

AUTHORS' REVOLUTION



B ALAN BOURGEOIS

AUTHORS REVOLUTION

WORKBOOK

B Alan Bourgeois

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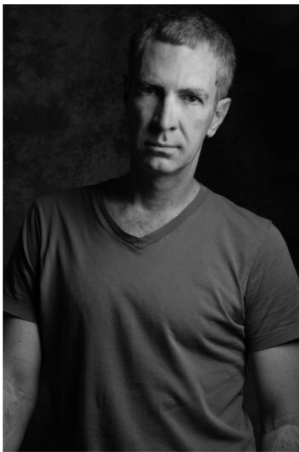
Introduction

Welcome to the Authors' Revolution Workbook. This workbook is the first edition of what will become a continuous transforming workbook to help Authors better understand the cost of being an Author in today's publishing world.

The initial workbook in the form of an eBook is free to anyone who attends one of my speaking engagements. Updates can be purchased through my website at <http://IndieLector.Store> and <http://BourgeoisMedia.com>.

We encourage Authors to submit information and updates to us so that we can continue to create a healthy and positive revolution that brings more financial security to each author who wants to earn their fair share from the works they have created. You may submit your comments and praise to us directly via email at BourgeoisMedia@outlook.com

Who is B Alan Bourgeois



B. Alan Bourgeois has been writing for 30 years in a wide variety of genres and styles. He has won numerous awards for short stories, books and for speaking during his career. All of this has led him to become one of the leading author advocates for Indie Authors since 2011. His work includes nonprofits and other organizations that have spotlighted Texas Authors and Indie Authors and moved them into the same category and recognition of traditionally published authors from New York, Chicago, and the West Coast.

Through the years he continues to create programs and events that have gained recognition across the country and in many cases are now being copied in local areas. Yet, as he will tell you, his greatest work is still to come with the publication of two books; ***Authors Revolution*** and ***I'm Crazy Great*** scheduled for release in 2019.

Through both of these books, he will show authors how to regain their control and financial wealth as writers, while also inspiring people from around the world to stay true to their dreams while helping others, even at their own cost. For more information about Alan and his various projects, please visit <http://BourgeoisMedia.com>

Founder & Director

Authors Marketing Guild, LLC

Texas Authors (Texas Association of Authors) & Indie Beacon (Indie Authors organization)

DEAR Indie/DEAR Texas (Nonprofits that get books into Title 1 Schools & Libraries)

Texas Authors Institute of History (A museum that supports Texas Authors)

Indie Lector Store (First Online Bookstore Dedicated ONLY to Indie Authors)

Authors Revolution

Contents

What forms are publishing are available for authors?	
Traditional	4
Hybrid	6
Self	8
What Does it take to get a Book Published?	8
What is the Cost of Selling Your Books?	12
What are the Hidden Costs of Being an Author?	14
It's Published Now What?	16
Distribution	18
You Know the Cost, Now What?	20
How to Do a Pre-Order Campaign	22
Author Errors	26
Education	28
The Future of Books	30
The Hidden Cost of Being an Author	32
Worksheets	34-39
The following pages contain business and organizations with products and tools to help you get published and market your book.	40-107
Writers Community	
Authors Community	
Book Reviewers	
Book Contests	
Book Festivals	
Marketing Support	
Social Media Graphics	
Social Media Posting Programs	
Free Marketing Tools	
Paid Marketing Tools	
Bookstore Options	
Radio & TV Shows	
Supporting Nonprofits	
Publishing Options	
Audio Book Options	
Film Options	
Stay Away From Companies	
Note Pages	
About the Author & His Books	117-120

What forms of Publishing are Available to Authors?

Traditional

Hybrid

Self

Traditional—You send in a manuscript to a publishing company, they review it and let you know if you are accepted to be published by them. This can take from 3 months to 1 year.

Positives

- They cover all expenses.
- They assist in marketing & promotion
- They handle all distribution

Negatives

- You get a smaller royalty percentage
- Small Press Royalty is 8-12%
- Large Press Royalty is 6-10%
- You often have no or very little say in your book cover design
- You are Required to Market Your Book
- You may be required to do more edits to your manuscript
- You get a 6 week to 6-month window of their attention
- The Success or Failure of Your Book is in your hands

Authors Revolution

Hybrid—You send in a manuscript to a publishing company. They review it and determine if it fits within their program. If so, then you select what services you want to use, and they will publish the book. This may take 3 months to 1 Year.

Positives

They have services that can be of value to you in creating your book:

Editing

Cover Design

PR/Marketing

They select books based on their proven track record, which gives you an advantage.

They handle all distribution

You get a larger royalty percentage.

Negatives

They take a Distribution Charge

You are Required to Market Your Book

Their fees are not the lowest available

You have their attention for as long as the book is selling, or you are paying for services.

Authors Revolution

Self—You determine all factors related to getting the book published. How long it takes to get the book done depends on you and the assets you hire to assist you through the process.

Positives

- You have Complete Control over the manuscript and sales
- You have total control over your cover design
- You could make More Money
- The Success or Failure of Your Book is in your hands

Negatives

- You Pay for Everything
- You Create Distribution Channels
- You Are Responsible for ALL Marketing & PR

Authors Revolution

What Does it take to get a Book Published?

Pre-Publication

- Manuscript
- Editing
- Proof Reading
- Research
- Sales Pitch/Synopsis
- Cover Design
- Layout Design
- Printing

Publication

- Printing
- Distribution
- Marketing

What is the Cost of Selling Your Books?

Based on the Texas Authors annual survey for 2018

Avg Number of books sold per year by Texas Authors is **587**

Avg Retail price per paperback is **\$15.67** by Texas Authors

Total Avg per author in income with one book based on above figures: **\$9,198.29**

In 2019 the Texas Authors annual survey confirmed a trend that paper book sales, along with most all types of sales have continued to decrease.

