

# 200+

## Free Book Marketing And Author Tools



with **Shelley Hitz**

# **Book Marketing on a Shoestring Budget: *200+ Free Book Marketing and Author Tools***

***Expand Your Book Marketing Efforts  
Without Going Broke!***

With Shelley Hitz,  
[www.Self-Publishing-Coach.com](http://www.Self-Publishing-Coach.com)

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## About The Expert

### Shelley Hitz



Shelley Hitz is an entrepreneur, speaker, author and consultant to individuals, organizations and small businesses who want to multiply their impact through self publishing.

She teaches from personal experience. Over a two year span, while working full-time, she self published five books, multiple audio CDs, authored two websites that attract thousands of visitors each month, and created multiple products that she sells through her website and at her speaking engagements.

Her website, [www.Self-Publishing-Coach.com](http://www.Self-Publishing-Coach.com) also offers free book templates, articles, monthly newsletter, tele-classes, special reports, e-books, webinars, podcasts, videos and other resources to help you get self published!



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### Introduction:

Welcome to my "**200+ Free Book Marketing and Author Tools!**" Are you a self publishing author and looking for ways to market your book on a shoestring budget? If so, I have one amazing gift for you. Within this document, you will find 200+ free resources that you can use to write, market and manage your new self publishing business.

Most new authors I know don't end up getting rich overnight by selling books. Therefore, it's important to keep your costs down as much as possible.

And believe me, I understand. I've been there. When I self published my first book in 2008, I had little to no budget.

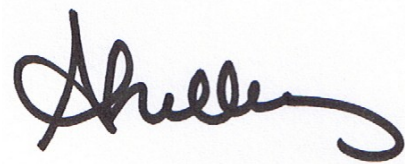
However, I researched and found many free book marketing and author tools to help my book marketing efforts. Not only that, I also found other great tools to help me stay organized and manage my online business as well as my life.

And now I'm sharing these tools with you. For free!

So, are you ready to dig in and unwrap your gift, from me to you?

I hope you find several tools to put to use today! After all, there are 200+ free book marketing and author tools to choose from here. ;)

*Helping you get published,*

A handwritten signature in black ink, appearing to read 'Shelly', with a long, sweeping tail that curves under the name.

## 26 Free Author Tools:

1. **MobiPocket** (<http://www.mobipocket.com/en/downloadsoft/productdetailscreator.asp>) – When you look at the features available with Mobipocket and once you come to know that it is completely free, you will get “wow” gestures on your face. You can also create Photo albums, Birthdays Date Book, Personal Dictionary, Shopping List and much more with MobiPocket. (Around 10 different applications with 1 single application. Isn't it amazing?)
2. **BookBuzzr** (<http://www.bookbuzzr.com/>) – Lots of helpful tools for authors available at BookBuzzr. Bookbuzzr has a great free tool such as “BookBuzzr Book Widget” (this widget will convert the book into a flappable book and readers can share the same on their websites, blogs or even Facebook profiles), Bookbuzzr Book-Tweeter (it markets and promotes a book on Twitter. Scheduled auto-tweets on twitter) and Freado.com free listings. Take a look at the Bookbuzzr.com website, all great information / resources for newbie or expert authors.
3. **Amazon's Top Reviewers** ([http://www.amazon.com/reviews/top-reviewers/ref=cm\\_pdp\\_top\\_reviewers](http://www.amazon.com/reviews/top-reviewers/ref=cm_pdp_top_reviewers)) - Want credibility or good reviews on Amazon? Good reviewers will help you. Here is a list of the top Amazon reviewers that you could approach to review your book. Customers on Amazon rely heavily on “Genuine Product Reviews”. Think of it like this: Which book will a customer buy? The book that has 100 reviews or the book which has only 1 review.
4. **ASCAP.com's Title Search** (<http://www.ascap.com/ace/search.cfm?mode=search>) – Free search engine to search by Titles, Writers, Performers or Publishers / Administrators. ASCAP focuses mainly on the “music industry”. ASCAP offers extensive support to authors / writers by Workshops and show cases. ASCAP is the only performing rights organization in the USA created and controlled by composers, authors, songwriters and music publishers.
5. **Dark Room** (<http://they.misled.us/dark-room>) – Full-screen, distraction free, writing environment. Like photographers use Dark Room to focus on developing photographs, the same way the “Dark Room” (<http://www.hogbaysoftware.com/product/writeroom>) application is for authors to focus on “writing quality contents”. It is a clone of WriteRoom (Mac OS X application).
6. **Writemonkey** (<http://writemonkey.com/>) – If you use Microsoft Word 2007, you'll see a nice looking ribbon at the top of the page. But honestly, most people don't use all the features provided when writing books. Writemonkey is a zenware program and allows for distraction free writing by blacking everything out on your screen except for your typing. (Find out more about Zenware: <http://searchunifiedcommunications.techtarget.com/definition/zenware>)
7. **1ChapterFree** (<http://www.1chapterfree.com/>) – This is a free service which can help you

