TOP 5 FREE TOOLS
to Self-Publish Your Book

LibreOffice

I use this free word processor to write my books. If you've only ever used Word, there's a bit of a learning curve. But I think you'll come to like it better than Word--I did. For tutorials, check YouTube or the LibreOffice knowledge base.
TIP: Download the page numbering extension if you're also publishing a paperback!

Calibre

This program is a free e-library tool. Not only can you use it to store your ebooks, like Kindle, it also will convert your PDF file into an .EPUB or .MOBI. Then you can preview your book file to make sure it looks just the way you'd like it to look. Creative control!
TIP: There are also tons of YouTube tutorials on how to use Calibre. I found it very easy!

Canva.com

Canva makes it dead simple to design your own book cover. You can browse their free templates, find one you love, then add your own photos or colors or fonts to make it your own. It's important to make your cover readable; it's going to be small on mobile devices!
TIP: Make three covers you like and let your readers choose the winner.

Google Analytics

Connect your author website to Google Analytics so you can track your traffic sources. Are you getting more users from social media, amazon, or organic search? This data will let you know where you should focus your marketing efforts.
TIP: You don't have to look at all the info available. Just focus on traffic sources.

Social Media

You don't have to be on every platform, but do claim your profile. Keep your name the same across all platforms, if possible, and put information in the bio section so readers can find your website and author page. Pick two or three platforms where your ideal readers are most likely to spend their time, and post regularly.
TIP: Don't spam! Post other valuable content two-thirds of the time. Be social :)