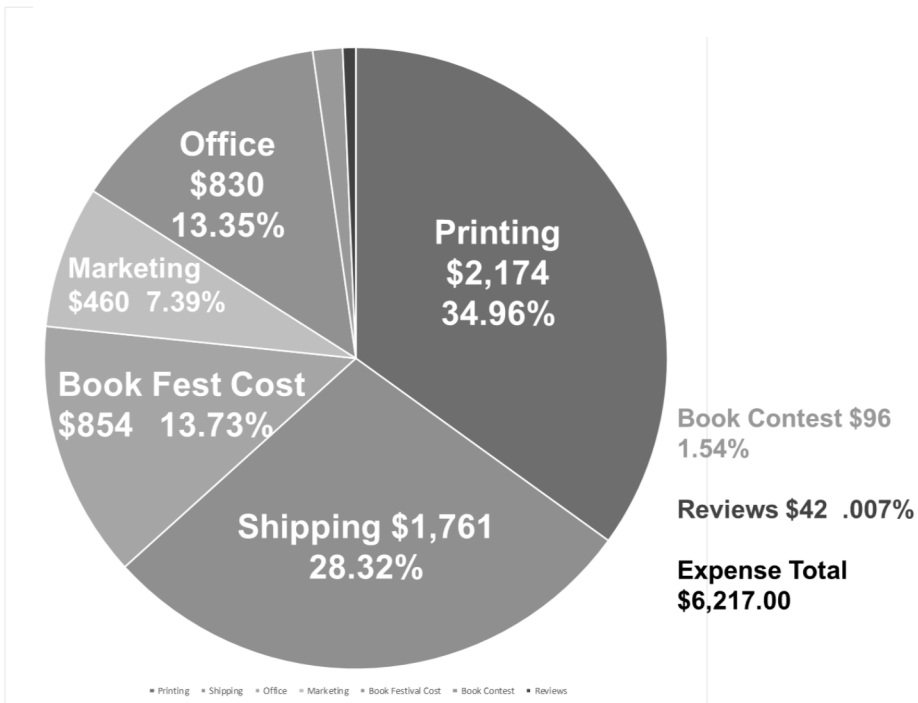
In 2019 the average book sales per author dropped to 506 with the average increase in cost going up by 10%. This again proves that authors need to get a better handle on their marketing and profitability of their books.

Authors Revolution

What are the Hidden Costs of being an Author?

Office Expenses/Rent
Book Festivals
Other Events
Postage/Shipping

Phone/Communication
Website/Blogs
Credit Card Processing
Miscellaneous



It's Published Now What?

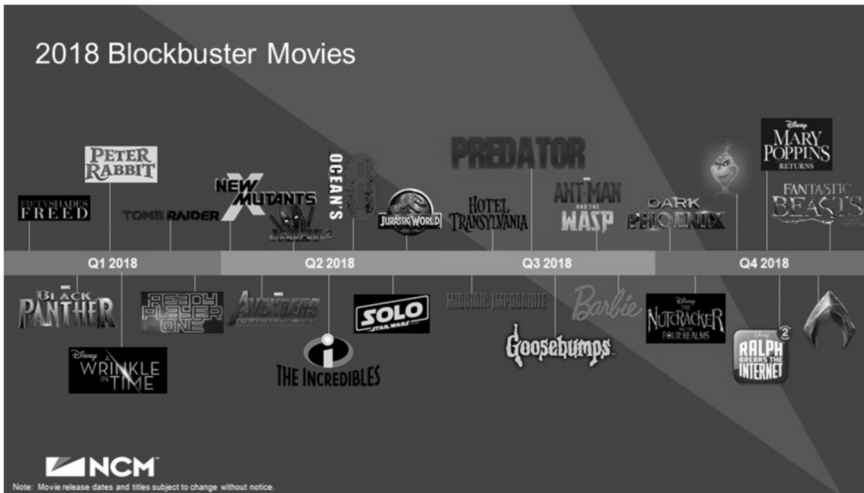
Readership/Sales

- Reviews
- Paid or Not Paid
- Distribution
- General Distribution 10-15% Cost

Marketing

Mapping out your timeline

Below is a chart that was created early 2017 for movies scheduled to be released in 2018. This gives you a concept of the timing needed to plan a release of a book, or as shown below, a movie.



Planning your marketing strategy should begin no later than when the book manuscript is completed. Mapping out each key component is critical to an author's success.

Distribution

Amazon

“Your title was declined because it is from CreateSpace, the self-publishing arm of Amazon, a direct competitor of all the accounts we purchase for, and because it is too expensive for our more price-sensitive big box and grocery retailers.” This is a common statement given to authors that are signed up with KDP Select, formally known as CreateSpace.

Follett & Ingram

Distributors take 55% of the retail price. They immediately take 10% for their expenses. This leaves them 45% discretion that allows them to sell the book to stores for any price they want, up to a determined price. Commonly, they can turn around and sell the book with a price discount from the Retail price starting at 10% and going as high as 45% depending on what store is purchasing it.

Stores with a high sales volume like Amazon will usually receive books at 50% off the retail price.

As of May 1, 2019, Baker Taylor is no longer a distributor for wholesale to bookstores. They have altered their company design to focus on schools and libraries.

Authors Revolution

You Know the Cost, Now What?

It all Begins with Your Level of Dedication

What is Your Energy Commitment?

- Is this just a fun thing to do?
- Do you desire to make this a Second Career?

Spending Your Time Wisely

Finding Valuable Information

Getting the Most out of Your Expenses

The Review Process can take time.

Marketing

Pre-Order Sales

Top Ten Lists

Social Media

PR

Book Festivals & Events

Advertising

Talk

Blog Tours

Radio Shows (DEAR Texas Radio & Indie Beacon Radio)

Libraries/Book Store Signings

Simple Items to begin the marketing process as you are writing.

How to Do a Pre-Order

Why should you, as an Indie Author, consider doing a Pre-Order Campaign? Simple - to build the impact of the re-release of your new book.

There are many aspects to consider when doing a pre-sale, and the most important one is getting as many people to know about your new book as you possibly can.

This article will outline the key steps to creating and implementing a Pre-Order Program that helps you to succeed on many levels. This includes:

- 1 — Setting a Release Date**
- 2 — How You Process Pre-Orders**
- 3 — Advertising the Pre-Order**
- 4 — Pre-Sale Dates**

For you, as an Indie Author, the first and most important one is building a war chest that pays off so you can do more marketing with the least amount of financial impact. By doing a Pre-Order program, you can take your time to create the buzz and hype necessary to build upon your sales; thus, your profit.