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publish the "1st chapter" of your book for free. I suggest that you put all the necessary information about the book on your own website and then publish the 1<sup>st</sup> chapter on 1chapterfree.com (it is a high traffic website and should be helpful to get more readers.)

8. **Filedby** (<http://www.filedby.com/>) – Filedby is a platform where authors can create a free profile. Free profile is a great way to experience Filedby platform. There are three types of memberships available at Filedby
  - **Basic** – 100% free *Sample profile:* [http://www.filedby.com/author/jazmine\\_l\\_swanson/2530201/](http://www.filedby.com/author/jazmine_l_swanson/2530201/)
  - **Premium** - \$ 99/yr *Sample Profile:* [http://www.filedby.com/author/melonie\\_dodaro/3623945/](http://www.filedby.com/author/melonie_dodaro/3623945/)
  - **Premium Plus** - \$399/yr *Sample Profile:* [http://www.filedby.com/author/ali\\_pervez/1825774/](http://www.filedby.com/author/ali_pervez/1825774/)
9. **Definr** (<http://www.definr.com/>) – Incredibly fast and free dictionary. You type any word for which you want the meaning and then click on meep. It is also available as a Firefox add-on. How to add as a Firefox add on please check this link: <http://www.definr.com/definr/tools/>. Follow @definr on twitter to get “words of the day”. You can also subscribe to RSS feeds so that you can get new words every day for free directly into your inbox.
10. **WordWeb** (<http://wordweb.info/free/>) – Free English Thesaurus dictionary. It is a lightweight desktop application you can install easily. It is a one-click program and very easy to use. Professional version’s price starts at \$ 19.
11. **Red Room** (<http://www.redroom.com>) – Redroom is a well-thought of? community and have many great authors registered with them. You can register for free as a community member at Redroom and if would like to register as an author there is a premium membership (costs at \$ 30 USD per month or \$ 250 USD per year). I am including “Red Room” into the collection of free tools for a specific reason. There are many advantages to being a community member with them, even if you don’t decide to pay for premium membership, it is really worth it.
12. **Sigil** (<http://code.google.com/p/sigil/>) – Free WYSIWYG Ebook editor. It will be helpful in editing ebook files. Multiple views (Book View, Code View and Split View) and Multiple-platforms (Windows, Linux and Mac) are supported.
13. **Guide to Grammar & Writing** (<http://grammar.ccc.commnet.edu/grammar/>) – This guide is a huge resource which provides high quality information not only on grammar & writing but also includes Quizzes, Grammar Polls & awards. You can also check nice PPTs on different grammar techniques: <http://grammar.ccc.commnet.edu/grammar/powerpoint.htm>
14. **Using English** (<http://www.usingenglish.com>) – Those authors who do not have English as their mother tongue can utilize this website. UsingEnglish.com has lots of materials not only for students who are taking ESL courses but also for trainers. Even though English is my first language, I refer to some of the materials provided on usingenglish.com whenever I get a

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chance. I have in fact bookmarked this website in my favorites.

