

## Ultimate Resource Guide for Authors

### Advertising

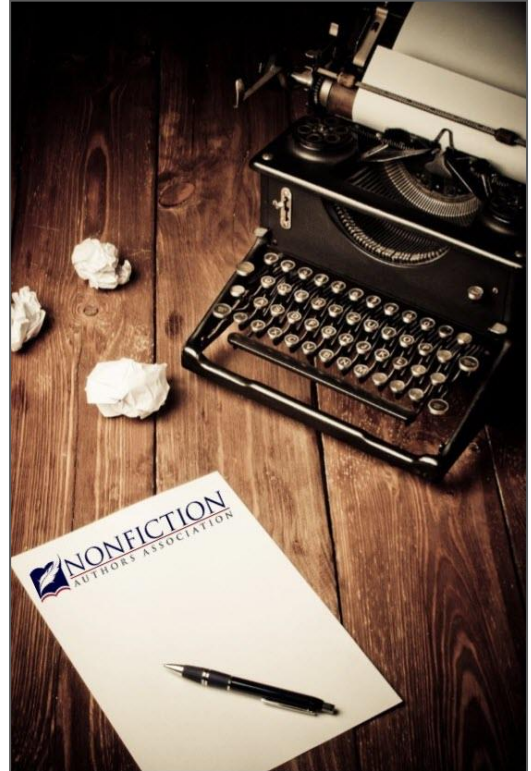
- ❖ Google Adwords: [adwords.google.com](http://adwords.google.com)
- ❖ Google Adsense: [adsense.google.com](http://adsense.google.com)
- ❖ Facebook: [facebook.com/business](https://facebook.com/business)
- ❖ Bing: [bingads.microsoft.com](http://bingads.microsoft.com)
- ❖ Yahoo: [advertising.yahoo.com](http://advertising.yahoo.com)
- ❖ AOL: [advertising.aol.com](http://advertising.aol.com)

### Affiliate Sales

- ❖ Clickbank: [clickbank.com](http://clickbank.com)
- ❖ Commission Junction: [cj.com](http://cj.com)
- ❖ JV Zoo: [jvzoo.com](http://jvzoo.com)

### Amazon

- ❖ Author Central: [authorcentral.amazon.com](http://authorcentral.amazon.com)
- ❖ Associates (affiliate): [affiliate-program.amazon.com](http://affiliate-program.amazon.com)
- ❖ Advantage (sell books directly): [advantage.amazon.com](http://advantage.amazon.com)
- ❖ Seller Central: [sellercentral.amazon.com](http://sellercentral.amazon.com)
- ❖ Kindle Direct Publishing: [kdp.amazon.com](http://kdp.amazon.com)
- ❖ Customer Support for Authors: [authorcentral.amazon.com/gp/help/contact-us](http://authorcentral.amazon.com/gp/help/contact-us)
- ❖ Kindle Pay-Per-Click Advertising Overview:  
[kdp.amazon.com/en\\_US/help/topic/G201499010](http://kdp.amazon.com/en_US/help/topic/G201499010)



## Blog Directories

- ❖ Technorati: [technorati.com](http://technorati.com)
- ❖ Blog Catalog: [blogcatalog.com](http://blogcatalog.com)
- ❖ Networked Blogs: [networkedblogs.com](http://networkedblogs.com)

## Book Awards

- ❖ Nonfiction Book Awards: [nonfictionauthorsassociation.com/nonfiction-book-awards](http://nonfictionauthorsassociation.com/nonfiction-book-awards)
- ❖ Ben Franklin Book Awards: [ibpabenjaminfranklinawards.com](http://ibpabenjaminfranklinawards.com)
- ❖ Global Ebook Awards: [globalebookawards.com](http://globalebookawards.com)
- ❖ Foreword Book of the Year: [forewordreviews.com/services/book-awards/botya](http://forewordreviews.com/services/book-awards/botya)
- ❖ Nautilus Book Awards: [nautilusbookawards.com](http://nautilusbookawards.com)
- ❖ The Eric Hoffer Awards: [hofferaward.com](http://hofferaward.com)



