



## Appendix 1: Resources by Chapter

### First principles

- *The Successful Author Mindset: A Handbook for Surviving the Writer's Journey* — Joanna Penn
- *Mindset: Changing the Way You Think to Fulfil Your Potential* — Dr Carol Dweck
- *Your Author Business Plan: Take Your Author Career to the Next Level* — Joanna Penn
- List of useful money books and podcasts — [www.TheCreativePenn.com/moneybooks](http://www.TheCreativePenn.com/moneybooks)
- Yaro Starak's Blog Profits Blueprint, regularly updated with best practices for making a living online — [www.TheCreativePenn.com/BlogBlueprint](http://www.TheCreativePenn.com/BlogBlueprint)
- Interview with Yaro Starak on freedom and long-term thinking — [www.TheCreativePenn.com/yarofreedom](http://www.TheCreativePenn.com/yarofreedom)
- Author Blueprint — [www.TheCreativePenn.com/blueprint](http://www.TheCreativePenn.com/blueprint)
- Authors Guild Report on author earnings — [www.authorsguild.org/industry-advocacy/six-takeaways-from-the-authors-guild-2018-authors-income-survey/](http://www.authorsguild.org/industry-advocacy/six-takeaways-from-the-authors-guild-2018-authors-income-survey/)
- UK Authors' Earnings and Contracts 2018 — [www.create.ac.uk/blog/2019/05/02/uk-authors-earnings-and-contracts-2018-a-survey-of-50000-writers/](http://www.create.ac.uk/blog/2019/05/02/uk-authors-earnings-and-contracts-2018-a-survey-of-50000-writers/)
- Books for writers by Kristine Kathryn Rusch and Dean Wesley Smith — [www.wmgpublishinginc.com/writers](http://www.wmgpublishinginc.com/writers)

## Part 1: How to Make Money with Books

### 1.1 Your publishing options and how the industry has changed

- *Free To Make: How the Maker Movement is Changing our Schools, Our Jobs and Our Minds* — Dale Dougherty
- *Makers: The New Industrial Revolution* — Chris Anderson

- Writer’s Ink Podcast with hybrid author J.D. Barker and indie authors J. Thorn and Zach Bohannon. Conversations with traditional and indie authors around the publishing industry — [WritersInkPodcast.com](http://WritersInkPodcast.com)
- *The Book Business: What Everyone Needs to Know* — Mike Shatzkin and Robert Paris Riger
- *US Publishers, Authors, Booksellers Call Out Amazon’s ‘Concentrated Power’ in the Market*, Publishing Perspectives, August 2020 — [www.publishingperspectives.com/2020/08/us-publishers-authors-booksellers-call-out-amazons-concentrated-power-in-the-book-market](http://www.publishingperspectives.com/2020/08/us-publishers-authors-booksellers-call-out-amazons-concentrated-power-in-the-book-market)
- *How COVID-19 has pushed companies over the technology tipping point —and transformed business forever*, McKinsey & Company — [www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever](http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever)

## 1.2 Your book is a valuable intellectual property asset

- *The Copyright Handbook: What Every Writer Needs To Know* — Stephen Fishman
- *Rethinking The Writing Business* — Kristine Kathryn Rusch
- *Creative Self-Publishing: Make and Sell Your Books Your Way* — Orna A. Ross
- *Selective Rights Licensing: Sell Your Book Rights At Home and Abroad* — Orna A. Ross and Helen Sedwick
- *The Magic Bakery: Copyright in the Modern World of Fiction Publishing* — Dean Wesley Smith
- *Closing the Deal ... on Your Terms: Agents, Contracts and Other Considerations* — Kristine Kathryn Rusch
- *Hollywood vs. The Author* — Edited by Stephen Jay Schwartz
- Empowering authors around copyright. Interview with Rebecca Giblin — [TheCreativePenn.com/rebeccagiblin](http://TheCreativePenn.com/rebeccagiblin)

