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For attendees of College of the Rockies workshop  
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This is not meant to be a conclusive list of resources in any way. These are only clarifications, links, and other helps for things mentioned in my presentation on March 10, 2022.

**Business Structure:**

Where to get ISBNs in Canada: <http://www.collectionscanada.gc.ca/ciss-ssci/>  
Get business help at Community Futures (Kootenays): <https://futures.bc.ca/>

**Vendor Accounts:**

Amazon: <https://kdp.amazon.com/>  
Kobo: <https://writinglife.kobobooks.com/>  
Barnes and Noble Nook (Canadians cannot set up an account – check out D2D below)  
Apple Books: <https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wa/bookSignup>  
Google Play: <https://support.google.com/books/partner/checklist/4489282?hl=en>

**Aggregator Accounts:**

Draft2Digital: <https://draft2digital.com/>

**KDP Tax Interview** for authors outside the USA with Dave Henderson (11 minutes):

[https://youtu.be/jlR5Y\\_xG0Xg](https://youtu.be/jlR5Y_xG0Xg)

He also talks about how to set up banking for South Africa using Payoneer. In Canada, we can get Amazon to send us payment via EFT (electronic funds transfer), so ignore that bit of his video. The rest is very helpful.

Income tax number = social insurance number.

**Banking information for Vendors' Tax Interviews**

Your bank's financial institution number (aka bank code) can be found here:  
<https://www.st-clair.net/Data/Sites/1/media/public/Finance/FinInstList.pdf>

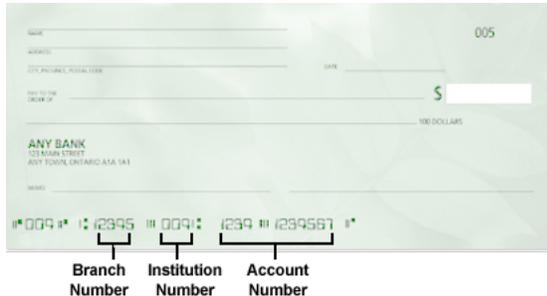
RBC's routing number is 063216608; ask Google for your bank's routing number (aka routing transit number) if you bank elsewhere.

My specific branch is here in Creston. The transit number (aka branch number) is 01440 (not the same as the routing transit number!). Your transit number will be five digits and is for your local branch.

Combine the bank's number with the transit number to get something like 000301440 (yes, there's an added zero at the front). This number is also known as Swift or routing number or BAN or IBAN (international bank account number).

You will also need your Swift Code. This is not the same as the Swift number above. RBC's Swift Code is ROYCCAT2VIC. You can Google your bank's Swift Code.

You'll also need your bank account number and the street address of your local branch. And that should help you set up direct deposit to your bank account!



### **Formatting:**

I use Vellum, a Mac program: <https://vellum.pub/>

If you are a PC owner, you can pay to use Vellum (and other Mac programs) by the minute using Mac in Cloud: <https://www.macincloud.com/> Remember to log out completely, not just close the tab, or you'll find the clock still ticking.

Atticus is a new publishing software program for PC and Mac: <https://www.atticus.io/>

Paperbacks via Ingram Spark:

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

How to format a paperback in Word: <https://selfpublishingadvice.org/production-6-tips-to-help-indie-authors-format-prints-book-with-word/>

Adobe inDesign: <https://www.adobe.com/products/indesign.html>

### **Audiobooks:**

ACX (audiobook exchange): <https://www.acx.com/>

### **Book description writing services:**

Bryan Cohen at Best Page Forward: <https://www.bestpageforward.net/blurbs/>

### **KDP (Kindle Direct Publishing) Dashboard:**

Find it here: <https://kdp.amazon.com/>

### **Author Central:**

<https://author.amazon.com/home>

### **Marketing**

Newsletter service provider: Mailerlite <https://www.mailerlite.com/>

Website Hosting: TigerTech

<https://www.tigertech.net/referral/valeriecomer.com>

<https://valeriecomer.com>

I downloaded Wordpress from TigerTech's welcome page, but you can also download it here:  
<https://en-ca.wordpress.org/download/>

MyBookTable plugin (for organizing your books into series and/or categories – you can see it in action on any book page on my website):  
<https://wordpress.org/support/plugin/mybooktable/>

#### Paid Promo Sites:

Robin Reads: <https://robinreads.com/author-signup/>

Bookbub Featured Deal (BBFD): [https://partners.bookbub.com/campaigns/select\\_book](https://partners.bookbub.com/campaigns/select_book)

Robin Reads: <https://robinreads.com/author-signup/>

The Fussy Librarian: <https://www.thefussylibrarian.com/accounts/log-in>

There are dozens (hundreds?) of additional options that vary in price and effectiveness. Check out this curated list at <https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

#### Paid Advertising:

Amazon Ads: Sign up for Amazon ads from your KDP dashboard > Reports > Ad Campaigns

