

Resources for Authors

Disclosure: Some links in this document or on sites linked to from this document are affiliate links. At no additional cost to you, I may earn a small commission if you decide to purchase one of the products or services there. Please understand that everything below was chosen because I find them beneficial. Use your own judgment before purchasing.

# Websites:

[The Book Designer, Joel Friedlander](https://writersweekly.com/)

[Writer’s Weekly](https://writersweekly.com/)

[Self-Publishing](https://selfpublishing.com/)

# Facebook Groups:

[Page by Page Group Coaching for Writers](https://www.facebook.com/groups/284939625467416)

[Curiouser Author Network](https://www.facebook.com/groups/CuriouserAuthorNetwork)

[Self-Publishing Success](https://www.facebook.com/selfpublishsuccess)

# Books:

I have more than 80 books I recommend. Here is my list of [recommended books](https://www.harshmanservices.com/recommended-books-for-authors-speakers-more/).

# Writing Tools or Services

### [Microsoft Word](https://www.microsoft.com/en-us/microsoft-365/p/word/cfq7ttc0k7c7?=&ef_id=EAIaIQobChMI9djS24-X6wIVycDACh1xLQAZEAAYASAAEgLHs_D_BwE%3aG%3as&OCID=AID2100139_SEM_mWw6b2Ll&MarinID=smWw6b2Ll%7c430675149571%7cmicrosoft+word%7ce%7cc%7c%7c95486830063%7ckwd-10582150&lnkd=Google_O365SMB_App&gclid=EAIaIQobChMI9djS24-X6wIVycDACh1xLQAZEAAYASAAEgLHs_D_BwE&activetab=pivot%3aoverviewtab)

Word is great for writing, and editors prefer to work in it. So, if you use another tool, such as Scrivener, be sure to convert to MS Word before you send it off for editing.

### [Scrivener For PC](https://www.literatureandlatte.com/scrivener/overview)

This is a tool that lets you organize your book more easily and effectively. A lot of authors swear by it.

### [Dropbox](https://db.tt/QxS8SCMZeY)

This mobile cloud service gives you an ample amount of files storage for free. If you don’t have your work stored on a mobile cloud like Dropbox, you could lose all of your hard work if anything goes wrong with your computer, and that is a nightmare you want to avoid. I store all of my files there: website backups, photos, the books I edit—basically my entire business. The free allotment is usually enough space for authors to keep their manuscripts safe. If you need more, you can always purchase extra space.

# Email Service and Optin Tools

Whether you write fiction or nonfiction, you need to build a subscriber list, and you need an email service called an autoresponder for it.

### [AWeber](http://www.aweber.com/easy-email.htm?id=481509)

My favorite email service is AWeber. At just $24/mo now, it is also user-friendly and reliable. Start building a list and emailing your subscribers long before your book is finished. Interact with them, ask their opinion on things, etc. This will help you to get buy-in, too, which will come in handy when it's time to sell your book. You need to get people to sign up for your email list. You can use an AWeber form on your site. If you use AWeber as your email-sending service, it's a no brainer.

### [OptinMonster](https://optinmonster.com/)

You could also use OptinMonster (or SumoMe) in addition to that form. OptinMonster has A/B testing, which you can use to figure out what is most effective.

### [SumoMe](https://sumo.com/about)

SumoMe has a free and paid option.

# Website/Platform Creation

Having your own website is crucial for establishing an author platform. You need a place for your website to sit, and that place is called a web host or a hosting provider.

### [Dreamhost](https://www.dreamhost.com/r.cgi?417080)

Dreamhost with a one-click install is all you need. Make that one-click install WordPress, and you're up and running within an hour.

### Site Build It!

Commonly called SBI!, this tool not only lets you build a website, but it serves as your webhost as well. It has an amazing set of tools in addition to site-building tools, too.

[SBI! for regular websites](http://www.sitesell.com/Jennifer360.html)

[SBI! for WordPress sites](http://sbiwp.sitesell.com/Jennifer360.html)

# Keyword Research and Category Selection

Like it or not, Kindle Keyword and Category selection are some of the most important parts to publishing your book. Simple choices and tweaks can result in hundreds of additional visitors, which equates to more sales. The following tools are exactly what I use to make sure my books are optimized for success.