15. **Wridea** (<http://wridea.com/>) – While writing a book, we get lots of ideas. But that idea may not be relevant to the chapter which we are currently writing. I can suggest that you post that idea into your account on Wridea (Wridea is a completely free web service which can help you to post your ideas and organize it so that you can use it any time in the future. You can also share your ideas with your friends.)
16. **Scholarpedia** (<http://www.scholarpedia.org/>) – Similar to Wikipedia but it is more accurate as all the articles or contents available on scholarpedia are written by experts. Each article is anonymously peer reviewed and each article has a curator. Scholarpedia will help you in getting the best quality contents for your books or articles. It is a nice resource to refer to on a daily basis.
17. **Book-In-A-Week** (<http://www.book-in-a-week.com/what-is-biw/>) – Book-In-A-Week is a social networking site with a twist. All writers of BIW are connected through a learning management system. Prior to Monday 8 am EST, all writers submit their goals and then plan activities to participate in the writing of a specific topic along with other authors. For newbie authors, this is a great place to start. Learning to write is great fun!
18. **Writerface** (<http://www.writerface.com/>) – Comprehensive free social networking website solely for authors and writers. Good place to market your books also. They have sections to upload photos, videos, blogs and links. Authors can also participate in forums and create social groups.
19. **BookRix** (<http://www.bookrix.com/>) – An online community site where you can create, upload and share your own books for free. There are no services charges or sign up charges at Bookrix. You own the complete rights of your book. You can read almost 13000+ books for free.
20. **Writing.com** (<http://www.writing.com/>) – Premier online community for authors / writers of all kinds of interests and skill levels. More than 850,000 members already registered on Writing.com. They have great resources for writers including “Online Writing Portfolio”. Go show off your writing work and get more readers.
21. **Worthy of Publishing** (<http://www.worthyofpublishing.com/>) – Writers upload a blurb or all the chapters of the book (for e.g. [http://www.worthyofpublishing.com/book.asp?book\\_ID=9392](http://www.worthyofpublishing.com/book.asp?book_ID=9392)), readers comment on what writers have uploaded. If writers get high ratings and comments on their work, publishers will notice it and offer an author to write a book for them.
22. **Writers Network** (<http://www.writers-network.com/>) – Write short stories on this network, other authors and members will review your work. You can also share a nice poem here. Being a member, you can also review other author’s work and leave an appropriate

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comment on it. Writers Network also has its own store with nice products available to buy: <http://www.writers-network.com/Shop/commerce.cgi?product=Main>.

23. **A.I. Type** (<http://www.aitype.com>) – Typing is more fun with AI Type. It is a completely free web 2.0 application. AI Type is a strong text predictor and helps you typing fast and accurately. Whether you are typing an email, chat, taking notes, preparing word or spreadsheet, AI Type would help in increasing your productivity by typing faster. AI type will predict on what you are typing and will give alternatives to select from. It also helps you to write correct spellings every time.
24. **TinySpell** (<http://tinyspell.numerit.com/>) – It's a simple spelling check application. You might be thinking we have a spelling check in MS Word or Open office sWriter then why we need TinySpell. But there are still many applications which do not offer spelling check facility. TinySpell can be very useful in those cases as it can check spellings on the fly and alert you whenever it detects a misspelled word.
25. **Search It!** (<http://www.self-publishing-coach.com/searchit>) – This is an amazing free tool. I haven't even fully used it to its full potential. You can use it to help you do research for your projects or to find blogs to include in your virtual book tour. Definitely check Search It! Out and click on the more information link – there's a wealth of info there. To see Search It! in action, watch my video here: <http://www.youtube.com/watch?v=RE2vgCmd6Fk>
26. **Createspace** (<http://www.self-publishing-coach.com/createspace>) – Most of you probably know about Createspace, a company of Amazon. You can sign up for a free account and publish a print book for no upfront costs. I do recommend using an editor and book cover designer to give your book that professional look. I personally have used Createspace for all my books and am very happy with it.

## 5 Mind Mapping Software and Brainstorming Tools:

27. **Freemind** (<http://sourceforge.net/projects/freemind/>) – The definitive Free Mind mapping solution. Good that it can be used on different operating systems such as Windows and Mac. I love this free mind mapping software as it is very easy to use and a great way of managing and recording meetings live.
28. **Mindjet** (<http://mindjet.com/index1.html>) – World leading mind mapping software. There are different installation files for Windows and Mac. Free trial for 30 days available and costs \$349 for full license copy (Windows).
29. **Mindomo** (<http://www.mindomo.com>) – Mindomo is available in web and desktop versions. Basic account is free which is limited to 3 maps and comes with basic import and export functionality. Premium plan starts at \$6 per month.
30. **Mindmeister** (<http://www.mindmeister.com/>) – Unique real-time brainstorming software.

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Free version has limitations to create up to 3 mind maps. Best feature is that import from other popular mind mapping software such as FreeMind and Mind Manager is possible.

31. **Gliffy** (<http://www.gliffy.com/>) – Web based flow chart creator. Free for 30 days and then it will cost you \$5 per user. Gliffy can help in creating various types of diagrams like UML, ER, Floor plan, etc. It is more useful to programmers and architects than authors.