Below is a short outline to guide you in creating a Pre-Order Campaign. For full details, please review the companion book of ***Authors' Revolution***.

Let's begin with the necessary steps:

What is the date you want to release your book?

Enter it here: _____

Count back by six months minimum.

Enter that date here: _____

This is the date you should begin working on a Pre-Order Campaign.

At the above date, you want to begin a social media campaign of letting people know you have a book coming out. Don't ask them to buy the book yet. This is the time to talk about the book in a way that people get hooked into the concept.

I have recommended for years that authors with fiction books allow their characters to talk about the book, or about themselves (the character not the author). Use these posts as a way of sharing what the book is about, or the mindset of a character.

Non-fiction authors can talk about the research they did on the subject matter, or what interesting facts they learned along the way, but don't give the story away. Make the book connect with people, so that people want to learn more about the book.

Continue to build interest in the book. Have you shared the process of creating the cover design? Are you asking for readers input? What about searching for beta readers?

If you do the above steps, then when it gets closer, you will be able to begin the subtle hints about buying the book through the Pre-Order Campaign and increase your success rate.

Social Media should not be time-consuming. You should be using one of the many programs available to you that allow you to schedule your post. This way, you can spend one or two hours per week setting everything up for the rest of the week. Most programs can connect to Facebook, Instagram, Twitter, and other platforms that best suit your needs.

At the forty-five-day mark from the release of your book,

Authors Revolution

you want to push the Pre-Orders. Begin by explaining why they should take advantage of this program. What is in it for them? Let them know when the sales will begin and when they can expect to receive their book. Why is this book special better than a normal purchase? See the companion book ***Authors' Revolution*** for details.

Have you created your ads for Social Media? Is everything clear on how to order the book? Are all the links embedded into the ad or the system you are using to promote the book? If you mess up on these items, you will lose sales. Double-check and make sure everything is working before you begin to promote the Pre-Order Sale.

Keep your sales period short, but over at least a three-pay day period. Example: 1st and 15th of the month are typical paydays. So are Fridays of each week, or every two weeks. Make sure you cover the paydays so that people have money to order the book. Most Americans live payday to payday, so don't miss out on opportunities.

Have you ordered enough books to send out when the Pre-Order is finished? Or did you set up delivery to go out at a later date to make sure you order the books you need? Do you have enough envelopes or mailing supplies on hand? This is where a good partner comes in handy to help process the orders and set up shipments. This gives you one less thing to worry about and may be more than worth the extra cost you will pay them. Keep the stress down and make it simple.

Make sure you send out the "Thank You" notes with each order. You are grateful for their order! Don't forget to ask for a review or remind them to give one.

These are the basics for a Pre-Order Campaign. For more details see the companion book, ***Authors' Revolution***.

Author Errors

Easiest Ways to Lose Sales

Email Addresses

Not current or no Follow-through

Sitting on the Job

Must be Interactive with Readers

Book Festivals & Events

You are Lost in a Sea of Books & Authors

Readers Love Connecting with Authors one to one

Lack of Connection/Social Media

You are dealing with a variety of Generations, therefore, you need to have access to all types of Social Media. No connection means no Interaction.

When on Social Media be aware of who your audience is. Think in this context: When you are at a family Thanksgiving dinner, you can see who is at the table and know then what you can and can not say. With Social Media you don't know who is at the table, so you should be aware of what you can and can not say.

Keep your author accounts separate from your personal accounts.

Education

AUTHORS 
MARKETING



Authors Marketing Event & Campus

The Only Place to Become Certified in Marketing for Authors

<http://Authors.Marketing>
<http://Campus.Authors.Marketing>



Independent Book Publishers Association (IBPA)

<https://www.ibpa-online.org>



Author You

<https://authoru.org>

The Future of Books

While the continuation of pollution is an ongoing attribute to publishing, new technology now gives authors not only more ways to have their book created, but also control how a book is used and distributed. This video is a sample of what Nanotechnology can do for books, which in turn increases an author's income level.

You can view the video of a concept on how books will look and work in the future here on YouTube
<https://youtu.be/xdyfJ6E30EE>

What you see is Nanotechnology that can change into the shape and functionality of a book. The timing of the functionality could be limited thus allowing for limited access to the material. A person can pay an extension fee to continue to read or re-read the book. When the book is completed, or the time has run out, the Nano's can then change into another item that has been pre-selected by the user such as a picture cube, souvenir, etc.

This would cut down the use of paper which would be a huge environmental aspect, but at the same time, it would allow the author to earn more money from the sale of the book.

To help ensure that the Nano's could not be loaned, they would be restricted to a distance range related to the assigned computer that would direct their usage.

The Cost of Publishing Worksheets

The following worksheets for authors show the cost of being a published author. The figures shown are from the 2018 Annual Survey by Texas Authors. There are the figures for both low end and high-end costs.

There is space for authors to list their cost and determine how many books they need to sell just to break even from the initial publishing and marketing cost.

Authors can then determine what their annual costs will be and how many books they need to sell to cover the cost and make a profit.

Creation of the Book Base		Low	High	What Did You Pay?
Prices				
Cover Design		250	1000	
Editorial		350	1500	
Proof Reading		350	750	
Layout Design		300	1500	
Book Print Cost		2	4	
		\$ 1,252.00	\$ 4,754.00	

Total Cost Avg for 587 Books	\$1,252.00	\$ 4,754.00
Sales Based on 587 @ 15.67 E	\$ 9,198.00	\$ 9,198.00
P/L	\$7,946.00	\$4,444.00

Shipping Costs	3 \$ 1,761.00	7.2 \$ 4,226.00
Packaging of Internet Book Sales	\$ -	2 \$ 1,174.00
	\$ 1,761.00	\$ 5,400.00
P/L	\$6,185.00	-\$956.00

Distribution Fees

These figures are based on the average retail price from the survey: \$15.67

Book Sales Commission 40% 6.29

Book Store Commissions based \$ 3,692.23 \$ 3,692.23

P/L \$2,492.77 -\$4,648.23

Printing Distribution Com- 55% 8.62

Distributor Commission based on \$ 5,060.00 \$ 5,060.00

Total Costs \$8,752.23 \$8,752.23

What Did You Pay?