## Book Clubs

- ❖ From Left to Write: [fromlefttowrite.com](http://fromlefttowrite.com)
- ❖ Book Club Reading List: [bookclubreading.com/submit-your-book/](http://bookclubreading.com/submit-your-book/)
- ❖ Meetup: [meetup.com](http://meetup.com)

## Book Marketing

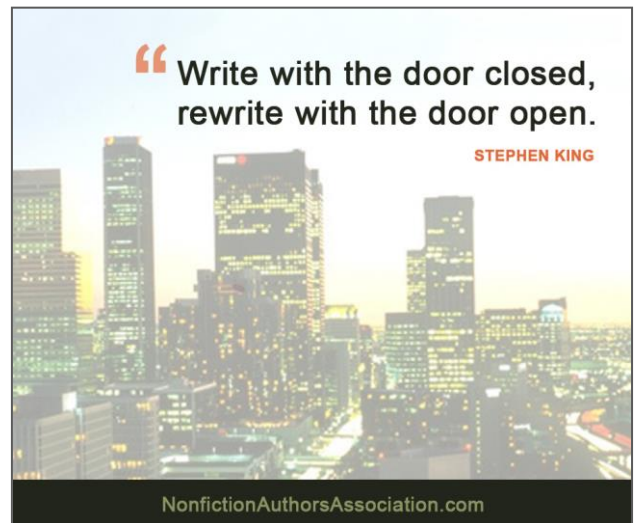
- ❖ Book Review Targeter (Amazon reviewer software): [bit.ly/bookreviewtargeter](http://bit.ly/bookreviewtargeter)
- ❖ NetGalley (book review service): [netgalley.com](http://netgalley.com)
- ❖ Bookbub (ebook promotions): [bookbub.com](http://bookbub.com)

## Business Resources

- ❖ IRS Sales Tax Permits by State: [irs.com/articles/state-sales-taxes](https://www.irs.com/articles/state-sales-taxes)
- ❖ Business Liability Insurance: [TheHartford.com](https://www.TheHartford.com) and [hiscox.com/small-business-insurance](https://www.hiscox.com/small-business-insurance)

## Contests

- ❖ Rafflecopter: [afflecopter.com](https://www.rafflecopter.com)
- ❖ Gleam: [gleam.io](https://www.gleam.io)
- ❖ Goodreads Giveaways:  
[goodreads.com/giveaway](https://www.goodreads.com/giveaway)
- ❖ LibraryThing: [librarything.com](https://www.librarything.com)
- ❖ Shelfari: [shelfari.com](https://www.shelfari.com)
- ❖ BookLikes: [booklikes.com](https://www.booklikes.com)



## Ebooks and Audio Books

- ❖ Amazon Kindle: [KDP.Amazon.com](https://www.KDP.Amazon.com)
- ❖ Barnes and Noble Nook: [NookPress.com](https://www.NookPress.com)
- ❖ Apple iBookstore: [itunes.com/sellyourbooks](https://www.itunes.com/sellyourbooks)
- ❖ Kobo Books: [writinglife.kobobooks.com](https://www.writinglife.kobobooks.com)
- ❖ Google Play: [play.google.com/books/publish/](https://play.google.com/books/publish/)
- ❖ Smashwords: [smashwords.com](https://www.smashwords.com)
- ❖ Audiobook Creation Exchange: [acx.com](https://www.acx.com)
- ❖ Findaway Voices: [findaway.com/findaway-voices](https://www.findaway.com/findaway-voices)
- ❖ Book Funnel (distribute your ebook to beta readers): <http://bookfunnel.com>
- ❖ Audible (largest ebook retailer): [audible.com](https://www.audible.com)