### 5 Word Processors & Office Suites:

32. **OpenOffice** (<http://www.openoffice.org/>) – I have just started using OpenOffice.org and am so impressed by it. OpenOffice is now managed by Oracle. The OpenOffice suite has major following applications:
- ➔ sWriter is similar to MS Word
  - ➔ sCalc is similar to MS Excel
  - ➔ sImpress is similar to MS PowerPoint
  - ➔ sDraw is similar to MS Paint
33. **Google Docs** (<http://docs.google.com>) – Thousands of features available in Google Docs. It is best to use when you are working from different locations or may be traveling. Upload all your documents from a desktop or laptop to Google Docs and that is all! You will surely fall in love with Google Docs. It is so powerful and easy to use. Google Docs includes Documents, Spreadsheets, Presentations, Drawings and Forms.
34. **Zoho Writer** (<http://writer.zoho.com>) – Easiest online word processor around. You can sign up with Zoho writer using your Google, Yahoo or Facebook accounts. Zoho writer uses a top menu - like a ribbon, the same as we see in Word 2007.
35. **Abi Word** (<http://www.abisource.com/>) – Free word processing program similar to MS Word. With Abi Word, you can collaborate with many people on the document to work at the same time. Abiword is able to read and write all industry standard document types such as Openoffice, Microsoft, WordPerfect, RTF (Rich Text Format), HTML web pages and many more.
36. **ThinkFree** (<http://www.thinkfree.com>) – It is an online service and provides free “Online Office Suite” with 1 GB of online storage. You can use your computer, Android, Windows mobile and iPhone devices to access documents easily. ThinkFree has another great free application called “Uni Paper”. Uni-Paper is a convenient and powerful online document viewer.

### Note Taking Software – 8 Tools to Keep You Organized:

37. **Evernote** (<http://www.evernote.com>) – I have recently become a huge fan of Evernote. It has literally simplified my life by decluttering all my bookmarks, folders, project to do lists, etc. For example, for each new book project I start, I create a new notebook to organize all

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my ideas, outlines, etc. I also do this for speaking engagements and also have a separate notebook for each of my websites. Whether you are taking a text note, clip of a web page, recording audio or taking a photo, you can store all these things in Evernote. Plus, I can access it online, on my computer or on my phone. The free version comes with a limitation of “note allowance” upload up to 60MB per month.

38. **RememberTheMilk** (<http://www.rememberthemilk.com/>) – Funny name, huh? However the idea behind *Remember The Milk* has caught on like wildfire. You can use this application online as well as offline. You can also manage tasks more efficiently and quickly. You can integrate this with Gmail and so much more. Check it out!
39. **Penzu** (<http://penzu.com/>) – It is not exactly a note taking application but it is more like a personal diary or journal. Penzu is a rich featured application. You write a personal post on Penzu. You can also include a picture on your post or note (picture can be inserted using Flickr).
40. **ShortText** (<http://www.shorttext.com/>) – Very simple tool to post text online. (no sign up, or sign in required!). You simply have to write a content, enter a captcha (to verify that you are a real human, sorry!) and then press create URL. You will get a unique URL generated for your notes. Click on this link: <http://shorttext.com/wbtxu35etu295> - and you will find my secret message there :)
41. **YourDraft** (<http://www.yourdraft.com/>) – You get a WYSIWYG editor to post contents. No registration required for using YourDraft. This will be helpful if you are looking for some senior author’s help on your writings. You write an initial draft, share it with your senior person and let him edit with his ideas. You can also set up a draft for proof readers to verify. 100% free and hardly 10 secs required in order to start your first draft. (Enter your name, email address and captcha – Now start drafting!)
42. **Cl1p.net** (<http://cl1p.net/>) – Cl1p.net is the internet clipboard. Choose your own unique URL, copy your contents into the box provided and then give that URL to whoever you want. They will then see the same information. Cl1p.net can be password protected or you can create a group and give access to certain people. No sign ups or sign in required. You can even create a mini message board like I did here: <http://cl1p.net/200freetools/>
43. **Fruitfultime Notekeeper** (<http://www.fruitfultime.com/products/notekeeper/fruitfultime-notekeeper.php>) – It is an indispensable note keeper tool. When taking notes on Fruitfultime Notekeeper, you can save references of websites, photos or videos. Best thing here is that you can archive old notes too.
44. **Square Leaf** (<http://www.squareleaf.net>) – With this tool, you can keep all kinds of virtual sticky notes in one place. It is easy to post as well as to edit sticky notes. If they would have provided dates and timing it would have been even better.