--

--

			What Did You Pay?
Other Expenses			
Office Expenses			
Phone	25		100
12x12			
Rent	100		250
Utilities	25		100
Car	100		250
Car Ins	50		200
1,000-			
24,000		1000-	
Car Mileage	530	24000	12720
	830		13620
Marketing Materials			
1,000 Bookmarkers	100		450
Poster/Sign	10		75
Misc Table	100		250
Table skirt	250		1250
	460		2025
Total Costs	\$ 2,855.00		\$ 15,645.00

Book Festivals Costs

Avg Book Festival attend a year 5

Avg Book Fest Cost \$390

Book Festival Fees - Avg 5 events per year

Table Fees	300	1500
Hotel	325	1000
300-1000 Millage	169	560
Food	60	125
Total Costs	\$ 854.00	\$ 3,185.00

**What Did
You Pay?**

Contest & Review Expenses

Book Contest - 3

Entry Fee

Book Mailing

Book

75
9
12

375
21
18

\$

\$

414.00

Reviews - 6

Postage

Book

Fees?

18
24
0

43
30
425

\$

\$

498.00

Total Costs

\$138.0

\$912.00

What Did You Pay?

--

Bottom Line P/L & Total Books Needed to Sell to Break Even

Book Creation Total Cost	\$ 3,013.00	\$ 10,154.00
P/L Just from basic publishing costs	\$ 6,185.00	\$ (956.00)

All Expenses Total Cost \$12,559.00 \$(29,450.00)

P/L after Everyday Expenses & Festivals \$ (6,414.00) \$(29,450.00)

How Many Books do YOU have to Sell to Break Even for Book Creation?
10.53 per book profit 587 books

How Many Books do YOU have to Sell to Break Even for All Expenses?
Base profit of \$1.50 per book 8,374 19,634

\$ 12,559.59 \$ 29,451.00

Authors Revolution

What are Your
Figures?

--

The following pages have companies and organizations listed that are designed to help you get published and market your books.

We have tagged them with the cost estimates using the following code:

Ⓢ	FREE
\$	Under \$100
\$\$	\$101 to \$250
\$\$\$	\$251 to \$500
\$\$\$\$	\$501 to \$1,500
\$\$\$\$\$	\$1,500 and up

We have not placed reviews in this workbook due to the constant change and input from the users of these services. We recommend you check out our websites *Directory of Services* at <http://IndieBeacon.com>

WRITERS
COMMUNITY

THE

AUTHOR

INCUBATOR

Unlike other publishers, which often focus on book sales and revenue for the publisher, we are committed to the success of our authors in the creation of the book, the publishing of the book, and in the promotion of the book and related programs, and to the readers in getting them the help and personal transformation they need.

Website: <https://TheAuthorIncubator.com>

Cost: \$\$\$\$\$



Welcome to indiewritersupport.com. Our mission is to expose talented writers, either self-published or not, to a mass of book readers.

Website: <http://indiewritersupport.com>

Cost: \$

Scribophile

Scribophile is a respectful online writing workshop and writer's community. Writers of all skill levels join to improve each other's work with thoughtful critiques and by sharing their writing experience.

We're the writing group to join if you want to find beta readers, get the best feedback around, learn how to get published, and be a part of the friendliest and most successful writing workshop online.

Website: <https://scribophile.com>

Cost: Free to \$

Discount provided by company:

Discount provided by company:

To ***Authors' Revolution*** readers can get 20% off a Scribophile Premium membership through Dec 31, 2019.

To get the discount, they must first sign up for a free Basic account. Then, they must visit this URL to purchase their discounted upgrade: <https://www.scribophile.com/join/authors-revolution>



Unleash your writing potential now with articles for writers. Learn from published authors and industry experts alike how you can achieve your writing goals.

Website: <https://writerspayitforward.com>

Cost: Free to \$

AUTHORS
COMMUNITY



Reach millions of readers each year within your "niche".
Share, interact and guide them to information about you on
AuthorsDen.com and your other websites.

Website: <http://AuthorsDen.com>

Cost: Free to \$



Authors Guild is a nonprofit that supports authors with legal work. Contracts, negotiations, etc. Indie Beacon has a partnership with AG to give discounts to authors with their annual membership.

Website: <https://authorsguild.org>

Cost: \$



Since its inception in December 2010, the Independent Author Network (IAN) has become an important resource for independent authors who count on the site for effective and affordable book promotion. More than 10,000 readers visit IAN each day to find great books by our talented authors.

Website: <http://independentauthornetwork.com>

Cost: \$

Welcome to the Community that sees life...
“Through the Eyes of Authors”

Who is this? What is this?

We are a community of authors, publishers and resources.
We are committed to help our members with their questions
and guide them through their book marketing adventures.

Whether you write fiction or nonfiction, books or blogs;
whether you write full time or as a side gig! Whether you
are just getting started, someone who is finally pursu-
ing your dream of being a writer or you have been an
author for some time!

We are here to help you turn your desires and dreams into
reality.

When you join this community, "Through the Eyes of
Authors," you have access to...

- Weekly Mastermind calls
- Book marketing courses and training
- Resources
- Templates
- Planners
- Social Media Support

Private Online Facebook Community

What makes Through the Eyes of Authors different?

- Personal Attention
- Accountability

Community

We are Family. Friends. Neighbors. We care about
you and we expect you to care about each other.
Nothing less is permitted.

***We are there...driving the train and providing YOU the
mental and emotional space to stay creative.***



It's the event the Writing Community has long deserved- the first ever Writing Community Convention!

#WriCommCon2021 will have some of your favorite writers from the community there to meet, sign autographs, purchase their books and more!! Panel discussions, presentations and more! Did we mention Writing Sprint Workshops?? So, what are you waiting for? Sign up for the ticket waitlist today and guarantee your tickets for WriCommCon2021 on October 2nd & 3rd in Houston, TX!