## E-mail Marketing

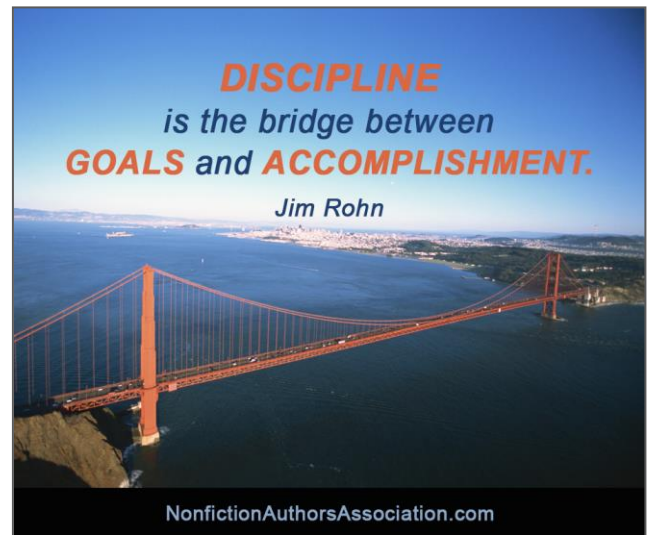
- ❖ Constant Contact: [constantcontact.com](http://constantcontact.com)
- ❖ AWeber: [aweber.com](http://aweber.com)
- ❖ Mail Chimp: [mailchimp.com](http://mailchimp.com)
- ❖ Gmail (switch to this if you still have AOL, Hotmail or Yahoo Mail): [google.com/gmail](http://google.com/gmail)

## Event Registration Management

- ❖ EventBrite: [eventbrite.com](http://eventbrite.com)
- ❖ Evite: [evite.com](http://evite.com)
- ❖ Meetup: [meetup.com](http://meetup.com)

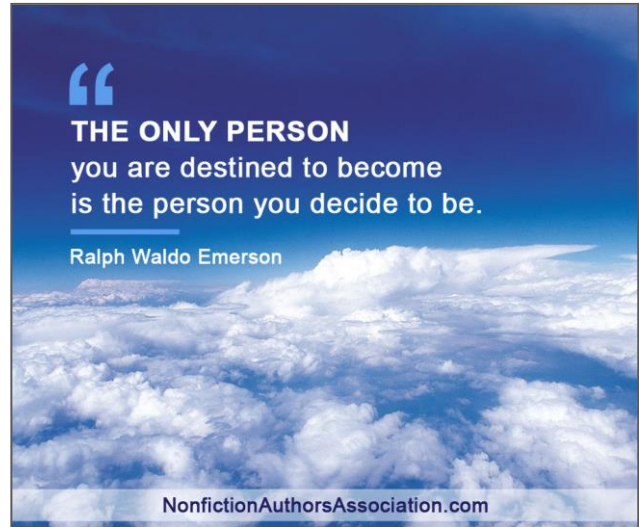
## Freelancers

- ❖ Upwork (formerly Elance): [upwork.com](http://upwork.com)
- ❖ 99 Designs: [99designs.com](http://99designs.com)
- ❖ Fiverr: [fiverr.com](http://fiverr.com)
- ❖ Freelancer: [freelancer.com](http://freelancer.com)
- ❖ Envato: [envato.com](http://envato.com)
- ❖ Reedsy: [reedsy.com](http://reedsy.com)
- ❖ Writers Boon: [writersboon.com](http://writersboon.com)



## Graphic Design

- ❖ Canva: [canva.com](https://www.canva.com)
- ❖ Designrr: [go.designrr.io](https://go.designrr.io)
- ❖ Fiverr: [fiverr.com/](https://www.fiverr.com/)
- ❖ Upwork: [upwork.com](https://www.upwork.com)
- ❖ 99Designs: [99designs.com](https://www.99designs.com)
- ❖ Stock Layouts (pre-designed templates):  
[stocklayouts.com](https://www.stocklayouts.com)