## Productivity Software – 8 Tools to Help You Get Things Done:

45. **RescueTime** (<http://www.rescuetime.com/>) –RescueTime is a great tool to help all of us to get a handle on how we spend our time.
46. **E.gg Timer** (<http://e.ggtimer.com/>) – Nice and simple countdown timer. Once time is completed, you get a bip sound from the computer. You can use this when you are on social media or e-mail to make sure it doesn't eat up your time. You can set your own time or use one of their pre-set timers. For instance, try this one: <http://e.ggtimer.com/brushteeth> - it will make sure you brush long enough (2 mins) to have healthy teeth!
47. **In Form Enter** (<https://addons.mozilla.org/en-US/firefox/addon/informenter/>) – Very helpful and absolute time saver Firefox add-on. For example, when you use an article directory submission form, you can use this tool. With about 20 fields, using InformEnter add-on, you can fill in a form within 1-2 min. Nice, huh?
48. **LeechBlock** (<https://addons.mozilla.org/en-US/firefox/addon/leechblock/>) – LeechBlock is a simple Firefox add-on which blocks certain websites for certain periods. Now you can block those websites which are annoying or may be a time waster, especially when you are concentrating on writing. Then, you can unblock the website when you are taking a break from your work.
49. **Freeverse's Think** (<http://freeverse.com/mac/product/?id=7013>) – It helps you to focus on one application at a time. If you look around your computer windows you will see lots of applications running and they distract your attention. If I look at my screen right now, I have Firefox browser, chat applications (Skype & Google talk) and Microsoft products (Outlook and Word) all open and working. While I am writing, I can easily get distracted by a chat from a friend and a family member. This tool helps me to focus on my work.
50. **Tada List** (<http://tadalist.com/>) – Another great creation by 37Signals (This same company developed Basecamp). It is a simple online to-do list application. Best part is that you can share the same with others. Go and sign up now at Ta-Da List. Sign up will take you less than 10 seconds. Give it a try and let me know what you think.
51. **FishMemory** (<http://www.fishmemory.net/>) – You will never forget a thing again as FishMemory comes with some interesting features like "Multi-Level To-Do Lists", "Email Reminders", "Share, Print or Export To Do lists", "RSS Feeds of to-do lists" and "Add Tags and Notes".
52. **Startino** (<http://www.startino.com/>) – It is an online to-do lists. You can share your tasks with anyone via email. If your colleagues are registered on Startino, then it would be very easy to delegate certain task to them. Tasks can be categorized and filtered.

## 7 PDF Conversion Tools:

53. **OpenOffice** (<http://www.openoffice.org/>) – I have just started using OpenOffice.org and am so impressed by it. Not only can you create and edit many files, you can also create amazing PDF files. How? Simply click the export directly to PDF button along the top of the screen. I created this PDF with OpenOffice and it even created a clickable table of contents for me! I highly recommend it.
54. **PDF995** (<http://PDF995.com/>) – You can download PDF995 and the add-on PDFedit for free and then use it to save your documents as a PDF. I actually use this tool to convert my Word Document template into an 8.5inx5.5in PDF for my self published book. PDFedit creates live links in your PDF documents...and remember, it's all for free. However, if you want to pay \$19.95 you can get rid of the advertising that pops up each time.
55. **PrimoPDF** (<http://www.primopdf.com>) – This is another PDF tool that I use. It gives you different quality options when you save your document. For example, you can choose ebook quality, print quality, etc. It also allows you to create PDF's from Excel and PowerPoint files as well, which is a function available with most PDF tools.
56. **CutePDF** (<http://www.cutepdf.com/Products/CutePDF/writer.asp>) – This is another popular PDF conversion tool that many people use. I personally have not used it as often, but hear good things from others about it.
57. **Microsoft 2007 PDF Add-in** (<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=f1fc413c-6d89-4f15-991b-63b07ba5f2e5&displaylang=en>) – If you have Microsoft 2007, you can download this add-in to convert your files to PDF. Check it out.
58. **PDFToWord.com** (<http://www.pdfword.com/>) – PDF to Word converter from Nitro Software. It is very accurate and you can use it with three easy steps: 1. Upload a file, 2. Convert PDF file to either .doc or .rtf format, 3. Email file to (email it to yourself or friend of the converted document). So simple, isn't it?
59. **YouBlisher** (<http://www.youblisher.com/>) – PDF is one of the most popular formats for viewing documents online. And it's really easy to have PDF documents on your website. YouPublisher allows you to have a flippable pdf file on your website or blog. It is like reading a book or magazine online, is fast and has an intuitive interface.