Website: <https://writingcommunityconvention.wordpress.com>

Cost: \$-\$\$

**BOOK
REVIEWERS**



AuthorsReading.com reviews books in all formats: paperbacks, hardcovers, digital and audiobooks. Our goal and desire for every review we write is the promotion of the author's popularity and the recognition of his work.

If you pay for a review, you are automatically entered into their Pen Craft Book Contest.

Website: <https://AuthorsReading.com>

Cost: \$-\$\$



- 3 Reviews added to Goodreads, GoogleBooks, Barnes & Noble, WorldCat, BookBub, Amazon Editorial Reviews
- A review shared on Facebook groups of Readers and Book Lovers with 1 Million Members
- 100 Goodreads Ratings of your book, List votes of your book, Shelf votes of your book, BookBub followers, bookmarks pushing for a deal on the title we're promoting
- After this promotion the price for this package will be \$599

Website: <http://blacksunbookreviews.com/>

Cost: \$\$



A company that has been reviewing books for 60 plus years. Their Indie Author program now charges a minimum of \$425 to have a book review. Newspapers and other media outlets use their reviews.

Website: <https://kirkusreviews.com>

Cost: \$\$



A system where books can be posted for possible reviews by bloggers and newspapers. If a review is given, the reviewer usually will post the review on their site.

Website: <https://netgalley.com>

Cost: \$\$

NOTE: We tested this system and found that it was more inclined for Traditional Publishers and not for Indie Authors. In the six books that we posted, we average about 30 requests for reviews, but only got on average 1 per book. This indicated to us, the people listed on the site to do reviews were more interested in getting free books to read. Thus, we can not recommend this service for Indie Authors.

booklife

by Publishers Weekly

A Publishers Weekly review is the most prestigious review in publishing, and it's FREE to submit your book for consideration via BookLife. However, there is no guarantee of a review. PW's editors determine which books will be accepted.

A BookLife Review is guaranteed. It's three full paragraphs (about 300 words) and includes expert marketing insights designed to help your book reach the right readers. A BookLife Review costs \$399.

Both reviews run in Publishers Weekly, and both reviews are written by PW reviewers.

You can submit your book to Publishers Weekly, BookLife Reviews, or both, using the online form. For more information, see "Which Review Is Right for My Book?" on their website.

Website: <https://booklife.com/affiliates/pw-review-single?promo=AUMAGU>

Cost: \$\$\$

Coupon/Discount Available: Use the link above to get a \$30 discount off the review service.

**BOOK
CONTESTS**



Authors Marketing Guild, LLC (AMG) has been holding its annual book contest since 2012 as Texas Authors Association. The 2020 Contest is the first year for the international award. Many winners have gone on to win other book contests awards. Any Indie Author is welcome to enter the contest. The book must be published in the calendar year from Jan 1 to Dec 15th.

Winners receive a certificate, along with stickers to place on the book to show that it won in its genre. In addition, the winner is announced in the annual press release and is treated to a nice dinner at the annual Authors Marketing Event each July.

Many of the authors are also invited to do book signings in various book stores and other type of stores that welcomes the award winners.

Website: <https://Contest.AuthorsMarketingGuild.com>

Cost: \$



Texas Association of Authors (Texas Authors) has been holding its annual book contest since 2012. Many winners have gone on to win other book contests awards. Only Texas Authors are welcome to enter the contest. The book must be published in the calendar year from Jan 1 to Dec 15th.

Winners receive a certificate, along with stickers to place on the book to show that it won its genre. In addition, the winner is announced in the annual press release and is treated to a nice dinner at the annual Authors Marketing Event each July.

Many of the authors are also invited to do book signings in various book stores and other type of stores that welcomes the award winners.

Website: <https://AuthorsMarketingGuild.com>

Cost: \$



Next Generation Indie Book Awards

We are proud to be the largest International awards program for indie authors and independent publishers. Why should **you** enter the Next Generation Indie Book Awards?

- Open to independent authors and publishers worldwide
- Enter books with a 2018, 2019 or 2020 copyright date
- Over 70 categories to choose from

Cash prizes and fabulous awards

- Exposure of top 70 books to leading New York literary agent
- An invitation to attend the Gala awards reception held at a world famous landmark location

Earn recognition and receive other benefits from having an award-winning book

Website: <https://indiebookawards.com/>

Cost: \$



INTRODUCTION The PenCraft Award is a program sponsored by AuthorsReading.com, and Subterfuge Publishing. Its purpose is to recognize and encourage outstanding writing and publishing in all genres. The competition is open to books in all formats: paperbacks, hardcovers, digital and audiobooks. Books may be nominated for awards in multiple categories. A fee of \$39.00 must accompany each submission.

Website: <https://www.pencraftaward.com>

Cost: \$



SELF & INDEPENDENT PUBLISHING EXCELLENCE

The National Indie Excellence® Awards (NIEA) is open to all English language printed books available for sale, including small presses, mid-size independent publishers, university presses, and self-published authors. NIEA is proud to be a champion of self-publishing and small independent presses going the extra mile to produce books of excellence in every aspect.

YOU ARE INVITED TO ENTER THE ANNUAL CONTEST!

Independent authors and publishers put a great deal of care into creating quality books for a global audience. At NIEA we respect the hard work and dedication that goes into these efforts– the next step is marketing your title. As a Winner or Finalist in The National Indie Excellence® Awards your book will garner more attention and gain enhanced credibility. Readers recognize our Winners and Finalists as worthy of their time and dollars. Additionally, our competition offers the chance to win valuable prizes and services to help you along the way.

Submissions for the Annual National Indie Excellence® Awards will open on August 1st.

We look forward to celebrating your wonderful books

All entries must be postmarked by March 31st, 2019.

Website: <https://indieexcellence.com/entry-form>

Cost: \$

InD'Scribe was conceived and developed to help all the many gifted, creative people in the publishing world - both those who love to write and those who love to read. But struggle to find a voice or the perfect friend in a world where "traditional" just isn't enough.

As a companion to its host, InD'tale magazine, InD'Scribe Con and Book Festival offers the very best of everything authors and readers love and need. From first class workshops to fun, interactive panels. From balls and parties where everyone can dress up (or not) and spend time with their favorite celebrities in the writing world, to luncheons and one-on-one opportunities with both authors and industry professionals that will help build confidence, increase valuable connections and make life-long friends. InD'Scribe prides itself on offering a warm, friendly and accepting community where everyone is guaranteed a place and will feel welcome and become a part of the InD'Scribe Tribe AND it is family friendly!

