

Your Author Business Plan Resources

PART 1: BUSINESS SUMMARY

- *Creating Your Author Brand* – Kristine Kathryn Rusch
- Interview with Kristine Kathryn Rusch on Author Branding:
www.TheCreativePenn.com/branding1
- Interview with Gail Carriger on Author Branding:
www.TheCreativePenn.com/gail
- Brand Manual example – www.TheCreativePenn.com/yourplan
- Publisher Rocket, an investigative tool for finding the best categories and keywords: www.TheCreativePenn.com/rocket
- Specific genre reports at K-lytics: www.TheCreativePenn.com/genre

PART 2: PRODUCTION

- How to make a boxset – www.TheCreativePenn.com/create-boxset
- How to make a workbook edition – www.TheCreativePenn.com/create-workbook
- How to make Large Print editions – www.TheCreativePenn.com/large-print
- How to use software like Vellum or ProWritingAid, how to build your own website, or find and work with editors and book cover designers –
www.TheCreativePenn.com/tools
- *Turn What You Know Into An Online Course*. You can find this and all my courses at www.TheCreativePenn.com/courses
- Reedsy, a marketplace for professional freelancers who work with authors
www.TheCreativePenn.com/reedsy
- *Successful Self-Publishing: How to Self-Publish and Market Your Book* – Joanna Penn
- Wide for the Win Facebook Group for specific tips on publishing and marketing beyond just Amazon

- *How Authors Sell Publishing Rights: Sell your Book to Film, TV, Translation, and Other Rights Buyers* – Orna Ross and Helen Sedwick
- *Closing the Deal on Your Terms: Agents, Contracts, and Other Considerations* – Kristine Kathryn Rusch
- *Rethinking the Writing Business* – Kristine Kathryn Rusch
- *Hollywood vs the Author* – edited by Stephen Jay Schwartz

PART 3: MARKETING

- My tutorial on website hosting, design, and email setup:
www.TheCreativePenn.com/authorwebsite
- Mini-course on *Content Marketing for Fiction*:
www.TheCreativePenn.com/learn
- ConvertKit, the email service I use and recommend:
www.TheCreativePenn.com/convert
- Tutorial on how to set up your email list with ConvertKit:
www.TheCreativePenn.com/setup-email-list/
- Free webinar on data protection rules, privacy policy and more:
www.TheCreativePenn.com/gdprhelp
- *Newsletter Ninja: How to Become an Author Mailing List Expert* – Tammi Labrecque
- *Rock-Solid Newsletter: How to Grow a Successful List of Devoted and Enthusiastic Readers* – Andrea Pearson
- *Do Open: How a Simple Email Newsletter Can Transform Your Business* – David Hieatt
- *Content Marketing for Fiction* – course by Joanna Penn
www.TheCreativePenn.com/courses
- *Master Content Marketing: A Simple Strategy To Cure The Blank Page Blues and Attract a Profitable Audience* – Pamela Wilson
- *Master Content Strategy: How to Maximise your Reach and Boost your Bottom Line Every Time You Hit Publish* – Pamela Wilson

- *Content 10X: More Content, Less Time, Maximum Results* – Amy Woods
- List of free and paid promotion sites: [Kindlepreneur.com/list-sites-](http://Kindlepreneur.com/list-sites-promote-free-amazon-books)

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- *Advertising for Authors* course by Mark Dawson:

www.TheCreativePenn.com/ads

- BookBub Insights blog: insights.bookbub.com
- *BookBub Ads Expert: A Marketing Guide to Author Discovery* – David

Gaughran

- *Ads for Authors Who Hate Math* – Chris Fox
- Printable calendar pages: www.calendarpedia.co.uk
- Social media scheduling: Buffer.com
- *Networking for Authors: How to Make Friends, Sell More Books, and*

Grow a Publishing Network from Scratch – Dan Parsons

- Interview on Networking for Authors with Dan Parsons –

www.TheCreativePenn.com/networking

PART 4: FINANCIALS

- List of recommended books and podcasts about money:

www.TheCreativePenn.com/moneybooks

- Financial management software: Xero.com