- The importance of editing and why authors need to understand their publishing contracts with Ruth Ware — [www.TheCreativePenn.com/ruthware](http://www.TheCreativePenn.com/ruthware)
- Society of Authors (UK) — [SocietyOfAuthors.org](http://SocietyOfAuthors.org)
- The Authors Guild (USA) — [AuthorsGuild.org](http://AuthorsGuild.org)
- Alliance of Independent Authors (global) — [AllianceIndependentAuthors.org](http://AllianceIndependentAuthors.org)
- *How JK Rowling built a \$25bn business*, Financial Times, June 2017 — [www.ft.com/content/a24a70a6-55a9-11e7-9fed-c19e2700005f](http://www.ft.com/content/a24a70a6-55a9-11e7-9fed-c19e2700005f)
- Brandon Sanderson's Kickstarter for the 10th anniversary leather-bound special edition of *The Way of Kings* — [www.kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition](http://www.kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition)

### 1.3 Traditional publishing

- *21 Insights for 21st Century Creatives* — Mark McGuinness
- *Closing the Deal ... on Your Terms: Agents, Contracts and Other Considerations* — Kristine Katherine Rusch
- *Selective Rights Licensing: Sell Your Book Rights At Home and Abroad* — Orna A. Ross and Helen Sedwick
- *Creative Self-Publishing: Make and Sell Your Books Your Way* — Orna A. Ross and the Alliance of Independent Authors
- *The Book Business: What Everyone Needs to Know* — Mike Shatzkin and Robert Paris Riger
- *Writers' and Artists' Yearbook* — Published annually by Bloomsbury in the UK. Listing of agents, publishers, awards and much more within the traditional publishing industry. They also have an online portal [www.writersandartists.co.uk](http://www.writersandartists.co.uk)
- #PublishingPaidMe list of advances — [TheCreativePenn.com/publishingpaidme](http://TheCreativePenn.com/publishingpaidme)
- Writer's Ink Podcast with hybrid author J.D. Barker and indie authors J. Thorn and Zach Bohannon. Conversations with traditional and indie authors around the publishing industry — [WritersInkPodcast.com](http://WritersInkPodcast.com)

- How publishing has changed, the importance of reading your contracts, changing pen names and more with psychological thriller author, Ruth Ware — [TheCreativePenn.com/ruthware](https://www.thecreativepenn.com/ruthware)
- How to find and pitch a literary agent. Interview with Barbara Poelle — [TheCreativePenn.com/barbarapoelle](https://www.thecreativepenn.com/barbarapoelle)
- The Authors Guild (US) — [AuthorsGuild.org](https://www.authorsguild.org)
- Society of Authors (UK) — [SocietyOfAuthors.org](https://www.societyofauthors.org)
- Alliance of Independent Authors — [TheCreativePenn.com/alliance](https://www.thecreativepenn.com/alliance)
- CREATE UK Authors' Earnings and Contracts 2018: A Survey of 50,000 Writers — [Create.ac.uk/uk-authors-earnings-and-contracts-2018-a-survey-of-50000-writers](https://create.ac.uk/uk-authors-earnings-and-contracts-2018-a-survey-of-50000-writers)
- *Koontz Inks Multibook Deal with Amazon Publishing*, Publishers Weekly, July 22, 2019 — [www.publishersweekly.com/pw/by-topic/industry-news/book-deals/article/80740-koontz-inks-multibook-deal-with-amazon-publishing.html](https://www.publishersweekly.com/pw/by-topic/industry-news/book-deals/article/80740-koontz-inks-multibook-deal-with-amazon-publishing.html)
- *A Year for the (Record) Books in Publishing*, Publishers Weekly, Jan 29, 2021 — [www.publishersweekly.com/pw/by-topic/industry-news/bookselling/article/85453-a-year-for-the-record-books.html](https://www.publishersweekly.com/pw/by-topic/industry-news/bookselling/article/85453-a-year-for-the-record-books.html)
- *How do authors earn a living? It's a Catch-22 situation*, Financial Times, June 7, 2019 — [www.ft.com/content/5c7c31b8-82e3-11e9-a7f0-77d3101896ec](https://www.ft.com/content/5c7c31b8-82e3-11e9-a7f0-77d3101896ec)

## 1.4 Self-publishing or becoming an indie author

- *Back yourself to write a book*, Alastair Humphreys — <https://alastairhumphreys.com/back-yourself-to-write-a-book>
- *A publisher of one's own: Virginia and Leonard Woolf and the Hogarth Press*, The Guardian, 24 April, 2017 — [www.theguardian.com/books/2017/apr/24/a-publisher-of-ones-own-virginia-and-leonard-woolf-and-the-hogarth-press](https://www.theguardian.com/books/2017/apr/24/a-publisher-of-ones-own-virginia-and-leonard-woolf-and-the-hogarth-press)
- *Flower and questions*, with details on the money side of traditional vs. indie publishing, Ilona Andrews' blog — [www.ilona-andrews.com/2021/flowers-and-questions](https://www.ilona-andrews.com/2021/flowers-and-questions)