## Market Research:

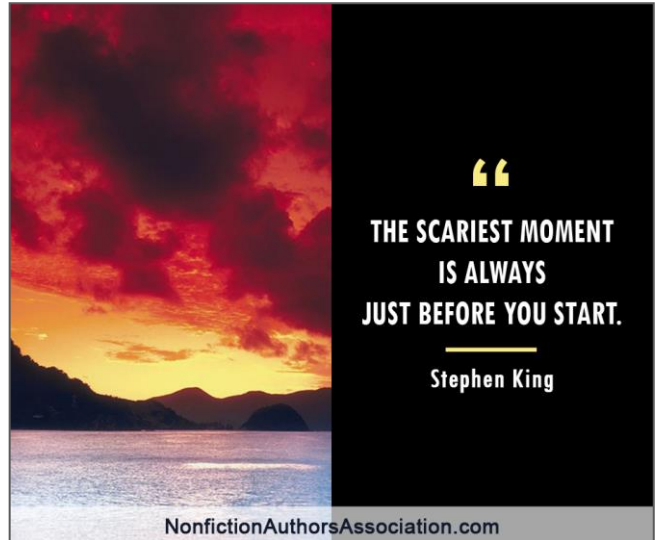
- ❖ Trendwatching: [Trendwatching.com](https://www.trendwatching.com)
- ❖ Market Research Reports: [marketresearch.com](https://www.marketresearch.com)
- ❖ Buzzsumo (content trends): [app.buzzsumo.com](https://app.buzzsumo.com)
- ❖ Google Trends: [google.com/trends/](https://www.google.com/trends/)
- ❖ Scrip (hire researchers): [scrip.org](https://www.scrip.org)

## Online Course Tools

- ❖ Kajabi: [kajabi.com](https://www.kajabi.com)
- ❖ Lynda: [lynda.com](https://www.lynda.com)
- ❖ Udemy: [udemy.com](https://www.udemy.com)
- ❖ Viddler: [viddler.com](https://www.viddler.com)
- ❖ Creative Live: [creativelive.com](https://www.creativelive.com)
- ❖ Teachable: [teachable.com](https://www.teachable.com)

## Payment Processing

- ❖ Paypal: [paypal.com](https://www.paypal.com)
- ❖ Square: [squareup.com](https://squareup.com)
- ❖ Google Checkout: [checkout.google.com](https://checkout.google.com)
- ❖ Amazon Payments:  
[payments.amazon.com](https://payments.amazon.com)
- ❖ Authorize: [authorize.net](https://authorize.net)



## Podcasting

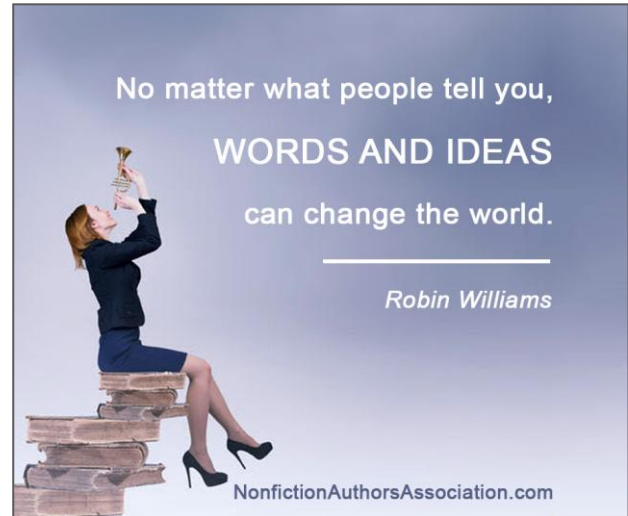
- ❖ Liberated Syndication: [libsyn.com](https://libsyn.com)
- ❖ Audacity (recording and editing): [audacityteam.org](https://audacityteam.org)
- ❖ Adobe Audition (audio editing): [adobe.com/audition](https://adobe.com/audition)
- ❖ Pamela for Skype (recording): [pamela.biz](https://pamela.biz)
- ❖ Garage Band (recording for Mac, pre-installed)
- ❖ Ecamm (recording for Mac): [ecamm.com/mac/callrecorder/](https://ecamm.com/mac/callrecorder/)
- ❖ iTunes: [apple.com/itunes/podcasts](https://apple.com/itunes/podcasts)
- ❖ Stitcher (podcast directory for Android phones): [stitcher.com/content-providers](https://stitcher.com/content-providers)
- ❖ Microphones: Audio Technica, Blue Yeti, Heil, Pop Filter (to filter sound)

