

RESOURCE & ACTIVITY GUIDE

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IUPHDOWNLOADS PAGE

We have a private page on the Indies United website, you can find it at: ww.indiesunited.net/iuphdownloads
Please bookmark this page since it contains a lot of helpful information that I keep updated monthly.

DOCUMENTS

Book Info Sheets – Author Info Sheets – Free/Cheap Advertising Sites – Daily Genre Posting Guide for FB – Facebook Promo Pages – Book Layout Examples – Book Sizing Guide – Title Transfer Addendum (if you had your physical book in Expanded Distribution on Amazon you'll need this to add your physical book to other sites) – Social Media for our Authors – If This, Then That (multi-media posting guide) – Review Tips & Tricks Guide (to help gather reviews from major reviewing agencies) – Author Promo Cheatsheet (quick guide to getting started promoting yourself) – IUPH Logo File

GRAPHICS

All the graphics I have created for individual books, authors, multi-book ads, videos, GIFs, and other advertising for IUPH. All graphics files are in zip files, so they will need to be extracted before you can open the files.

CALENDAR

I keep the calendar updated for all book launches, days IUPH will be closed, Festivals & Events we will be going to throughout the year.

OUTREACH PROGRAMS FOR LIBRARIES

Library Outreach

For any author who has signed for the Indies Author Project for library outreach. They are a publishing community that includes multiple curation partners (including Library Journal), all built to help libraries find the best indie books and share them with their patrons. After submitting to IAP, your book can be shared with patrons of participating libraries across your region. If your book is selected by their curation partners, it will also be available alongside other great indie reads in participating libraries across the U.S. and Canada. You can find them at: <https://indieauthorproject.librariesshare.com/indieauthor/>

DIRECT SALES ON OUR WEBSITE

Book Selfie

When signing up for their services, it comes with these advantages:

- We will start promoting the site nationally, and this will also include our authors and their books
- Authors can expand their reach to more readers from another platform to sell more books
- Our app is already an eReader for their eBooks where people will be buying from
- We will be turning on the audio-book functionality on our app, where authors can also sell their audio-books
- There are no ads on our site to promote other authors or books
- We do not push other authors when people are searching for their names
- We do not push other books when people are searching for their books
- Their names and books will also be listed on our app
- We will be interviewing our authors for our social media promotions
- The author interviews will permanently take place on our new website

There are no fees for using their service and it's easy to get set up with them. To get signed up go to: <https://bookselfie.com/self-publishing-author-products-for-members/> and if you have any problems, contact me and I can help you get it sorted.

AUTHOR TAKEOVER ON THE IUPH FACEBOOK PAGE

If you would be interested in doing an author takeover event on our FB page, just let me know. I recommend doing this on any Saturday we don't have a book launch, unless you want to tie in an author takeover with your Saturday book launch, we can also do this on a Wednesday for the same reason.



Image Icon for the Author Takeover

Generally it is an opportunity to talk to people about your book(s), writing style, set up ebook giveaways or offer other fun stuff to participants. It will be your show, so to speak, so you can decide what you'd like to do for it. Just give me a heads up on your plans.

I will add the original post that will be pinned to the top of the page for you to interact from. I will add any additional information and the time frame that you'll be doing the event to the blurb above the image and then you'll be free to do your thing from there. I will start advertising the event the week before and encourage you to do the same to get the word out.

NEWSLETTER

The monthly newsletter goes out every month on the 12th, unless there is a conflict of interest such as a book launch, in which case it will go out on either the day before or after, depending. You are welcome to submit anything that you think might interest our subscribers. Author interview links, book giveaways, blog tours, a special event you want to share, or anything that is author/book centric that you think will be of interest to people. The newsletter is a good way to get people to become invested in you, so don't hesitate to send me whatever exciting news you have to offer by the 10th of each month.

BOOK TRAILERS/BOOK READINGS

IUPH has a YouTube channel. So, if you have a book trailer you'd like to share or book readings, send me the video and I will add it to our channel. You can find our channel at:

https://www.youtube.com/channel/UCRr__42XvAmRFpsupFjYIGg

GOODREADS

I do my best to keep up with adding your book review widgets to our website, but it would be easier if you will let me know when your book goes live on GoodReads so I can generate the widget and get it added. Reviews are a great way to encourage people to buy your books, so I highly recommend you keep your GoodReads pages up-to-date and claim all your books through them.

FREE/DISCOUNT PAGES ON OUR WEBSITE

Whenever you are running a special on your books, be sure to let me know so I can add it to our Free or Discount pages on the website. I also advertise these pages so you don't want to miss out on any extra exposure you could get from having your book added to those pages.