## 6 Online Document Sharing Tools:

60. **Scribd** (<http://www.scribd.com>) – It is the world's largest social reading and publishing website. Scribd has more than 60 million readers every month. For authors, it is recommended to upload an excerpt of your book to Scribd, as it could help to bring more readers to your book and/or your blog.
61. **SlideShare** (<http://www.slideshare.com>) – Slideshare is a great tool for marketing your

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website. Here is what you do: you open an account and then submit your presentations or tutorials. I even recommend making a simple presentation from the main points of an article you've written. Then, submit the document with proper and relevant links. Not always, but sometimes after submitting your document to SlideShare, your document will appear on Google search engine within a few hours. It's definitely worth a try!

62. **SlideBoom** (<http://www.slideboom.com>) – Slideboom's free account allows you to upload up to 100 presentations. You can share presentations, audio, video and animations using Slideboom. Compared to Slideshare, Slideboom allows you to have private PowerPoint sharing within your free account.
63. **SlideRocket** (<http://www.sliderocket.com/>) – We all use Microsoft PowerPoint programs to create presentations, but what if you want to share your complete PowerPoint presentation with lots of users? Sliderocket is the solution. You can create great presentations online and share it with prospects on a regular basis. (Sliderocket is completely secure.). Free Version (SlideRocket Lite) is limited to 250MB storage, 15 MB file size and email support.
64. **280Slides** (<http://280slides.com/>) – Nice themes, Apple Mac like menus and other navigation structure. Very simple to use. 280 slides helps in creating presentations which are accessible from anywhere in the world and these presentations can be shared to the world. It is completely free.
65. **DocsToc** (<http://www.docstoc.com>) – Docstoc is a platform where we can publish our documents for free. But more interesting is that they have an application called DocsCash. DocsCash is supported with Google AdSense and documents uploaded can generate cash for you.

### Video Editing Software and Other Cool Video Tools:

66. **Animoto** (<http://animoto.com>) – Turn your photos, video clips and music into masterpiece videos to share with everyone. It is fast, reliable and shockingly easy. Check out professional videos created using Animoto on this link: <http://animoto.com/sample-videos>. They have 3 different options to choose from: Animoto Lite (100% free), Animoto Plus (\$30/year) and Animoto Pro (\$249/year).
67. **Leawo PowerPoint to Video Converter** (<http://www.leawo.com/powerpoint-video-converter/>) – Looking for a quick way to create a video? Leawo is an efficient freeware program which converts PPT to Video with just a few mouse clicks. You can also add music to the video (output file) which you had converted using Leawo's tool. This free tool is capable of converting PPT to not only popular video format such as WMV but also converts into 3GP format. (3GP format is supported by many modern mobile devices such as Blackberry). Very cool!

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- 68. GoAnimate** (<http://goanimate.com/>) – Goanimate is an easy to use application for creating animated cartoon characters. Basic version is completely free and it is ad supported version. Paid Version - GoPlus+ can be found here: <https://goanimate.com/plussignup/>
- 69. XtraNormal** (<http://www.xtranormal.com/>) – Make a 3D movie with nice backgrounds and characters they have developed. Every new account gets Free 300 XP (Xtranormal points), Xtranormal points can be utilized for various activities on the website. More information on XP is found on this link: <http://xtranormal.zendesk.com/entries/197530-what-am-i-paying-for>
- 70. OneTrueMedia** (<http://www.onetruemedia.com>) – Create impressive video montages using OneTrueMedia. 3 simple steps to create video montages, 1. Upload photo or video clips, 2. Choose a style (add effects, captions and music) and 3. Share video montage on Youtube or Facebook. To get the video which you created on a DVD, it will cost you few bucks.
- 71. Flash Slide Show Maker** (<http://www.flash-slideshow-maker.com/index.html>) – Create a nice flash album using this free tool. You can share the flash album either on your website or on a blog. If you are writing a book with motivational quotes, here is a hint for you. Add nice motivational pictures and texts, create a nice flash album and share it with your prospects. This slideshow will motivate them to buy your book.
- 72. Microsoft Photo Story** – only supported on Windows XP, quick and easy way to make a slide show with pictures and music.  
(<http://www.microsoft.com/windowsxp/using/digitalphotography/photostory/default.mspx>)
- 73. Tube Mogul** (<http://www.Tubemogul.com>) – TubeMogul.com is an industry leading website that offers Video Marketing solutions. They also have two free and highly popular applications 1. OneLoad (Video Syndication Tool) 2. InPlay (Video Analytics Tool much like a Google Analytics but specialized for videos.) The thing I love the most about TubeMogul is that you can upload your video once to OneLoad and then Tube Mogul sends that same video to many different video submission sites at once (YouTube, MySpace, Howcast, Vimeo, Viddler, DailyMotion, etc.) – a great timesaver! However, don't try to upload a commercial video for your book, website or products or else they will shut down your account. Unfortunately, I learned this the hard way ☹
- 74. Movie Tools** (<http://www.movietools.info/>) – Need some background videos for a promo for your book? Check out all the free downloads at Movie Tools!

