

RESOURCE & ACTIVITY GUIDE

IUPHDOWNLOADS

We have a private page on the Indies United website, you can find it at: www.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 – Preparing for Publishing – 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) – 2021 Book Holiday Calendar – Lulu Direct Sales Guide – 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) – 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.

B4R Video Guide

A video guide to help our authors set up their books for direct sales from our site using B4R.

OUTREACH PROGRAMS FOR LIBRARIES, BOOKSTORES, SCHOOLS & BOOK CLUBS

Zoom with Us: Have you ever wanted to talk to the author about the book you just read? Now is your opportunity. Every author that is participating in this program will be offering one free ebook and one hour with the author for a virtual Q&A for your book club, library group, or classroom with a 5 book minimum purchase (ebook or paperback). They will also be offering discounts for each group purchase and other incentives.

A Blue Star will be added to any author who is participating in this

Library Outreach: I would like to replace this with 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/>

A Yellow Diamond for participating authors in this program.

Book It!: For local independent bookstores, many of our authors are offering direct purchasing discounts for their books and consignment sales. Other incentives may include signed copies and/or bookmarks or signed book cards. In addition, these authors will be offering a free one hour virtual book reading and Q&A for your patrons with a minimum 5 book purchase.

A Green Square for participating authors in this program.

DIRECT SALES ON OUR WEBSITE

B4R – Books for Readers

Using their service you can sell your books directly from our website using a widget they will provide once you have sent them all your information. You can sell ebooks, audiobooks, and physical books through their service. For physical books, they have three tiers that you can choose from, and you can find all of that information here: <https://www.b4r.store/how-to-get-listed-on-indie-lector-store.aspx>

To contact Alan directly, his email is b4rbooks@outlook.com and let them know you are one of our authors so you will receive the special discounts they are offering our authors.

There is also a video on our private page at: www.indiesunited.net/iuphdownloads that you can watch to see how easy all of this is to do. I sent all four of my books with all the information in less than 10 minutes. For ebooks and audiobooks it is a 80/20 split, so you will not get a better return anywhere for your e-formats. And for your physical books, it depends on which option you choose for delivery. But, you can pick and choose what you upload/send to them.

Until August 1, 2021 they are waving all fees for our existing authors, so do take advantage of this before the deadline. All incoming authors will have 60 days after publishing to join for free as well.

PODCAST HOSTED BY MEGAN ALNICO

Megan has started a podcast for our authors. If you are interested in joining her on the podcast you can contact her directly for more details on the show format and how to join. You can email her at: megan.alnico@gmail.com

DISCORD

Megan has also set up a chatroom on Discord for all of our authors to talk and interact with each other. To gain access to the site, contact Megan and she will send you the access link.

#ShowMeYourIUPHBooks

Starting on Twitter, people who post photos of themselves with our books with the hashtag #ShowMeYourIUPHBooks will be put into a monthly drawing for a \$10 Amazon gift card. We'll use the hashtag to track participation and to contact them if they won. There is a page on the website with the rules and the winners at www.indiesunited.net/showusyouriuphbooks

Everyone who is on Twitter, if you can post photos of themselves with either their books or each other books and encourage each of your followers to post photos of themselves with your books and we'll announce the winner on the first Saturday of each month. In addition to adding them to the winners page, we'll also add them to the newsletter each month as well. But, I believe if we all work together to get this trending, we can make a big splash with it.

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.

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



Image Icon for the Author Takeover

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.

DAILY BOOK GENRE POSTS ON FACBOOK

Every day at 1:30pm CST there will be a genre post that you can add your books to. You can download the Word document that let's you know the dates of each genre for the entire month. You can use these posts to showcase any of your books, whether they are IUPH books or not. Any author can use these posts to add their books so you an encourage other authors to add their books as well. Just keep the books in the correct genre postings so it's easier for people to find the type of books they're looking for.

WHY I WRITE BLOG

Bob Emery suggested that we start a blog on our website where each author at IUPH submits an article using the same premise, 'Why We Write' and let each of you give your own take on it and go beyond the standard, pro forma answers usually given. It would be a way to really spotlight your passions and reasons behind your writings. I am all in favor of this, but before I add a blog page to our site I want at least 20 of our authors, *that's less than half of our current number of authors*, to submit something so that this can be an on-going weekly thing and not something that is started and left to gather dust after one or two submissions. So, if I get enough authors to participate, I will add this to our site, but it is entirely up to you if this happens.

INDIES ROUNTABLE

Our magazine goes out quarterly, Spring (March), Summer (June), Fall (September), Winter (December) on the first of the month. The deadline for submissions are the 15th of the previous month so I have enough time to set everything up. Submissions can be an article, story, poem, commentary or essay. Please do make sure you have gone through and given it a decent edit before sending. While I will give it a quick edit for basic spelling and grammar errors, I will not have time to do anything deeper than that. And since this may be your first introduction to a potential new reader, you want it to be a good impression, so put your best literary foot forward.

In addition to the quarterly magazine, the stories that are submitted to the magazine will also have a chance to become part of our yearly anthology, Infinite Indies that releases every year in November. I will contact each author to ask if they object to their story being added to the anthology prior to inclusion, but again, it is a good way to showcase your work. 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.

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 CATALOG FOR NATIONAL BOOK MONTH IN OCTOBER

In October there will a special book catalog for any author who is participating in offering either free ebooks or discounted books – ebook, physical books, or both. I will share this across our social media and it will be the book catalog that will go out in October to bookstores. This will also tie in with Smashword's annual book discount/free advertising, so it can give you additional exposure through their site. They push it fairly heavily and give any author who participates heightened exposure to readers.

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

Stories that are submitted to our magazine, Indies Roundtable, will also have a chance to become part of our yearly anthology, Infinite Indies that releases every year in November. I will contact each author to ask if they object to their story being added to the anthology prior to inclusion, but again, it is a good way to showcase your work. 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.

INFINITE INDIES: POETRY EDITION

In April for National Poetry Month we release a free ebook of the poetry that our authors submit for this publication. You don't have to be a poet to submit your poetry, all of our authors are welcome to add to the collection.

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.

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.

BOOK LAUNCHES

Every Sunday I let everyone know of our upcoming book launches and provide ad images and guideline text. Please do participate in this every week. 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.

REVIEWS FOR INDIES UNITED ON FACEBOOK

On FB you can leave a review about us and let people know what you think about being a part of Indies United. These reviews are also linked to our website on the About Indies United page. You are not required to leave a review, but those reviews do help establish our credibility as an honest publishing house. With so many vanity publishers willing to take advantage of authors, it's always reassuring to potential authors to hear that my authors don't hate us or regret joining our merry band of indies :)

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: Coming Soon

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>