- *Money Can't Buy Happiness*, American Psychological Association, June 2011 — <https://www.apa.org/news/press/releases/2011/06/buy-happiness>
- Open Up to Indie Authors Campaign — [www.allianceindependentauthors.org/open-up-campaign/](http://www.allianceindependentauthors.org/open-up-campaign/)
- *Successful Self-Publishing: How to Self-Publish and Market Your Book* — Joanna Penn
- *Your Author Business Plan: Take Your Author Career to the Next Level* — Joanna Penn
- *Creative Self-Publishing: Make and Sell Your Books Your Way* — Orna A. Ross and the Alliance of Independent Authors
- *An Author's Guide to Working with Libraries and Bookstores* — Mark Leslie Lefebvre
- *Winning Shelf Space: How to Get Your Self-Published Book into Bookstores* — Debbie Young, Orna A. Ross, and the Alliance of Independent Authors
- *Choose the Best Self-Publishing Services: ALLi's Guide to Assembling Your Tools and Your Team* — John Doppler and the Alliance of Independent Authors
- *Wide for the Win: Strategies to Sell Globally via Multiple Platforms and Forge Your Own Path to Success* — Mark Leslie Lefebvre
- WMG Writer's Guides by Dean Wesley Smith and Kristine Kathryn Rusch — [WMPublishinginc.com/writers](http://WMPublishinginc.com/writers)
- Downloadable chart with spectrum of publishing possibilities by Jane Friedman — [TheCreativePenn.com/publishingpaths](http://TheCreativePenn.com/publishingpaths)
- List of editors — [TheCreativePenn.com/editors](http://TheCreativePenn.com/editors)
- List of book cover designers — [TheCreativePenn.com/bookcoverdesign](http://TheCreativePenn.com/bookcoverdesign)
- List of formatting options — [TheCreativePenn.com/formatting](http://TheCreativePenn.com/formatting)
- List of useful tools — [TheCreativePenn.com/tools](http://TheCreativePenn.com/tools)
- Alliance of Independent Authors Watchdog listing — [SelfPublishingAdvice.org/best-self-publishing-services](http://SelfPublishingAdvice.org/best-self-publishing-services)
- Alliance of Independent Authors — [AllianceIndependentAuthors.org](http://AllianceIndependentAuthors.org)
- Alliance of Independent Authors blog and podcast — [SelfPublishingAdvice.org](http://SelfPublishingAdvice.org)

- Mark Dawson’s Self-Publishing Formula 101 Course — [www.TheCreativePenn.com/101](http://www.TheCreativePenn.com/101)
- Wide for the Win Facebook group — [Facebook.com/groups/wideforthewin](https://www.facebook.com/groups/wideforthewin)
- 20BooksTo50K Facebook group — [Facebook.com/groups/20Booksto50k](https://www.facebook.com/groups/20Booksto50k)

## 1.5 Write more books

- *Productivity for Authors: Find Time to Write, Organize Your Author Life, and Decide What Really Matters* — Joanna Penn
- *How To Write Non-Fiction: Turn Your Knowledge into Words* — Joanna Penn
- *Playing the Short Game: How to Market and Sell Short Fiction* — Douglas Smith
- *Taking the Short Tack: Creating Income and Connecting with Readers Using Short Fiction* — Matty Dalrymple
- *Co-writing a Book: Collaboration and Co-creation for Writers* — Joanna Penn and J. Thorn
- WMG Writer’s Guides by Dean Wesley Smith and Kristine Kathryn Rusch — [WMPublishinginc.com/writers](http://WMPublishinginc.com/writers)
- Scrivener software for writing — [www.TheCreativePenn.com/scrivenersoftware](http://www.TheCreativePenn.com/scrivenersoftware)
- ProWritingAid for editing — [www.TheCreativePenn.com/prowritingaid](http://www.TheCreativePenn.com/prowritingaid)
- Resources and interviews on dictation — [www.TheCreativePenn.com/dictation](http://www.TheCreativePenn.com/dictation)
- Interview with prolific fantasy author Lindsay Buroker on writing a series — [www.TheCreativePenn.com/writeseries](http://www.TheCreativePenn.com/writeseries)
- Interview on making money with short fiction with award-winning author Douglas Smith at [TheCreativePenn.com/shortfiction](http://TheCreativePenn.com/shortfiction)