### 6 Screen Capture Tools:

- 75. Jing** (<http://www.techsmith.com/jing/free/>) – This is a popular tool to use for both capturing images online and video. It's made by Camtasia, who is known for screen capture. It is limited to 5 minutes of recording time and you get 2GB of storage for free.

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76. **CaptureFox** (<http://www.capturefox.com/>) – It is a free Firefox add-on and a user-friendly tool to capture your computer screen with a voice. You can create nice online tutorials in a few steps: Capture screen, record your sound and create a video. How do you use it? Please visit this link: <http://www.capturefox.com/help/> - it's not complicated, trust me!
77. **Screen Toaster** (<http://www.screentoaster.com/>) – A free online screen capture tool. I have used this several times and it does the job.
78. **Screen Jelly** (<http://www.screenjelly.com/>) – Screen Jelly records your screen activity with your voice. No need to install any software or purchase licenses for screen recording. Screen recorded video can be shared easily via email, Twitter and Facebook. Screen Jelly also provides you with a Bookmarklet. You just drag and drop a button on your bookmark toolbar and you are ready to rock and roll!
79. **Screencast-O-Matic** (<http://www.screencast-o-matic.com/>) – Another free option for screen capture videos.
80. **Camstudio** (<http://camstudio.org/>) – Open source and completely free application. Camstudio is a very useful tool which helps in recording all your desktop screen activities and audio activities. Camstudio's output is in AVI format, but it can also convert final video output into SWF format.

## 5 Places to Find Royalty Free Images for Free:

81. **Stock.xchng** (<http://www.sxc.hu>) – Everyone knows that Stock.xchng is a leading free stock photography website. You need to register on the website in order to download stock photography images. Although it's a huge pool of stock photography images, Stock.xchng website has a nice collection of Photoshop / graphic design tutorials. Stock.xchng is now owned by Getty Images.
82. **Flickr** (<http://www.flickr.com/>) – I am sure I don't need to give you a long description about this website. It is a highly popular photo sharing website. It is now owned by Yahoo!, so you can use your existing yahoo account to register with Flickr (one can also register on Flickr by using your existing Facebook and Google account, much better!). Also, please keep a note that you'll want to do an advanced search for images which are tagged with "CC" (Creative Commons) to use them on your blog or website. Please read this link in order to understand Creative Commons (<http://www.flickr.com/creativecommons/>)
83. **Wikimedia Commons** ([http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page)) – There are over 8.5 million images in the database and all are available free of charge. One interesting thing to note is that it is available in more than 30 different languages and any one can contribute to "Wikimedia" by uploading either an image, video or sound files.
84. **Microsoft Image Gallery** (<http://office.microsoft.com/en-us/images/>) – Well known image

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providers like iStockphoto, Veer Images, Fotolia, iClipart etc. contributes to Microsoft Image Gallery. Apart from images, Microsoft has a nice collection of clipart which are useful to use in Word and PowerPoint presentations.

- 85. FreeFoto.com** (<http://www.freefoto.com>) – Another place to search for royalty free photos. Always make sure you read the agreements carefully on what you can and can't do with the images you download.

