce Shopping Carts: <http://ejunkie.com>, <http://oneshoppingcart.com>, <http://payloadz.com>

Clickbank (affiliate sales for information products): <http://clickbank.com>

Social Media Tools

Tweetscan (search for tweets by keyword): <http://tweetscan.com>

Twit Pic (share photos on Twitter): <http://twitpic.com>

Twit Vid (share videos on Twitter): <http://twitvid.com>

SocialOomph (schedule social media posts): <http://socialoomph.com>

Poll Your Followers (social media surveys): <http://pollyourfollowers.com>

Tweetdeck (essential tool for monitoring Twitter): <http://tweetdeck.com>

Pay with a Tweet: <http://paywithatweet.com>

Tweetgrid (tool for managing Twitter chat events): <http://tweetgrid.com>

Social Media User Directories: <http://wefollow.com>, <http://twiends.com>, <http://twellow.com>,
<http://justtweetit.com>, <http://tweetfind.com>

Facebook Page Migration (convert personal profile to business page):
<https://www.facebook.com/pages/create.php?migrate>

Google+ Business Pages: <https://plus.google.com/pages/create>

Google Authorship: <https://plus.google.com/authorship>

YouTube Video Editor: <http://www.youtube.com/editor>

Vimeo (video hosting site): <http://vimeo.com>

Traffic Geysers (video marketing service): <http://trafficgeysers.com>

Social Media Contest Apps: <http://www.binkd.com/free-twitter-contest-app/>,
<http://interactwive.com/>, <http://corp.wishpond.com/photo-contest/>,
<http://woobox.com/photocontests>, <http://pages.launchpad6.com/>, <http://www.strutta.com>,
<http://corp.wishpond.com/vote-contest/>

Facebook Contest Guidelines: https://www.facebook.com/page_guidelines.php

Sponsored Tweets: <http://SponsoredTweets.com>

Advertising

Google AdSense: www.google.com/adwords

Bing: <http://bingads.microsoft.com/>

Yahoo: <http://advertising.yahoo.com/>

AOL: <http://advertising.aol.com/>

Twitter: <https://business.twitter.com/advertise/start/>, <http://ads.twitter.com>

LinkedIn: www.linkedin.com/advertising

Facebook: <https://www.facebook.com/advertising>

Professional Speaking

Prezi (presentation software alternative to PowerPoint): <http://prezi.com>

National Speakers Association (NSA): <http://www.nsaspeaker.org/>

Toastmasters: www.Toastmasters.org

American Society for Training and Development: <http://www.astd.org/>

American Seminar Leaders Association: <http://www.asla.com/>

Speaker Net News (newsletter): <http://SpeakerNetNews.com>

Slideshare: (<http://www.slideshare.net/>)

Submit Guest Blog Posts and Articles

Business Info Guide: <http://businessinfoguide.com/directory/contribute/>

Blog Carnival: <http://blogcarnival.com>

Ezine Articles: <http://ezinearticles.com>

Event Recording and Production

Instant Teleseminar: <http://instantteleseminar.com>

Free Conference Call: <http://freeconferencecall.com>

Skype Recording Services: <http://voipcallrecording.com/>, <http://www.pamela.biz/en/>,
<http://www.easyvoiprecorder.org/>

Podcast Editing: <http://audacity.com>, <http://www.apple.com/ilife/garageband/>.

Liberated Syndication (for podcasts): <http://libsyn.com/>

iTunes (submit podcasts): <http://www.apple.com/itunes/podcasts/specs.html>

Go To Meeting (for webinars): <http://gotomeeting.com>

Instant Teleseminar (for teleseminars and webinars): <http://instantteleseminar.com>

Free Conference (for teleseminars): <http://freeconference.com>

Eventbrite (online event sales and management tool): <http://eventbrite.com>

Handy Tools and Miscellaneous Resources

Smashwords (ebook distribution): <http://Smashwords.com>

Book Baby (ebook distribution): <http://bookbaby.com>

Goodreads: <http://goodreads.com>

Red Room: <http://redroom.com>

Quora: <http://quora.com>

AllExperts: <http://allexperts.com>

Get your photo posted alongside blog comments: <https://en.gravatar.com/>

Survey Monkey (conduct online surveys): <http://surveymonkey.com>

Writers Market (directory of editorial contacts for freelancers): <http://writersmarket.com>

The meanings and interpretations of various colors: <http://crystal-cure.com/color-meanings.html>