

MYTHS & REALITIES of SELF-PUBLISHING

by ANITHA KRISHNAN

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LIST of RESOURCES to HELP YOU in YOUR WRITING and SELF-PUBLISHING JOURNEYS

ON the CRAFT of WRITING

1. Brian Henry

<http://quick-brown-fox-canada.blogspot.com/p/brians-schedule.html>

Toronto-based editor and creative writing instructor. His craft workshops are all the input you need to write good fiction.

2. The Daily Journal by prolific author Harvey Stanbrough

<https://hestanbrough.com/>

Author with almost 100 novels and 200+ short stories. Blogs daily on his website about the writing life, ardent practitioner of writing without an outline, and discusses craft tips. Very passionate about writing fiction and runs free challenges for writers.

3. Brandon Sanderson's Creative Writing Lectures delivered in 2020 at Brigham-Young University.

https://www.youtube.com/watch?v=0cf-qdZ7GbA&list=PLSH_xM-KC3Zv-79sVZTTj-YA6IAqh8qeQ

Or search for '2020 Creative Writing Lectures at BYU' and the playlist will show up. Focused heavily on speculative fiction, but many elements apply to fiction in general.

4. Kristine Kathryn Rusch

<https://kriswrites.com/>

Career author publishes a short story every Monday on her website. The story is free to read for one week only. She writes in multiple genres and her tales are entertaining and make for a good study in short fiction.

5. Dean Wesley Smith

<https://deanwesleymsmith.com/>

Career author with an unusual take on the business aspects of being an indie author. Proponent of writing into the dark, also offers courses and workshops on craft and business. Offers 50% discount occasionally, so keep an eye out for those.

ON the MARKETING & BUSINESS SIDE of PUBLISHING

1. The Creative Penn

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

Author and long-time podcaster, Joanna Penn, runs a weekly podcast interviewing other authors on various topics ranging from craft to growing a publishing business. Very AI-positive, and a great example of slow, long-term growth sustained over 15+ years.

2. Author Russell Nohelty's Substack channel

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

Focuses on the mindset required for marketing; most advice pertains to authors with larger backlists, but his insights help authors approach marketing with a positive and open mindset.

3. The Self-Publishing Advice Centre of the Alliance of Independent Authors (ALLi)

<https://selfpublishingadvice.org/>

<https://www.allianceindependentauthors.org/>

4. The Self Publishing Show Podcast from Mark Dawson's Self Publishing Formula

<https://selfpublishingformula.com/spf-podcast/>

5. David Gaughran

<https://davidgaughran.com/>

Used to be a very useful resource. Has useful posts such as list of free and paid promotion sites. His website is more dormant now although he updates this list once a year.

USEFUL TOOLS and APPS

1. For group promos to build your newsletter

BookFunnel

<https://bookfunnel.com/>

They also offer many videos on topics related to BookFunnel and marketing for authors in general. <https://bookfunnel.com/videos/>

StoryOrigin

<https://storyoriginapp.com/>

2. For formatting your manuscript

Vellum — was designed to work only on Mac OS

<https://vellum.pub/>

Atticus — cheaper, Windows-friendly alternative to Vellum
<https://www.atticus.io/>

Reedsy Studio — Free!
<https://reedsy.com/studio>

ON PRODUCTIVITY AND MINDSET

Note: The resources below are best utilized once you've written a few books and are able to identify your writing patterns, because they do require you to look back and introspect what has worked for you and what hasn't in the past.

1. Better Faster Academy by Becca Syme

<https://betterfasteracademy.com/>

Uses Clifton Strengths to coach authors and help them identify their individual strengths and how to approach writing in a way that works best for each individual.

2. FFS Media by Claire Taylor

<https://www.ffs.media/>

Uses Enneagram to help authors better understand what fears and motivations drive them to write.

3. HeartBreathings YouTube channel by Sarra Cannon

<https://www.youtube.com/@HeartBreathings>

Author Sarra Cannon posts videos and runs courses on productivity and planning your writing and marketing schedule and overall author career.

<https://heartbreathings.com/heart-breathings-writing-community/>

Her Heart Breathings writing community hosts several writing sprints throughout the week hosted by volunteer authors.

CONFERENCES

Toronto Indie Author Conference

<https://torontoindieauthorcon.com/>

There are many more conferences elsewhere in Canada and in the US — Author Nation, InkersCon, Publishing Mastermind etc. — but the Toronto Indie Author Conference is a good place to start for new authors.

ESTABLISHED LOCAL AUTHORS TO REACH OUT TO

1. Tao Wong

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

Toronto-based LitRPG author, spearheading the Toronto Indie Author Conference, has many down-to-earth business articles on his blog especially with useful tips for writers at the beginning stages of their author career.

2. Mark Leslie Lefevre

<https://markleslie.ca/>

Writes urban fantasy and non-fiction books for authors, headed up Kobo's team during its inception, works with Draft2Digital.

OTHER ONLINE GROUPS and COMMUNITIES

1. The Alliance of Independent Authors

<https://www.allianceindependentauthors.org/>

2. Wide for the Win

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

Focuses on selling wide, i.e., on many retailer platforms, as opposed to selling exclusively on Kindle Unlimited.

3. Kindlepreneur

<https://kindlepreneur.com/>

Publishing expert Dave Chesson (and creator of the writing/formatting software Atticus) shares advice and information on self-publishing.

4. 20Booksto50K FaceBook group

<https://www.facebook.com/groups/20Booksto50k/>

6. Indie Author Magazine

<https://indieauthormagazine.com/>

Interviews with authors, lots of tips and advice.

7. <https://writerbeware.blog/>

A useful site listing scams and educating indie authors on the various kinds of schemes and scammers prevalent in the industry.