## 1.6 Write books that people want to buy

- Publisher Rocket for keywords and categories — [www.TheCreativePenn.com/rocket](http://www.TheCreativePenn.com/rocket)

- Free tutorial on researching keywords — [TheCreativePenn.com/rocketkeywords](http://TheCreativePenn.com/rocketkeywords)
- Genre and category research reports at K-lytics — [TheCreativePenn.com/genre](http://TheCreativePenn.com/genre)
- *Write To Market: Deliver a Book That Sells* — Chris Fox

## 1.7 Publish in multiple formats

- *Successful Self-Publishing: How to Self-Publish and Market Your Book* — Joanna Penn
- Curl Up Press, Books you want to stay in for — [www.CurlUpPress.com](http://www.CurlUpPress.com)
- *Creative Self-Publishing: Make and Sell Your Books Your Way* — Orna A. Ross and the Alliance of Independent Authors
- *An Author's Guide to Working with Libraries & Bookstores* — Mark Leslie Lefebvre
- *Audio for Authors: Audiobooks, Podcasting, and Voice Technologies* — Joanna Penn
- *How to Make Real Money Selling Books without Worrying about Returns* — Brian Jud
- *How to Get Your Book Into Schools and Double Your Income With Volume Sales* — David H. Hendrickson
- Formatting options including software and freelancers — [www.TheCreativePenn.com/formatting](http://www.TheCreativePenn.com/formatting)
- Vellum software for ebook and print formatting — [www.TheCreativePenn.com/vellum](http://www.TheCreativePenn.com/vellum)
- Tutorial on how to use Vellum for formatting — [www.TheCreativePenn.com/vellum-tutorial](http://www.TheCreativePenn.com/vellum-tutorial)
- Interview with David Chilton on bulk sales — [www.TheCreativePenn.com/davidchilton](http://www.TheCreativePenn.com/davidchilton)
- David Chilton's course on bulk sales — [www.TheCreativePenn.com/bulksales](http://www.TheCreativePenn.com/bulksales)
- Interview with David Hendrickson on selling directly into schools — [www.TheCreativePenn.com/schoolsales](http://www.TheCreativePenn.com/schoolsales)

- Companion Workbook for How to Make a Living with your Writing Third Edition — [TheCreativePenn.com/makealivingworkbook](https://www.thecreativepenn.com/makealivingworkbook)
- *No, Crowdfunding is not begging*, Self Publishing Advice, May 2015 — [www.selfpublishingadvice.org/crowdfunding-is-not-begging](https://www.selfpublishingadvice.org/crowdfunding-is-not-begging)
- Brandon Sanderson’s Kickstarter for the 10th anniversary leather-bound special edition of *The Way of Kings* — [www.kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition](https://www.kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition)

## 1.8 Publish globally

- My Kobo Writing Life map — [www.TheCreativePenn.com/kobomap](https://www.thecreativepenn.com/kobomap)
- *The Top Ten Publishing Trends Every Author Needs to Know in 2021*, Written Word Media, 7 Jan 2021 — [www.writtenwordmedia.com/the-top-ten-publishing-trends-every-author-needs-to-know-in-2021](https://www.writtenwordmedia.com/the-top-ten-publishing-trends-every-author-needs-to-know-in-2021)
- *Selective Rights Licensing: Sell your Book Rights at Home and Abroad* — Orna Ross and Helen Sedwick
- *An Author’s Guide to Working with Libraries and Bookstores* — Mark Leslie Lefebvre
- *Wide for the Win: Strategies to Sell Globally via Multiple Platforms and Forge Your Own Path to Success* — Mark Leslie Lefebvre
- Self-publishing in Translation: Adventures with AI and German — [TheCreativePenn.com/AIGerman](https://www.thecreativepenn.com/AIGerman)
- AI translation service — [www.deepl.com](https://www.deepl.com)
- Interview with Karen Inglis on her success with children’s books — [SelfPublishingFormula.com/episode-239](https://www.selfpublishingformula.com/episode-239)
- Ultimate Guide to Rights Licensing from the Alliance of Independent Authors — [SelfPublishingAdvice.org/rights-licensing-for-indie-authors](https://www.selfpublishingadvice.org/rights-licensing-for-indie-authors)
- International Association of Professional Translators and Interpreters — [www.iapti.org](https://www.iapti.org)
- Institute of Translation and Interpreting — [www.iti.org.uk](https://www.iti.org.uk)
- Reedsy Marketplace for translators — [www.TheCreativePenn.com/reedsy](https://www.thecreativepenn.com/reedsy)
- Reedsy free course on international pricing — [www.TheCreativePenn.com/internationalpricing](https://www.thecreativepenn.com/internationalpricing)