### [Publisher Rocket](https://publisherrocket.com/)

This is one great piece of software. It helps you validate your book ideas, gives you profitable keywords to help your books get discovered, and saves you massive amounts of time.

# Editing Tools and Service Providers

While there is no substitute for a real editor who knows what they're doing, there are some tools that can help you get your book ready for that editor.

## Tools

### [Editorium File Cleaner](http://www.editorium.com/14845.htm) This Word add-in is like Find and Replace on steroids. It runs macros, and you can choose which ones you want it to run. It saves me a few hours per book.

### [PerfectIt](https://intelligentediting.com/) A consistency checker, this Word add-in helps you make sure you spelled something the same way every time, as well as running dozens of other tests. It saves me about eight hours per book.

### [ProWriting Aid](https://prowritingaid.com/) Better than Grammarly, but you’ll still have to be careful accepting its suggestions.

### [Hemingway App](http://www.hemingwayapp.com/) This is great for making your manuscript easier to read. It helps you break long sentences into shorter and punchier sentences, identify adverbs, passive voice, and other things. Make your writing stronger.

## Professional Editors

Because we at Harshman Services recruit all of the best editors we meet, we don’t refer out for editing. We have a pool of excellent editors for you to choose from. Contact Info@HarshmanServices.com for more information.

# Formatting Tools or Services

Formatting is one of the most undervalued aspects to self-publishing. Many first-time authors just take their word document and crank it through the Amazon mobi generator. Sometimes that works, but if your book has images or other technical aspects, you need something better.

## DIY Tools

### [Calibre](https://calibre-ebook.com/)

### [Sigil](https://sigil-ebook.com/)

### [InDesign](https://www.adobe.com/products/indesign.html?sdid=KKQLR&mv=search&ef_id=EAIaIQobChMIvY_xl4GX6wIViLzACh05JgrtEAAYASAAEgJnMfD_BwE:G:s&s_kwcid=AL!3085!3!442365417839!e!!g!!indesign&gclid=EAIaIQobChMIvY_xl4GX6wIViLzACh05JgrtEAAYASAAEgJnMfD_BwE)

### [Designrr](https://go.designrr.io/sp2-adw-6detail?gclid=EAIaIQobChMIorTFpYGX6wIVSr3ACh35eAWyEAAYASAAEgKE-_D_BwE&wickedid=354520670879&wickedkeyword=designrr&wickedplacement=&wickedsource=google&wtm_campaign=2021020488&wtm_content=77188964128&wtm_term=designrr)

### [Jutoh](http://www.jutoh.com/)

## Professionals

### [Free Agent Press](https://freeagentpress.com/)

### [Harshman Services](http://www.harshmanservices.com)

# Book Cover Tools or Services

People deny it, but they definitely judge a book by its cover. Here are tools to create great book covers. Use Amazon's template, and make sure the cover fits that template, especially the spine and the bleed (if applicable).

## DIY Options

### [Canva](https://www.canva.com/)

### [InDesign](https://www.adobe.com/products/indesign.html?sdid=KKQLR&mv=search&ef_id=EAIaIQobChMIvY_xl4GX6wIViLzACh05JgrtEAAYASAAEgJnMfD_BwE:G:s&s_kwcid=AL!3085!3!442365417839!e!!g!!indesign&gclid=EAIaIQobChMIvY_xl4GX6wIViLzACh05JgrtEAAYASAAEgJnMfD_BwE)

### [Affinity Publisher](https://affinity.serif.com/en-us/publisher/)

### [3D BoxShot Maker](http://www.bosseye.com/boxshot/index.htm)

## Professionals

### [Derek Murphy](https://www.creativindie.com/)

Derek is one of the best in budget book cover design. He is transitioning out of it but has an amazing amount of helpful information to share.

### [James Woosley](https://freeagentpress.com/)

James specializes in nonfiction book covers.

### [Scott Cuzzo](http://www.scottcuzzo.com/)

Scott does both nonfiction and fiction book covers.

If you hire one of those gentlemen, please let them know Jennifer Harshman sent you.

# Publishing Platforms

### [Draft2Digital](https://www.draft2digital.com/)

### [Smashwords](https://www.smashwords.com/)

### [IngramSpark](https://www.ingramspark.com/)

### [Lulu](https://www.lulu.com/)

### [Amazon](https://kdp.amazon.com/en_US/)