Website: <https://indscribe.com/>

Cost: \$



Trusted Globally

Mom's Choice Awards® is recognized in over 55 countries around the world for setting the benchmark of excellence in family-friendly media, products and services.

Loved By Consumers

Invest in marketing that matters! Families and educators look for our award when making purchasing decisions. Our distinguished seal will help your item stand out from the competition.

Here to Help

Unlike many other awards programs, we provide marketing and promotional support for the life of your product or service.

Apply here: <https://www.momschoiceawards.com/apply>

Discount Coupon Code for % off entry fee: **INDIEAA**

The promo code **INDIEAA** will bring the Level One option to \$300 (regularly priced at \$500) and Level Two option to \$900 (regularly priced at \$1500)

Price: \$-\$\$\$



What is Short Stories by Indie Authors?

Short Stories by Indie Authors is an annual contest to find the best Indie Authors while raising money for literacy programs. This is one of the many brain storms from B. Alan Bourgeois the director and founder of DEAR Indie, Inc., a not for profit organization designed to help encourage reading of all ages.

SHORT STORIES

BY
INDIE AUTHORS
VOLUME I



The Books:

Short Stories by Indie Authors, is now available for sale through a variety of sources, including our sponsors Indie Lector bookstore and other bookstores. No less the \$2.00 per book sold goes towards the Dear Indie, Inc., literacy programs.

Who's Eligible to Enter?

Any writer is eligible to submit a short story in any category. The contest begins each year on March 1st with the entry deadline of July 31st. The maximum word count allowed is 3,000 and a Texas writer can enter as many stories as they would like. The story cannot have been published at any time in any form.

<http://Shorts.AuthorsMarketingGuild.com>

**BOOK
FESTIVALS**



A unique book festival network that spot lights authors beyond the event day through promotion of the author and their books. Book Festivals are held around the state and cost on average \$50 per event.

Website: <https://BookFestival.Network>

Cost: \$

**MARKETING
SUPPORT**



AUTHORS MARKETING GUILD, LLC
SUPPORTING & EDUCATING AUTHORS WORLD WIDE

An organization that supports Indie Authors born from the Texas Association of Authors program. Offering many educational programs, events and opportunities to help an author succeed. Including tweets & postings valued at over \$2,500 per year as part of the membership.

Did You Know?

Members who use 25% or more of our program benefits and events see on average a 63% increase in book sales. Those that use 75% or more sold on average 149% more books.

Website: <https://AuthorsMarketingGuild.com>

Cost: \$

booklife

by Publishers Weekly

BookLife is Publishers Weekly's website dedicated to indie authors. It offers lots of free information on how to succeed as an indie author, and it provides a FREE way for indie authors to submit their books for Publishers Weekly review consideration.

Additionally, BookLife offers Authors Revolution authors a specially priced marketing program called PW Select which puts your book in front of Publishers Weekly's audience of booksellers, librarians, agents, publishers and Hollywood scouts. For US\$129 you receive:

- listing of your book, including cover art, description and on-sale information, in Publishers Weekly magazine
- your book cover on the home page of PublishersWeekly.com and BookLife.com
- your book cover in BookLife's weekly email newsletter to 25,000 recipients
- your book featured on BookLife's Twitter and Facebook channels
- a six month digital subscription to Publishers Weekly
- a one year digital subscription to Publishers Weekly's BookLife monthly supplement
- a free copy of the Publishers Weekly print issue in which your listing appears

Click here for more information and to sign up (use promotional code AUREV to receive the US\$20 discount:

Website: <https://booklife.com/about-us/pw-select.html>

Cost: \$

Coupon/Discount Available: AUREV to receive the US \$20 discount

**SOCIAL MEDIA
GRAPHICS**



Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics.

Website: <https://canva.com>

Cost: \$

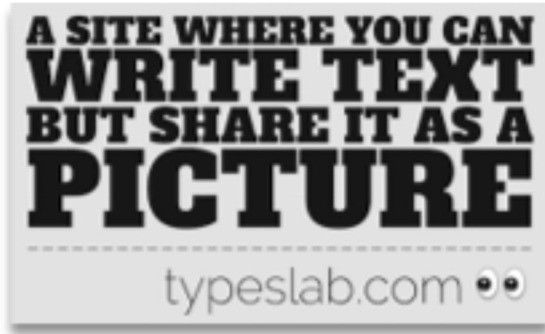
The logo for Placeit, featuring the word "Placeit" in a white, italicized, sans-serif font centered within a solid black rectangular background.

Placeit

Create graphics and then test it out on a variety of formats and forms.

Website: <https://placeit.net/>

Cost: Free to \$



A Free system that allows you to create poster style images to send out for free to some social media sites.

Website: <https://typeslab.com>

Cost: Free to \$



A simple, easy to use video creator that ties into your Social Media accounts. Designed for smartphones is now available for PC and can schedule postings of your video creations.

Website: <https://ripl.com>

Cost: Free to \$

**SOCIAL MEDIA
POSTING
PROGRAMS**



A Social Media outreach platform designed for individuals and small businesses. You can sign up for free, but it is limited. There are a variety of programs starting at or around \$39 per month.

Website: <https://hootsuite.com/>

Cost: Free to \$



A Social Media outreach platform like Hootsuite, but more designed for businesses.

Website: <https://pablo.buffer.com>

Cost: \$

**FREE
MARKETING
TOOLS**



Orange Country FL Public Library eBook Program. Indie Authors can submit their books for consideration to be added into their library eBook system. It is a free service and it does not pay royalties. IF the book is read a large amount, they will order copies of the paperback for their system.

Website: <http://OCLS.info/Submitebook>

Cost: FREE



A free service to place your eBook into their database for libraries to discover your work. Initially placed into a database for your state, but if the Library Journal does a review, your book is moved into the USA database.