## 1.9 Sell direct to your audience

- ALLi Campaign: Self-Publishing 3.0: How and Why Indie Authors Should Sell Direct to Readers — and What ALLi is Doing to Help, Self Publishing Advice, 4 June, 2018 — [www.selfpublishingadvice.org/self-publishing-3-0-indie-authors-selling-direct](http://www.selfpublishingadvice.org/self-publishing-3-0-indie-authors-selling-direct)
- Payhip for selling ebooks and audiobooks direct — [www.TheCreativePenn.com/payhip](http://www.TheCreativePenn.com/payhip)
- Buy ebooks and audiobooks directly from me — [www.Payhip.com/thecreativepenn](http://www.Payhip.com/thecreativepenn)
- Process of using a Payhip coupon — [www.TheCreativePenn.com/payhip-coupon](http://www.TheCreativePenn.com/payhip-coupon)
- Bookfunnel for delivery of ebooks and audiobooks — [www.TheCreativePenn.com/bookfunnel](http://www.TheCreativePenn.com/bookfunnel)
- My tutorial on selling ebooks and audiobooks direct with Payhip and Bookfunnel — [www.TheCreativePenn.com/selldirecttutorial](http://www.TheCreativePenn.com/selldirecttutorial)
- The Ultimate Guide to Selling Books on your Author Website by the Alliance of Independent Authors — [SelfPublishingAdvice.org/selling-books-on-your-author-website](http://SelfPublishingAdvice.org/selling-books-on-your-author-website)
- Enabled Works: Contract packing, fulfilment, and storage specialists — [www.enabledworks.co.uk](http://www.enabledworks.co.uk)
- Aerio, Ingram site for selling direct — [www.aer.io](http://www.aer.io)
- US and UK site for book sales that benefit independent booksellers — [bookshop.org](http://bookshop.org)

## 1.10 Market your books

- *How to Market a Book* — Joanna Penn
- *Strangers to Superfans: A Marketing Guide to the Reader Journey* — David Gaughran
- *How to Market a Book: Over-perform in a Crowded Market* — Ricardo Fayet
- My author website tutorial — [www.TheCreativePenn.com/authorwebsite](http://www.TheCreativePenn.com/authorwebsite)

- My email list set-up tutorial — [www.TheCreativePenn.com/setup-email-list](http://www.TheCreativePenn.com/setup-email-list)
- 101 Course for Authors by Mark Dawson, including the basics you need in place for successful self-publishing — [www.TheCreativePenn.com/101](http://www.TheCreativePenn.com/101)
- Ads for Authors course by Mark Dawson, including Facebook, Amazon, and BookBub Ads — [www.TheCreativePenn.com/ads](http://www.TheCreativePenn.com/ads)
- Your First 10K Readers course by Nick Stephenson — [www.TheCreativePenn.com/10k](http://www.TheCreativePenn.com/10k)
- Free thriller — [www.JFPenn.com/free](http://www.JFPenn.com/free)
- Free Author Blueprint — [www.TheCreativePenn.com/blueprint](http://www.TheCreativePenn.com/blueprint)
- Reedsy Marketplace for free courses on marketing and professionals if you want to outsource marketing — [www.TheCreativePenn.com/reedsy](http://www.TheCreativePenn.com/reedsy)

## **Part 2: How to Make Money with your Writing in Other Ways**

### **2.1 Your author ecosystem**

- *Your Author Business Plan: Take Your Author Career to the Next Level* — Joanna Penn