INFINITE INDIES

Every year IUPH puts together an anthology that goes out in November. All submissions will need to be in by the end of August each year for inclusion. IUPH pays for all the ISBNs and takes care of the Library of Congress book submission and all proceeds go into the general advertising fund for everyone's benefit.

FREE NOVELLAS

Something new we started over the winter holidays is adding free direct downloads of novellas to people on the Free page and in the book catalog. I will be more than happy to create the download formats for your novella and get them added to the site. We currently have 4 books on the site that our authors have offered to readers, and I will add the beginning of the story in Indie Roundtable with links back to the site to download it. I will also create an individual page on the website for those novellas so people can see your other books and information. If your novella will only be available through our website, you will not need an ISBN. You will only need one if you decide to also offer it through another distributor, like D2D, Smashwords, Amazon, etc.

SNEAKPEEKS

If you would like to add a short sneak peek of your book to people on the website, I will be more than happy to add it as a PDF popup linked to your book image. If I formatted your book, all you need to do is let me know how many pages you'd like me to add, using the paperback page count. If you do your own formatting, just send me a PDF of section you'd like me to add and I will get it set up for you.

BOOK REVIEWS

As you all know, I heavily encourage each of you to read and review a book from a fellow author quarterly. Since ebooks are generally cheap, and it gives you a 'verified purchase' heading, I don't believe it too odious to purchase it before reviewing. **But**, you are also welcome to contact each other as ask for a copy of their book for review. Make sure that in addition to leaving a review wherever you purchased it, you also leave a review on GoodReads so it will show up on the review widget on our site.

SUNDAY READING CORNER

Every Sunday, either Jennie or Julia reviews and recommends books to people from our FB page. It is not always our authors, they are free to recommend any author they enjoy, but they do review and recommend quite a few of our books throughout the year. You can find their reviews on the Sunday Reading Corner on our webiste.

BOOK LAUNCHES

At the beginning of each month I start the launch for that month's book releases. The Sunday prior I will send out a zip file will all the created videos and images for the launch. It is also available for download on the www.indiesunited.net/iuphdownloads page. It takes little effort to post to your social media about a book launch and it's a pay it forward act, since each of you wants to have as much attention brought to your books when it's your turn to launch a book. You are free to mix & match text to images and change up the text and hashtags to create more individualized posts.

While I do heavily promote each book launch and run paid campaigns through a variety of sites, your individual participation helps generate more buzz about our books.

WHERE YOU CAN SUPERSCRIBE – FOLLOW – JOIN IUPH ON THE INTERNET

Facebook: <https://www.facebook.com/IndiesUnitedPublishing> OR @IndiesUnitedPublishing

Twitter: <https://twitter.com/IndiesUnitedPub> OR @IndiesUnitedPub

Instagram: <https://www.instagram.com/lisaorbanauthor/>

LinkedIn: www.linkedin.com/in/indies-united-publishing-house

Pinterest: <https://www.pinterest.com/indiesunited/>

YouTube: https://www.youtube.com/channel/UCRr__42XvAmRFpsupFjYIGg

TikTok: @IndiesUnited

HELPFUL RESOURCES AND LINKS

Radio/Podcast interviews

Radio Guest List is a good resource for finding radio and podcasts that are looking for people to interview. Each posting will let you know the name of the show, their reach, if there's a booking fee, and how to contact them. You can sign up for free or you can choose to upgrade and pay a small monthly fee for additional options, but I had good luck with the free option and books dozens of interviews using it.

<https://www.radioguestlist.com/how-to-promote-my-book-with-free-radio-interviews.html>

HARO

Help A Reporter Out is a free service that offers a large variety of options to offer content to newspapers, magazines and other publications. It is free to join and there's no other fees associated with it. They break it down into dozens of industry categories, and you are free to respond to anything you are qualified to offer commentary on. Using this service I have been featured in stories in Forbes, Parenting, The Penny Hoarder, Readers Digest and others. On occasion they list opportunities for tv and radio interviews as well. But if you are trying to get your name out there, this is a good resource for doing that.

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

Create 3D Book Images

This site is easy to use and is free.

<https://diybookcovers.com/3Dmockups/#tabBodyo>

GIF – Video Maker

Using this site you can create both GIFs and videos using images. It is free and easy to use.

<https://gifmaker.me/>

EPUB Validator

<https://www.ebookit.com/tools/bp/Bo/eBookIt/epub-validator>

Book Pricing for IngramSpark

<https://myaccount.ingramspark.com/Portal/Tools/PubCompCalculator>

KDP Print Book Layout Calculator

<https://kdp.amazon.com/cover-calculator>

Private Author Page on the IUPH website

<https://www.indiesunited.net/iuphdownloads>