## Printing and Promotional Products

- ❖ PS Print: [PSPrint.com](https://PSPrint.com)
- ❖ Vistaprint: [vistaprint.com](https://vistaprint.com)
- ❖ iPrint: [iprint.com](https://iprint.com)
- ❖ Next Day Flyers: [nextdayflyers.com](https://nextdayflyers.com)
- ❖ 4 Imprint: [4imprint.com](https://4imprint.com)
- ❖ Affordable Buttons: [affordablebuttons.com](https://affordablebuttons.com)

## Professional Speaking

- ❖ Prezi (presentation software alternative to PowerPoint): [prezi.com](http://prezi.com)
- ❖ National Speakers Association (NSA): [nsaspeaker.org](http://nsaspeaker.org)
- ❖ Toastmasters: [Toastmasters.org](http://Toastmasters.org)
- ❖ American Society for Training and Development: [astd.org](http://astd.org)
- ❖ American Seminar Leaders Association: [asla.com](http://asla.com)
- ❖ Speaker Net News (newsletter): [SpeakerNetNews.com](http://SpeakerNetNews.com)
- ❖ Slideshare: [slideshare.net](http://slideshare.net)



## Publicity

- ❖ Help a Reporter: [helpareporter.com](http://helpareporter.com)
- ❖ Cision's Media Database (formerly Bacon's): [us.cision.com/index.asp](http://us.cision.com/index.asp)
- ❖ Gebbie Press (media databases): [gebbiepress.com](http://gebbiepress.com)
- ❖ Muck Rack (find media sources on Twitter): [muckrack.com](http://muckrack.com)
- ❖ Newspapers (free directory): [newspapers.com](http://newspapers.com)
- ❖ PR Web (press releases): [PRWeb.com](http://PRWeb.com)
- ❖ Profnet (directory of experts): [prnewswire.com/profnet](http://prnewswire.com/profnet)



## **Publishing**

- ❖ Editorial Freelancers Association: [the-efa.org](http://the-efa.org)
- ❖ Association of Ghostwriters [associationofghostwriters.org](http://associationofghostwriters.org)
- ❖ American Society for Professional Indexing: [asindexing.org](http://asindexing.org)
- ❖ My Identifiers (ISBNs and Barcodes): [myidentifiers.com](http://myidentifiers.com)
- ❖ Canada ISBN registration: [bac-lac.gc.ca/eng/services/isbn-canada/Pages/isbn-canada.aspx](http://bac-lac.gc.ca/eng/services/isbn-canada/Pages/isbn-canada.aspx)
- ❖ Library of Congress Control Number: [loc.gov/publish](http://loc.gov/publish)
- ❖ Copyright Office (official, register your manuscript here): [copyright.gov](http://copyright.gov)
- ❖ Fonts for Sale/Download: [fontshop.com](http://fontshop.com) and [myfonts.com](http://myfonts.com)

## **Publishing Law: Attorneys**

- ❖ Denise Gibbon: [AbovetheDottedLine.com](http://AbovetheDottedLine.com)
- ❖ Jonathan Kirsch: [jonathankirsch.com](http://jonathankirsch.com)
- ❖ Dana Newman: [about.me/dananewman](http://about.me/dananewman)
- ❖ No Lo (legal contracts): [nolo.com](http://nolo.com)