### **2.2 Affiliate income**

- Smart Passive Income Guide to Ethical Affiliate Marketing — [SmartPassiveIncome.com/guide/affiliate-marketing-strategies](http://SmartPassiveIncome.com/guide/affiliate-marketing-strategies)
- Amazon Associates — [affiliate-program.amazon.com](http://affiliate-program.amazon.com)
- Apple's affiliate program — [affiliate.itunes.apple.com/resources](http://affiliate.itunes.apple.com/resources)
- Rakuten affiliate for Kobo — [rakutenadvertising.com/en-uk/affiliate](http://rakutenadvertising.com/en-uk/affiliate)
- Bookshop.org affiliate program — [www.bookshop.org/affiliates/profile/introduction](http://www.bookshop.org/affiliates/profile/introduction)
- Sites for creating multi-links — [Booklinker.net](http://Booklinker.net) and [Books2Read.com](http://Books2Read.com)
- Pretty Links for WordPress to create easy to manage affiliate links — [PrettyLinks.com](http://PrettyLinks.com)
- List of editors — [TheCreativePenn.com/editors](http://TheCreativePenn.com/editors)
- List of book cover designers — [TheCreativePenn.com/bookcoverdesign](http://TheCreativePenn.com/bookcoverdesign)

- Tools for writing, editing, publishing, and marketing — [TheCreativePenn.com/tools](https://TheCreativePenn.com/tools)
- Online courses for writers — [TheCreativePenn.com/courses](https://TheCreativePenn.com/courses)
- Tutorial on how to set up your author website and email list — [TheCreativePenn.com/authorwebsite](https://TheCreativePenn.com/authorwebsite)
- Tutorial on how to format your ebook and print book using Vellum at [TheCreativePenn.com/vellum-tutorial](https://TheCreativePenn.com/vellum-tutorial)
- How to find and work with professional editors — [www.TheCreativePenn.com/how-to-find-and-work-with-professional-editors](https://www.TheCreativePenn.com/how-to-find-and-work-with-professional-editors)
- Webinar replay on how to automate your author marketing — [TheCreativePenn.com/nickjo](https://TheCreativePenn.com/nickjo)

## 2.3 Crowdfunding, patronage and subscription

- Kickstarter Creator Handbook — [kickstarter.com/help/handbook](https://kickstarter.com/help/handbook)
- Kickstarter Publishing and Journalism projects — [Kickstarter.com/publishing](https://Kickstarter.com/publishing)
- Kickstarter projects by Dean Wesley Smith and Kristine Kathryn Rusch — [www.kickstarter.com/profile/403649867/created](https://www.kickstarter.com/profile/403649867/created)
- Brandon Sanderson Way of Kings Kickstarter project — [Kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition](https://Kickstarter.com/projects/dragonsteel/the-way-of-kings-10th-anniversary-leatherbound-edition)
- Kickstarter best practices course from WMG Publishing — [wmg-publishing-workshops-and-lectures.teachable.com/p/kickstarter](https://wmg-publishing-workshops-and-lectures.teachable.com/p/kickstarter)
- Patreon Creator Help — [support.patreon.com](https://support.patreon.com)
- YouTube Creator Academy — [Creatoracademy.youtube.com/page/course/channel-memberships](https://Creatoracademy.youtube.com/page/course/channel-memberships)
- Facebook Fan Subscriptions — [Facebook.com/creators/getting-started-with-fan-subscriptions](https://Facebook.com/creators/getting-started-with-fan-subscriptions)
- The Hotsheet publishing email from Jane Friedman — [hotsheetpub.com](https://hotsheetpub.com)
- Substack for paid email newsletters — [Substack.com](https://Substack.com)
- Fan-supported tips — [Ko-fi.com](https://Ko-fi.com) and [BuyMeACoffee.com](https://BuyMeACoffee.com)