Website: <https://self-e.libraryjournal.com>

Cost: FREE



DISCOVER BOOK LOCATIONS

A free service that allows readers to discover your book as they go through life visiting everyday places, or vacation spots.

Website: <http://squirrel.com>

Cost: FREE

Love the concept, but don't have the time to learn a new program?

AuthorsMarketingGuild.com can help you through the process of setting up your account and your book locations for a small fee. Contact AMG at info@AuthorsMarketingGuild.com

**PAID
MARKETING
TOOLS**

booklife.

by Publishers Weekly

A division of Publishers Weekly that supports and promotes Indie Authors in the PW magazine. Indie Beacon has arranged a discount for advertising authors books in PW.

Website: <https://booklife.com>

Cost: \$\$

DartFrog Books



Select, Exceptional, Self-Published Literature

A marketing service that reviews Indie Authors books. If they pass their requirements and pay a fee, they will get the books into a variety of Indie Bookstores for at least 1 month, and up to 6 months.

Website: <https://dartfrogbooks.com>

Cost: \$\$\$\$\$



A marketing promotional program that allows for authors to promote their books with sample chapters to readers. Readers can then purchase the books if available on Amazon

Website: <https://bublish.com>

Cost: \$\$

BOOKSTORE OPTIONS



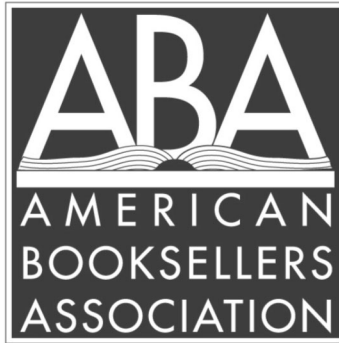
INDIE LECTOR

A BOOKSTORE FOR SERIOUS READERS & INDIE AUTHORS

A new online bookstore that pays up to 80% of the retail price for books sold. Director distribution, or indirect distribution of book sales is available. No large publishing house will be permitted to sell their books on this site. Only for Indie Authors and their books.

Website: <https://IndieLector.Store>

Cost: \$50 which includes membership in Indie Beacon or Texas Assoc. of Authors based on the state you live in.



ABA is the organization that represents indie bookstores. Indie Beacon is a member of this organization and reports its book sales to them to give Indie Authors more opportunities.

Website: <https://bookweb.org>

Cost: \$\$

**RADIO & TV
SHOWS**



A radio/podcast program designed to support and promote Indie Authors. Request for a free interview is found on their website. Commercials are available for \$50 for 3 spots with prices subject to change without notice.

Website: <http://Radio.IndieBeacon.com>

Cost: FREE

**SUPPORTING
NONPROFITS**



Drop Everything And Read Texas is a nonprofit that supports Texas Authors through their various events and programs,. Their focus is to get books into Title 1 Schools & Libraries

Website: <http://DEARTexas.info>

Cost: FREE

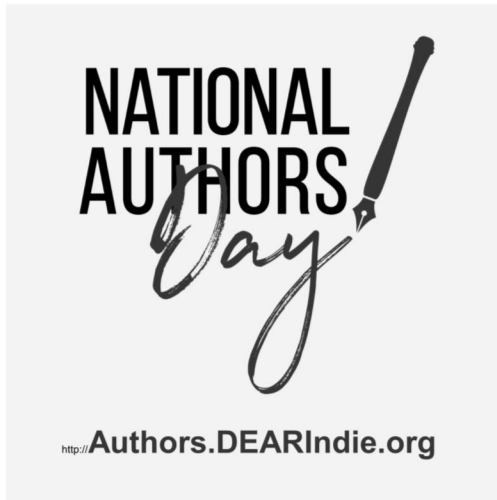


DEAR Indie

Drop Everything And Read Indie

Drop Everything And Read Indie is a nonprofit that supports Indie Authors through their various events and programs,. Their focus is to get books into Title 1 Schools & Libraries

Website: <http://DEARIndie.org>



We Fiction is a new way for Readers & Authors to share information.
A creative collaboration that helps raise money for DEAR Indie.

<http://WeFiction.DEARIndie.org>



A Museum designed for Texas Authors. Submission of your information and books is free of charge.

At time of this writing, the Russians had hacked our system and it is taking us some time to recreate the website that we can access. We are working diligently to get our new site up and running, but you can still view the authors that were listed at time of the hack.

Website: <http://TexasAuthors.Institute>

Cost: FREE

PUBLISHING OPTIONS



WRITE. UPLOAD. SELL.

Choose your list price. Choose your digital stores. It's as easy as clicking a checkbox. You can track your sales daily with detailed reporting and make unlimited changes to your content for free.

Website: <https://www.draft2digital.com/r/Y4ko2R>

Cost: \$\$



The place for authors to have their book placed for distribution to bookstores and other distribution companies. Their experience began with POD before Amazon was created.

Website: <http://ingramspark.com>

Cost: \$



Tablo is an online self-publishing platform where you can write a book, share it on your profile, and self-publish in eBook and paperback to nearly 40,000 online and physical retailers. Cost ranges from \$99 to \$259 per year.

Website: <http://tablo.io>

Cost: \$\$

AUDIO BOOK OPTIONS



I'M HEARING STORIES
PRODUCING AUDIOBOOKS FOR AUTHORS

An audio book recording service designed to help Indie Authors save money recording their audio books.

Website: <https://imhearingstories.com>

Cost: \$\$

FILM
OPTIONS



A database system where you can add your book for free for producers and other entertainment professionals can find your story for possible TV or movie creations.

Website: <https://storyrocket.com>

Cost: \$\$

A U S T I N
L I T I
L I M I T S

Austin Liti Limits is an exciting new lane on the internet to provide professionally produced author readings and interviews at no cost to the author. We are all about growing each author's platform by making them more discoverable when they share a stage with similar writers and expose them to each other's fan base. All the videos will be simultaneously posted in every conceivable social media channel and made available for each author's web site.

Website: www.austinitilimits.com.

Cost: Free

**STAY AWAY
FROM
COMPANIES**



BookWhip

They send you an email saying they want to republish your book with a new cover and add in a lot of benefits to help market the book. Any company that wants to do this is a company to stay away from. The benefits of republishing your book and using their marketing plan will cost the author a starting fee of \$3,000.

