

References made during the VC Writers' Weekend

For Self-publishing costs and methods

- **APE: How to publish a book**, by Guy Kawaski and Shawn Welch
- **Publishing 101: The Publishers Weekly Introduction to Publishing and Self-Publishing** by Rachel Deahl
- **The Fine Print of Self-Publishing** by Mark Levine
- **The Indie Author Guide: strategies anyone can use** by April Hamilton
- **Business For Authors. How To Be An Author Entrepreneur** by Joanna Penn

For Promotion and publicity

- **APE: How to publish a book**, by Guy Kawaski and Shawn Welch
- **Plug Your Book! Online Book Marketing for Authors** by Steve Weber
- **The Frugal Book Promoter** by Carolyn Howard Johnson
- **Guerrilla Marketing for Writers** by Jay Conrad Levinson, Rick Frishman, Michael Larson and David L. Hancock
- **Promote Your Book: over 250 tips and techniques** by Patricia Fry

On writing and editing

- **Self-editing for Fiction Writers: how to edit yourself into print** by Reni Browne and Dave King
- **Stein on Writing** by Sol Stein
- **The Fiction Writer's Handbook** by Shelly Lowenkopf
- **Chicago Manual of Style**
- **Bird by Bird** by Anne Lamott
- **Creating Character Emotions** by Ann Hood

eNewsletters

- Publishers Weekly
- Author Marketing Experts
- CreateSpace
- Writers Digest
- BookBaby
- Smith Publicity
- Steve Harrison
- Red Room
- GoodReads
- Blood Red Pencil

Groups

- Small Publishers, Artists & Writers Network – national
- LA Editors and Writers Group - SoCal
- Independent Book Publishers Association - national
- Mystery Writers of America – national with SoCal branch
- Romance Writers of America – national with SoCal branch
- Independent Writers of Southern California – SoCal
- Book Publicists of Southern California – SoCal
- Publishers Association of Los Angeles – SoCal