## **Publishing: Book Distributors**

- ❖ Ingram Content Group, Inc. (world's largest book distributor): [IngramContent.com](http://IngramContent.com)
- ❖ Independent Publishers Group (IPG): [ipgbook.com](http://ipgbook.com)
- ❖ Baker & Taylor (largest supplier of books to libraries): [Baker-Taylor.com](http://Baker-Taylor.com)
- ❖ Publishers Group West (largest distributor of independent titles in the U.S.): [pgw.com](http://pgw.com)
- ❖ BCH Fulfillment & Distribution (for small presses): [Bookch.com](http://Bookch.com)
- ❖ List of Book Distributors: [nonfictionauthorsassociation.com/list-of-book-distributors-and-wholesalers](http://nonfictionauthorsassociation.com/list-of-book-distributors-and-wholesalers)



## Publishing: Book Distributors—Library

### Market

- ❖ Overdrive: [Overdrive.com](https://www.overdrive.com)
- ❖ ProQuest: [proquest.com](https://www.proquest.com)
- ❖ Bibliotheca: [bibliotheca.com](https://www.bibliotheca.com)

## Publishing: Book Printers

- ❖ IngramSpark: [ingramspark.com](https://www.ingramspark.com)
- ❖ Lightning Source (for publishers with multiple titles): [lightningsource.com](https://www.lightningsource.com)
- ❖ BookMasters AKA Baker & Taylor Publisher Services: [bookmasters.com](https://www.bookmasters.com)
- ❖ Full List of Book Printers: [nonfictionauthorsassociation.com/list-of-book-printers-in-the-united-states-states-international](https://www.nonfictionauthorsassociation.com/list-of-book-printers-in-the-united-states-states-international)



## Publishing: Literary Agents

- ❖ The Association of Authors Representatives: [aar-online.org](https://www.aar-online.org)
- ❖ Publisher's Marketplace: [publishersmarketplace.com](https://www.publishersmarketplace.com)
- ❖ Writers Market: [writersmarket.com/cms/open/agent](https://www.writersmarket.com/cms/open/agent)

## Royalty-Free Images

- ❖ iStock Photo: [istockphoto.com](https://www.istockphoto.com)
- ❖ 123RF: [123rf.com](https://www.123rf.com)
- ❖ Clipart: [clipart.com](https://www.clipart.com)
- ❖ Flickr: [flickr.com/creativecommons](https://www.flickr.com/creativecommons)
- ❖ Pixabay: [pixabay.com](https://www.pixabay.com)

## Royalty-Free Music

- ❖ Pond 5: [pond5.com](http://pond5.com)
- ❖ Music Bakery: [musicbakery.com](http://musicbakery.com)

## Screen Capture

- ❖ Snagit: [snagit.com](http://snagit.com)
- ❖ Screenflow (for Mac):  
[telestream.net/screenflow/](http://telestream.net/screenflow/)
- ❖ Camtasia: [camtasia.com](http://camtasia.com)



## Shipping

- ❖ United States Postal Service: [usps.com](http://usps.com)
- ❖ Stamps.com (print your own postage): [stamps.com](http://stamps.com)
- ❖ USPS Postage Calculator: [postcalc.usps.com](http://postcalc.usps.com)
- ❖ Pitney Bowes: [pitneybowes.com](http://pitneybowes.com)
- ❖ Uline (supplies): [uline.com](http://uline.com)

## Shopping Carts

- ❖ E-Junkie: [e-junkie.com](http://e-junkie.com)
- ❖ 1ShoppingCart: [1shoppingcart.com](http://1shoppingcart.com)
- ❖ Payloadz: [payloadz.com](http://payloadz.com)
- ❖ Infusionsoft: [infusionsoft.com](http://infusionsoft.com)
- ❖ Gumroad: [gumroad.com](http://gumroad.com)

## Social Media Tools

- ❖ Tweetdeck: [tweetdeck.com](https://tweetdeck.com)
- ❖ Hootsuite: [hootsuite.com](https://hootsuite.com)
- ❖ Buffer: [buffer.com](https://buffer.com)
- ❖ Pay with a Tweet: [paywithatweet.com](https://paywithatweet.com)
- ❖ Sponsored Tweets: [sponsoredtweets.com](https://sponsoredtweets.com)
- ❖ Convert personal Facebook page to business page:  
[facebook.com/pages/create.php?migrate](https://facebook.com/pages/create.php?migrate)
- ❖ Bitly (link shortener): [bit.ly](https://bit.ly)