Website: <https://bookwhip.com>

Cost: \$\$\$\$\$



The concept of this organization is to help indie authors. The program is free to sign up, but that's the catch. What they offer should for the most part be current and free. Almost on a daily basis they send out notices of how to access thousands of writers, editors, readers and other services for a 'donation'. Even with low donations required, the programs are usually out dated and of no value. Thus, if an indie author submits for a variety of services with a donation, they can be spending hundreds of dollars each year for things that are not working.

This method of 'baiting' is in some respects considered in moral and unethical. I highly recommend not using them.

Website: <http://indiewritersupport.com/>

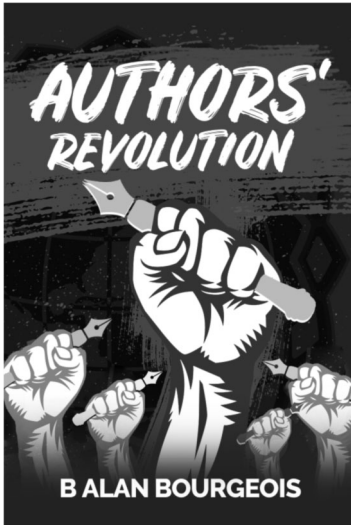
NOTE
PAGES



B. Alan Bourgeois has been writing for 30 years in a wide variety of genres and styles. He has won numerous awards for short stories, books and speaking during his career. All of this has led him to become one of the leading indie author advocates since 2011. This includes nonprofits and other organizations that have spot lighted Texas Authors and Indie Authors, moving them into the category and recognition of traditionally published authors from New York, Chicago and the West Coast.

Through the years he continues to create programs and events that have gained recognition across the country and in many cases are now being copied in local areas. Yet, as he will tell you his greatest work is still to come with the publication of two books; "Authors Revolution" and "I'm Crazy Great" scheduled for release in 2019.

Through both of these books, he will show authors how to regain their control and financial wealth as writers, while also inspiring people from around the world to stay true to their dreams when it means helping others, even at your own cost. For more information about Alan and his various projects, please feel free to review his website for the details: BourgeoisMedia.com



B Alan Bourgeois has been a writer for 30 years and during this time, he has also been a book publisher for 5 years producing 60 books for authors around the world. Since 2011, Bourgeois has also worked with Authors to help develop marketing tools to help them to build a platform that allows them to succeed in their career as a writer.

During this time, Bourgeois continues to see how authors give away their income and rights as writers in a variety of ways. As a published writer himself, he knows the difficulties involved with selling books. From this experience, Bourgeois has begun to work on a concept and platform that will help empower authors to reclaim their income and their power as authors. He is calling it the Authors Revolution.

Authors' Revolution is currently in the process of being a book and workshop, with the goal to have it ready for publication in spring 2020. To sign up for more information about the book and to learn from some of the techniques that will be discussed, please send him an email to: BourgeoisMedia@outlook.com In the meantime, you are welcome to come back to this page often for the latest updates and postings.



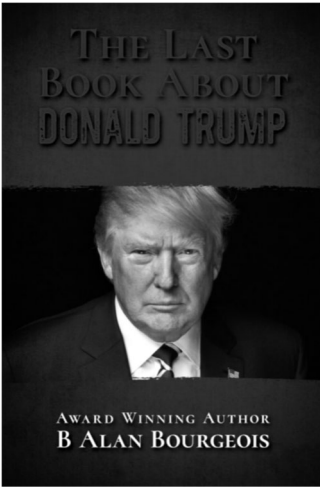
B Alan Bourgeois has been called many things over the years. Since 2011, when he began to create Texas Authors, Inc., DEAR Texas, Inc., and the Texas Authors Institute of History, Inc., Indie Beacon, DEAR Indie, Indie Authors TV, Indie Beacon Radio, plus many other events and programs, all while he was homeless.

I'm Crazy Great is a mantra that Bourgeois uses to express that while he does things that very few people would do, and to live a life that even less would consider

living by choice, he was Crazy and Great at the same time. It was his way of telling people that all was good, even when it might not have been.

I'm Crazy Great is an autobiography of those six years of his life. He will take you along with him as he dealt with being homeless in Austin, Texas, and never letting anyone know of it. While also living a life of servitude for a greater cause. Many people who read this book will agree he is or was crazy during that time. Was he Great? Well, we will let history determine that aspect of his life.

I'm Crazy Great is expected to be released in 2018. To learn more about the book, and to be added to a blog update about the book, please send the author an email to BourgeoisMedia@outlook.com



It doesn't matter if you are Pro or Anti Donald Trump, this book is for you! Award Winning Author B Alan Bourgeois has been actively involved in the publishing world for 30 years in a variety of ways and this book brings that hard work together for everyone to benefit from.

The commentary is not political but directed to the publishing world and readers of great literature. It is a book that can be used to inspire reading and writing.

ing.

"In the 'The Last Book About Donald Trump', B Alan Bourgeois exposes the circus of media frenzy which serves sensationalism over content. In this book Mr. Bourgeois directs all authors back to the legitimacy of great writing through applicable resources. This book is a MUST READ for those who want to put tabloids down and produce a great work by first reading 'The Last Book About Donald Trump,' then writing their own great book!" **Rebecca Nietert—Author/Publisher**

This is a timely, interesting approach to encouraging current and emerging authors to think out of the box with real ideas and real feeling which they can use to change the world. Imagination is more than a picture and cryptic words which often need translation outside of a narrow circle of friends. Literacy is far more than a soundbite! Take up the challenge and make the world better! **Breakfield and Burkey – Award-Winning Author Team.**

"It's time for indie authors to take back the attention of readers and this book shows you how." **Jan Sikes – Award-Winning Author**

"Go beyond the ten-second Trump dodge ball headlines and tweets and rediscover the wonderfully diverse world of books and reading." Rich Allan, **Award-Winning Author**

"The Last Book About Donald Trump brings to light the importance of a return to reading and beyond to great literature. Its persuasion for diversity of public media information in a more civil setting and return to educate instead of advocate is made with an attention-getting sounding board." **Dr. T F Grooms – Award-Winning Author**