Facebook Ads: <https://www.facebook.com/adsmanager/manage/>

Bookbub Ads: <https://partners.bookbub.com/ads>

#### **Where do you learn this stuff?**

##### **Facebook groups (free):**

20BooksTo50K® <https://www.facebook.com/groups/781495321956934>

Newsletter Ninja Think Tank <https://www.facebook.com/groups/187929393006607>

##### **YouTube channels/ podcasts (free):**

The Writing Gals: <https://www.youtube.com/channel/UCSBnYO8N1yItJ3WbLzNjsqQ>

Six Figure Authors: <https://www.youtube.com/channel/UCkgP6WIFsg3vWga2XVs619w>

Self Publishing Podcast: <https://www.youtube.com/channel/UC5Qu8GvA0lUm3GmzBqmmfeg>

The Creative Penn: <https://www.youtube.com/user/thecreativepenn>

The SPA girls: [https://www.youtube.com/channel/UCckftViKM301hH\\_MYIFUxXA](https://www.youtube.com/channel/UCckftViKM301hH_MYIFUxXA)

##### **Books on Amazon (inexpensive)**

###### Books on mindset:

*Dear Writer: You Need to Quit* by Becca Syme <https://www.amazon.ca/Dear-Writer-You-Need-Quit-ebook/dp/B07N36MHWD/>

*Become a Successful Indie Author* by Craig Martelle <https://www.amazon.ca/Become-Successful-Indie-Author-Writing-ebook/dp/B07BQX2X24/>

*Pricing Strategies 2020* by Craig Martelle <https://www.amazon.ca/Pricing-Strategies-long-term-financial-Successful-ebook/dp/B07YZQY8LD/>

*Writing and Launching a Bestseller* by Elana Johnson <https://www.amazon.ca/Writing-Launching-Bestseller-Inspiration-Self-Publishers-ebook/dp/B08R3BPVV3/>

*The Successful Author Mindset* by Joanna Penn <https://www.amazon.ca/Successful-Author-Mindset-Handbook-Surviving-ebook/dp/B01H0LBC2Q/>

Books on writing book descriptions:

*Writing Killer Cover Copy* by Elana Johnson <https://www.amazon.ca/Writing-Killer-Cover-Inspiration-Self-Publishers-ebook/dp/B07T9BC64Q>

*How To Write a Sizzling Synopsis* by Bryan Cohen <https://www.amazon.ca/Write-Sizzling-Synopsis-Step-Step-ebook/dp/B01HYBWOF6>

*Mastering Amazon Descriptions* by Brian D Meeks <https://www.amazon.ca/Mastering-Amaon-Descriptions-Authors-Copywriting-ebook/dp/B07NSH2QLM>

Books on newsletters:

*Newsletter Ninja* by Tammi Labrecque <https://www.amazon.ca/Newsletter-Ninja-Become-Author-Mailing-ebook/dp/B07C6J8HP9/>

*Newsletter Ninja 2: If You Give a Reader a Cookie* by Tammi Labrecque <https://www.amazon.ca/dp/B09L9KPKY9>

*Strangers to Superfans* by David Gaughran <https://www.amazon.ca/gp/product/B0798PH9QT/>  
*Reader Magnets* by Nick Stephenson <https://www.amazon.ca/Reader-Magnets-Platform-Marketing-Authors-ebook/dp/B00PCKIJ4C/>

Books on marketing:

*Ads for Authors Who Hate Math* by Chris Fox <https://www.amazon.ca/Ads-Authors-Who-Hate-Math-ebook/dp/B07QCZ4GBF/>

*Six Figure Authors: Using Data To Sell Books* by Chris Fox <https://www.amazon.ca/Six-Figure-Author-Faster-Smarter-ebook/dp/B01LZEM7SB/>

*Instagram for Fiction Authors* by Hanna Sandvig <https://www.amazon.ca/Instagram-Fiction-Authors-Readers-Community-ebook/dp/B08L21BLD7/>

*Whole Book Marketing* by Victorine Lieske <https://www.amazon.ca/Whole-Book-Marketing-Authors-Selling-ebook/dp/B08BJFVPCY/>

Books on advertising platforms:

*Bookbub Ads Expert* by David Gaughran <https://www.amazon.ca/BookBub-Ads-Expert-Marketing-Publishing-ebook/dp/B07P57V38D/>

*Mastering Amazon Ads* by Brian D Meeks <https://www.amazon.ca/Mastering-Amaon-Ads-Authors-Guide-ebook/dp/B072SNXYMY/>

*Help! My Facebook Ads Suck!* by Mal Cooper and Jill Cooper <https://www.amazon.ca/gp/product/B07YN78GC4>

**Reputable Online Courses** (moderately priced)

- David Gaughran: Starting from Zero (free basics course, highly recommended) <https://courses.davidgaughran.com/courses/take/starting-from-zero/lessons>
- Mark Dawson (SPF): Ads for Authors, includes Amazon, Facebook, and others <https://learn.selfpublishingformula.com/>
- Tammi Labrecque: Newsletter Ninja Basic and Advanced <https://newsletterninja.net/>
- Becca Syme: Write Better Faster <https://betterfasteracademy.com/wbf101/>
- Elana Johnson: (several short marketing courses) <http://elanajohnson.com/resources>
- anyone those authors recommend.

**Conferences** (moderately priced)  
20BooksTo50K® <http://20booksvegas.com/>

**Coaching** (moderate to expensive)  
No personal recommendations at this time.

Thank you for your time and interest in indie publishing! I'm honored to have been your host. Please email me at [valerie@valeriecomer.com](mailto:valerie@valeriecomer.com) if you have specific questions. I will try to answer them.

Valerie