## Software and Technology Tools

- ❖ CNET (free software downloads): [download.cnet.com/windows/](https://download.cnet.com/windows/)
- ❖ Journey Ed (discounted software for students): [journeyed.com](https://journeyed.com)
- ❖ Carbonite (online backup—essential!): [carbonite.com](https://carbonite.com)
- ❖ Dropbox: [dropbox.com](https://dropbox.com)
- ❖ Dragon Naturally Speaking (recording transcription software): [nuance.com/dragon](https://nuance.com/dragon)

## Teleseminars and Webinars

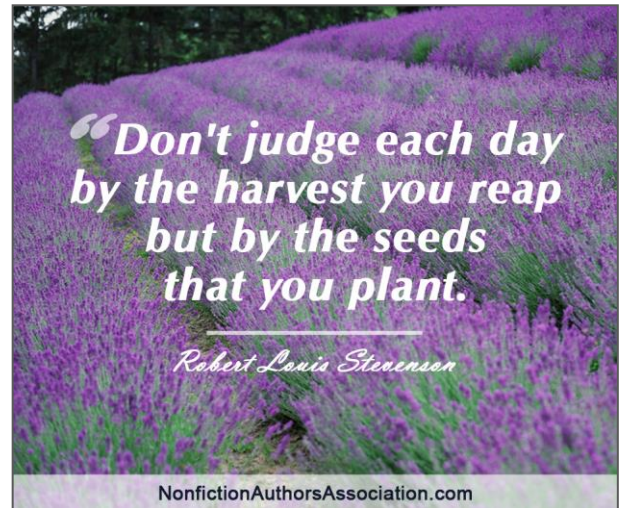
- ❖ Zoom: [Zoom.us](https://Zoom.us)
- ❖ Go to Meeting: [gotomeeting.com](https://gotomeeting.com)
- ❖ Google Hangouts: [hangouts.google.com](https://hangouts.google.com)
- ❖ Stealth Webinar: [stealthseminar.com](https://stealthseminar.com)
- ❖ Audio Acrobat: [audioacrobat.com](https://audioacrobat.com)
- ❖ Instant Teleseminar: [instantteleseminar.com](https://instantteleseminar.com)
- ❖ Free Conference: [freeconference.com](https://freeconference.com)
- ❖ Skype Recording: [pamela.biz/en](https://pamela.biz/en)

## Video Sharing

- ❖ YouTube: [youtube.com](https://www.youtube.com)
- ❖ Vimeo: [vimeo.com](https://www.vimeo.com)
- ❖ Periscope: [periscope.tv](https://www.periscope.tv)
- ❖ Blab: [blab.im](https://www.blab.im)
- ❖ InVidz: [invidz.com](https://www.invidz.com)

## Virtual Assistants

- ❖ Authors Assistants: [authorsassistants.com](https://www.authorsassistants.com)
- ❖ Assist U: [assistu.com](https://www.assistu.com)
- ❖ International Virtual Assistants Association: [ivaa.org](https://www.ivaa.org)



## Website Hosting and Domains

- ❖ ServInt: [servint.com](https://www.servint.com)
- ❖ GoDaddy: [godaddy.com](https://www.godaddy.com)
- ❖ Network Solutions: [networksolutions.com](https://www.networksolutions.com)
- ❖ Blue Host: [bluehost.com](https://www.bluehost.com)