- ConvertKit Commerce for recurring subscriptions — [TheCreativePenn.com/convert](https://TheCreativePenn.com/convert)
- 1000 True Fans, Kevin Kelly — [www.kk.org/thetechnium/1000-true-fans](http://www.kk.org/thetechnium/1000-true-fans)
- T. Thorn Coyle Substack email newsletter — [www.tthorncoyle.substack.com](http://www.tthorncoyle.substack.com)
- Patreon non-fiction articles on business and publishing by Kristine Kathryn Rusch — [www.Patreon.com/kristinekathrynrusch](http://www.Patreon.com/kristinekathrynrusch)
- Patreon science fiction and fantasy novels by Lindsay Buroker — [www.Patreon.com/lindsayburoker](http://www.Patreon.com/lindsayburoker)
- Patreon fiction and poetry with Orna Ross — [www.Patreon.com/ornaross](http://www.Patreon.com/ornaross)
- Patreon short stories and poetry with Seanan McGuire — [www.Patreon.com/seananmcguire](http://www.Patreon.com/seananmcguire)
- Patreon community for Black and POC (Person of Color) writers — [www.Patreon.com/wellreadblackgirl](http://www.Patreon.com/wellreadblackgirl)
- Patreon for The Creative Penn Podcast — [www.Patreon.com/thecreativepenn](http://www.Patreon.com/thecreativepenn)
- Patreon for the Stark Reflections on Writing and Publishing Podcast with Mark Leslie Lefebvre — [www.Patreon.com/starkreflections](http://www.Patreon.com/starkreflections)
- Patrons for the Writers Ink Podcast with J. Thorn, J.D. Barker, and Zach Bohannon — [www.Patreon.com/writersinkpodcast](http://www.Patreon.com/writersinkpodcast)

## 2.4 Professional speaking, teaching, performing, and live events

- *Public Speaking for Authors, Creatives and Other Introverts* — Joanna Penn
- The Society of Authors (UK) guidance on rates and fees: [Societyofauthors.org/advice/rates-fees](https://Societyofauthors.org/advice/rates-fees)
- My speaking page — [www.TheCreativePenn.com/speaking](http://www.TheCreativePenn.com/speaking)
- Toastmasters — [www.toastmasters.org](http://www.toastmasters.org)
- National Speakers Association USA — [www.nsaspeaker.org](http://www.nsaspeaker.org)
- Professional Speaking Association UK — [www.thepsa.co.uk](http://www.thepsa.co.uk)
- Global Speakers Federation with links to other country-specific sites — [www.GlobalSpeakersFederation.net](http://www.GlobalSpeakersFederation.net)

## 2.5 Online courses, webinars, events, and membership sites

- Teachable for creating and selling online courses — [TheCreativePenn.com/teachable](https://TheCreativePenn.com/teachable)
- My courses including on how to Turn What You Know Into An Online Course — [www.TheCreativePenn.com/learn](https://www.TheCreativePenn.com/learn)
- Masterclass courses by famous authors, writers, screenwriters and more — [TheCreativePenn.com/masterclass](https://TheCreativePenn.com/masterclass)

## 2.6 Advertising and sponsorship

- Interview with Meg La Torre on her multiple streams of income based on her iWriterly YouTube channel: [TheCreativePenn.com/youtubeincome](https://TheCreativePenn.com/youtubeincome)
- My YouTube channel — [www.YouTube.com/thecreativepenn](https://www.YouTube.com/thecreativepenn)
- iWriterly YouTube channel — [www.youtube.com/iwriterly](https://www.youtube.com/iwriterly)
- Jenna Moreci's YouTube channel — [www.youtube.com/jennamoreci](https://www.youtube.com/jennamoreci)
- Midroll podcast advertising — [www.Midroll.com](https://www.Midroll.com)

## 2.7 Physical products and merchandise

- *Merchandise for Authors: Engage Your Readers While Increasing Your Income* — Melissa Addey
- *Rethinking The Writing Business* — Kristine Kathryn Rusch
- Print-on-demand merchandise sites — [Redbubble.com](https://Redbubble.com), [Teespring.com](https://Teespring.com), [Zazzle.com](https://Zazzle.com), and [Society6.com](https://Society6.com)
- My Society 6 store — [www.Society6.com/creativepenn](https://www.Society6.com/creativepenn)
- XKCD for cartoons and products — [www.XKCD.com](https://www.XKCD.com)
- Romance author J.A. Huss merchandise — [www.Society6.com/jahuss](https://www.Society6.com/jahuss)
- Kimberley Ward custom jewelry — [www.etsy.com/uk/shop/WardsWhimsicalWorks](https://www.etsy.com/uk/shop/WardsWhimsicalWorks)
- Campaign Coins — [www.campaigncoins.com](https://www.campaigncoins.com)

