

10 time-saving tools to help you market your ebook

While writing and promoting my self-published ebook over the last 18 months, I've had the opportunity to try dozens of tools—and I've wound up discarding most of them.

A few, though, have made a huge difference. Here are 10 of my favorites that I still use regularly.

As a side note, although many of these tools offer affiliate programs, these aren't affiliate links—just straight up recommendations.

TweetAdder

One of the best ways to jumpstart a new Twitter account is to follow other Twitter users. I've found that about 20% will follow you back if you seem interesting.

But finding people to follow can be tedious. That's where [TweetAdder](#) can help. TweetAdder allows you to quickly compile lists of Twitter users to follow, then save the list for later. You can apply filters to your searches to weed out low-quality accounts.

My personal favorite feature is TweetAdder's ability to grab a list of Twitter users following another account. This allows you to easily follow people

who have expressed an interest in a particular topic by following well-known figures or brands—people who are a lot more likely to be interested in what you have to offer.

Plugg.io

There are several tools available that allow you to queue up a list of tweets and drip them out over time, but my favorite is [Plugg.io](#).

This web app includes several useful search features that make it easy to find content on Twitter that might interest your audience, then retweet those items to your followers on a schedule.

Twitonomy

I tweet several topical items a day from the account I use to market my book, and over the course of months, that starts to add up. I use [Twitonomy](#) to analyze how my followers respond to different topics.

About once a quarter, I'll export a list of all of my tweets and group them into categories, then look at which categories were the most favorited and retweeted. It's helped me discover surprising facts about them and allowed me to come up with better ideas for blog posts and emails.

MailChimp

Email providers are a dime a dozen, but I prefer [MailChimp](#) for its clean, friendly UI and helpful customer support.

They also offer solid reporting and tracking, so you can learn over time what your audience responds to and fine-tune your tactics.

And the TimeWarp feature, which allows you to send emails based on the recipients local time instead of your local time, is a sure-fire way to boost your open rates. I schedule all of my emails for Wednesday or Thursday morning, and MailChimp makes sure my message hits the recipient's inbox at 10 a.m. their time—after things have settled down from the morning rush.

Optin Skin

The [OptinSkin](#) WordPress plugin makes it easy to add email forms to a WordPress blog. It supports all of the popular email providers, and it comes with a number of different skin options. You can also create a custom skin that matches your blog.

I use OptinSkin to create different versions of the same form, each with a slightly different wording. Then I can embed the most appropriate one at the end of my post with a shortcode.

Markdown

You may already be familiar with [Markdown](#) a simple markup language designed for readability, but if you're not, it's worth learning. It takes the pain out of formatting text for the web. It's supported by a wide variety of

editors and can be used to generate dozens of popular file formats, including HTML, PDF and Microsoft Word documents.

Markdown is especially nice for marketing-related uses because you can so easily reuse content. Often I'll grab sections of my book to use in blog posts, or maybe copy the content of a blog post and instantly convert it to HTML for use in a MailChimp message.

WP-Markdown

I used to write blog posts in Markdown and then convert them to HTML before posting them in WordPress, but then I found the [WP-Markdown](#) plugin. Unlike other Markdown plugins I've used that required an extra, clumsy conversion step, WP-Markdown lets you compose directly in the WordPress editor window and instantly displays a preview of the resulting HTML below.

Leanpub

If you're writing a book and haven't already committed to a platform, I'd recommend taking a good look at [Leanpub](#).

When you publish with Leanpub, you can write your book in Markdown (noticing a theme here?), then generate beautifully formatted PDF, `.epub` and `.mobi` files.

The also offer excellent royalty rates—as an author, you keep 90% of the

proceeds after a flat \$0.50 fee. And they provide a well-designed sales page that's been tested and optimized to convert well, which lets you focus on other aspects of marketing.

Scrivener

[Scrivener](#) saved my book project this year. I was keeping each chapter in a separate text file, and once the project hit about 25,000 words, I couldn't see the big picture anymore. I wasn't able to find my way around or see what areas still needed work.

Scrivener makes it easy to break your book up into small chunks that you can rearrange on a whim. It also includes some handy outlining features that make it easy to plan and navigate a book-length project.

Greenshot

If you're a Mac user, you're spoiled-the default screenshot app in OS X is pretty nice. For Windows users, the best free tool I've found is [Greenshot](#). Greenshot automatically saves each screenshot in a location of your choice after you take it.

Have a favorite I missed?

I'd love to hear about it. Shoot me an email at josh@joshearl.me at let me know!