## Website Tools

- ❖ Lead Pages (landing pages): [leadpages.net](https://www.leadpages.net)
- ❖ Unbounce (landing pages, pop-ups): [unbounce.com](https://www.unbounce.com)
- ❖ Google Analytics (traffic monitoring): [analytics.google.com](https://analytics.google.com)
- ❖ Clicky (real-time site analytics): [clicky.com](https://www.clicky.com)
- ❖ Button Factory (create website buttons): [dabuttonfactory.com](https://www.dabuttonfactory.com)
- ❖ W3 Schools (HTML tutorial and tags): [w3schools.com/html/default.asp](https://www.w3schools.com/html/default.asp)
- ❖ Google Keyword Planner: [adwords.google.com/home/tools/keyword-planner](https://adwords.google.com/home/tools/keyword-planner)
- ❖ Feedburner (blog feed): [feedburner.google.com](https://www.feedburner.google.com)

## WordPress Templates

- ❖ Theme Forest: [themeforest.net](http://themeforest.net)
- ❖ Elegant Themes: [elegantthemes.com](http://elegantthemes.com)
- ❖ Template Monster: [templatemonster.com](http://templatemonster.com)
- ❖ A Themes: [athemes.com](http://athemes.com)

## Writing Tools

- ❖ Citation Machine (locate citations):  
[www.citationmachine.net](http://www.citationmachine.net)
- ❖ Endnotes (tips for formatting): [ehow.com/how/5180669/format-endnotes-properly.html](http://ehow.com/how/5180669/format-endnotes-properly.html)
- ❖ Pro Writing Aid (editing tool): [prowritingaid](http://prowritingaid.com)
- ❖ Grammarly: [grammarly.com](http://grammarly.com)
- ❖ Thesaurus: [thesaurus.com](http://thesaurus.com)
- ❖ Dictionary: [dictionary.com](http://dictionary.com)



## Writers' Groups and Conferences

- ❖ Nonfiction Authors Association: [nonfictionauthorsassociation.com](http://nonfictionauthorsassociation.com)
- ❖ Independent Book Publishers Association: [ibpa-online.org](http://ibpa-online.org)
- ❖ Nonfiction Writers Conference: [NonfictionWritersConference.com](http://NonfictionWritersConference.com)
- ❖ Shaw Guides (list of writer's conferences): [writing.shawguides.com/](http://writing.shawguides.com/)
- ❖ Pub U: [ibpa-online.org/events/event\\_list.asp](http://ibpa-online.org/events/event_list.asp)
- ❖ San Francisco Writers Conference: [sfwriters.org](http://sfwriters.org)
- ❖ San Francisco Writing for Change: [sfwritingforchange.org](http://sfwritingforchange.org)



## Miscellaneous Tools

- ❖ Grammarly (spelling & grammar check): [grammarly.com](https://www.grammarly.com)
- ❖ Gravatar (get your photo posted alongside comments): [en.gravatar.com](https://en.gravatar.com)
- ❖ Survey Monkey: [surveymonkey.com](https://www.surveymonkey.com)
- ❖ Talkwalker (alternative to Google Alerts): [talkwalker.com/alerts](https://www.talkwalker.com/alerts)
- ❖ **Additional resources, including recommended service providers:**  
[nonfictionauthorsassociation.com/recommended-resources](https://nonfictionauthorsassociation.com/recommended-resources)

**If you like this report, you'll love  
the Nonfiction Authors Association!**

## Member benefits include:

- ❖ Weekly educational [teleseminars](#) and past event recordings
- ❖ Exclusive content added weekly (Templates, Checklists, Worksheets)
- ❖ Access to our active members-only forums on Facebook and LinkedIn
- ❖ Marketing "Homework" (quick tips) sent weekly via email
- ❖ Complimentary admission to any NFAA [local chapter meeting](#) across the US and Canada
- ❖ Meet the Members program: Share your book announcements with our mailing list and get featured in our blog and social media reaching over 100k people
- ❖ Discounts with NFAA partners: IngramSpark, Office Depot, PR Newswire, ProfNet, and Gebbie Press
- ❖ Discounted registration for the [Nonfiction Book Awards](#), [Nonfiction Writers Conference](#), [online courses](#) and our exclusive Author Toolkits



**Join the Nonfiction Authors Association!**  
<https://NonfictionAuthorsAssociation.com/join>