## 2.8 Freelance writing and ghostwriting

- 71 ways to make money as a freelance writer. Guide from The Write Life on paying freelance opportunities with specific rates, as well as the practical information, including how to pitch, land clients, set rates and create invoices — [www.TheCreativePenn.com/freelance](http://www.TheCreativePenn.com/freelance)
- [TheWriteLife.com](http://TheWriteLife.com) — Helping writers create, connect and earn with articles and resources for freelancers
- [MakeALivingWriting.com](http://MakeALivingWriting.com) — Six-figure freelancer Carol Tice has been helping freelance writers for almost a decade. The site provides resources, articles and books to help freelance writers make money.
- ProWritingAid for editing — [www.TheCreativePenn.com/prowritingaid](http://www.TheCreativePenn.com/prowritingaid)
- Grammarly for editing — [www.TheCreativePenn.com/grammarly](http://www.TheCreativePenn.com/grammarly)

## 2.9 Consulting or coaching

- Teachable Coaching platform: [TheCreativePenn.com/teachable](http://TheCreativePenn.com/teachable)
- Bestselling UK crime writers offering coaching and editing — [CrimeFictionCoach.com](http://CrimeFictionCoach.com)
- The Author Success Mastermind, small group coaching with J. Thorn — [www.TheAuthorSuccessMastermind.com](http://www.TheAuthorSuccessMastermind.com)
- Creative coach Mark McGuinness — [www.LateralAction.com/coaching](http://www.LateralAction.com/coaching)

## 2.10 Author services

- Alliance of Independent Authors for Partner Membership — [www.AllianceIndependentAuthors.org/partnership-approval](http://www.AllianceIndependentAuthors.org/partnership-approval)
- Reedsy marketplace for vetted professionals: [www.TheCreativePenn.com/reedsy](http://www.TheCreativePenn.com/reedsy)
- List of editors — [www.TheCreativePenn.com/editors](http://www.TheCreativePenn.com/editors)
- List of book cover designers — [www.TheCreativePenn.com/bookcoverdesign](http://www.TheCreativePenn.com/bookcoverdesign)
- List of formatters — [www.TheCreativePenn.com/formatting](http://www.TheCreativePenn.com/formatting)

## 2.11 Other ways to make money with your writing

- The Society of Authors list of grants — [SocietyOfAuthors.org/Grants](http://SocietyOfAuthors.org/Grants)

- FundsForWriters list of grants — [FundsForWriters.com/grants](https://www.fundsforwriters.com/grants)
- Authors Guild list of contests, grants, and residences — [AuthorsGuild.org/category/contests-grants](https://www.authorsguild.org/category/contests-grants)
- Arts Council UK grants — [ArtsCouncil.org.uk/projectgrants](https://www.artscouncil.org.uk/projectgrants)
- PLR for UK and Ireland — [www.plr.uk.com](http://www.plr.uk.com)
- ALCS for UK — [www.alcs.co.uk](http://www.alcs.co.uk)
- PLR for Canada — [PublicLendingRight.ca](https://www.PublicLendingRight.ca)
- List of countries with PLR schemes — [plrinternational.com/established](https://plrinternational.com/established)
- Wattpad information for writers — [www.wattpad.com/writers](https://www.wattpad.com/writers)
- Alliance of Independent Authors list of awards and contests — [www.SelfPublishingAdvice.org/author-awards-contests-rated-reviewed](https://www.SelfPublishingAdvice.org/author-awards-contests-rated-reviewed)
- List of book and novel-writing competitions — [www.christopherfielden.com/short-story-tips-and-writing-advice/book-and-novel-competitions.php](http://www.christopherfielden.com/short-story-tips-and-writing-advice/book-and-novel-competitions.php)
- List of short story competitions and awards — [www.christopherfielden.com/short-story-tips-and-writing-advice/short-story-competitions.php](http://www.christopherfielden.com/short-story-tips-and-writing-advice/short-story-competitions.php)

## **The transition to making a living with your writing**

- *Your Author Business Plan: Take Your Author Career to the Next Level* — Joanna Penn
- *Range: Why Generalists Triumph in a Specialized World* — David Epstein
- Consolidated question list in Appendix 3 and download — [TheCreativePenn.com/makealivingdownload](https://www.TheCreativePenn.com/makealivingdownload)
- Companion print workbook with all the questions — [www.TheCreativePenn.com/makealivingworkbook](https://www.TheCreativePenn.com/makealivingworkbook)