### 14 Graphic Editing Tools:

- 86. Picnik** (<http://www.picnik.com/>) – Picnik is an amazing and FREE online based photo editing tool. It really is amazing what you can do with Picnik. You don't need to register in order to use this tool. You can import photos from Picasa, Flickr, Facebook, Photobucket and Myspace. Works perfectly fine on Windows, Mac and Linux. Premium version costs only \$2.08 per month!
- 87. Pixlr.com** (<http://pixlr.com/>) – Another powerful online editor. You can do a quick fix to your images using Pixlr Express, use the Firefox or Chrome add-on or the online editor. You can even copy and paste some code to put it on your website or blog! Check it out.
- 88. Paint.NET** (<http://www.getpaint.net/>) – Paint.NET is Windows based free image and photo editing software. It is an alternative to other paid software like Adobe Photoshop and Core Paintshop Pro. I have used Paint.NET and it does a great job! As with any software, there will be a learning curve.
- 89. GIMP** (<http://www.gimp.org/>) – GIMP is a short form of GNU Image Manipulation program, it is freely distributed and mainly used for Photo retouching, image composition and image authoring.
- 90. FotoFuze** (<http://fotofuze.com/>) - Enhance your photograph for free. You can unload any type of photograph which you had taken and then upload it to Fotogfuze, fotofuze will convert your ordinary picture into "professional version". After you use fotofuze, you can show off your photography skills to your friends :)
- 91. Foto Flexer** (<http://fotoflexer.com/>) - They are claiming to be the world's most advanced online image editor. I might not agree 100% with this statement. But, yes you certainly can say that they have advanced online editing functions.
- 92. PhotoPlus** (<http://www.serif.com/free-photo-editing-software/>) – Free Starter edition is a nice way to see how easy it is to use PhotoPlus. Photoplus premium version is available at £69.99.
- 93. Artweaver** (<http://www.artweaver.de/>) – It has more painting tools than image editing options. Artweaver is available for the Windows platform and has group layers and support for the PSD file format. (PSD is an Adobe Photoshop's source file format.). Premium version

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of Artweaver is called Artweaver Plus and it costs € 29 Euro.

### 94. **SmoothDraw Tools (4 graphic tools)**

(<http://www.smoothdraw.com/product/freeware.htm>) – Smoothdraw has developed nice freeware tools such as:

- SimplyIcon – creates windows icon files (.ico format) by simply using their drag-and-drop feature – create nice icons for your blog or website this way.
- SmoothDraw NX – Freehand Drawing tool. 100% free and easy to use it on desktop as well as on a PC.
- Smooth Gallery Builder – Turn a bunch of images into an image gallery. Any image gallery which has been developed using this tool can be easily integrated into a website.
- SmoothView – Image viewer that can stretch images smoothly. Images will not remain intact in terms of sharpness if it has been stretched from 10% to 400% (with zoom function.)

95. **POV-Ray** (<http://www.povray.org/>) – High-quality, completely free tool for creating stunning 3-D graphics. In the hall of fame section, various users have developed beautiful 3D graphics, you can check some of them on this link: <http://hof.povray.org/>

96. **Inkscape** (<http://inkscape.org/>) – Very well known free and open source vector graphics editor. It uses W3C standard scalable vector graphics (SVG) file format. Inkscape supports many advanced SVG features.

97. **FastStone Photo Resizer** (<http://www.faststone.org/FSResizerDetail.htm>) – It is an image converter and renaming tool. If you have about 15 images, all are in different sizes and you wanted to use it on PPT, you can simply use Faststone to define the size of the photo you want and then do a batch run. And like magic, all your images are resized into a uniform size. You can create thumbnails as well that can be used on your blog.

98. **Free Image Converter** (<http://www.freeimageconverter.com/overview.aspx>) – This is another image converter that I have used. It saves so much time when you have a bunch of pictures you need to resize for your website or blog at once. It's worked well for me and gets the job done.

99. **Zamar** (<http://www.zamzar.com/>) – Free online image converter. You can convert to a bunch of different types of image files, like .bmp, .gif, .jpeg, .iso and more!

## 2 Book Cover Tools:

100. **GroundBreak.com Free Cover Generator** (<http://groundbreak.com/graphics2.html>) – You will definitely be interested in this! You can create ebook covers, software boxes and CD covers for free to use on your website or blog from your flat images. (Note: I personally use <http://www.boxshot3d.com/> to get very high quality images for my book and

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CD covers, however it will cost you a one time fee of \$60.)

- 101. 3D BoShot Maker** (<http://www.bosseye.com/boxshot/index.htm>) – Quite easy and free tool to virtually design a quality box shot. Upload images, do little adjustments of the design and that's all, 3d box is ready for you.

### 9 Graphic Generators:

- 102. Web 2.0 Free Logo Creator** (<http://www.simwebsol.com/ImageTool/>) – Very easy way to create a nice web 2.0 style logo. Type the text, select background and font colors, and that's it your logo is ready. Look what I created using with this tool. I created this logo in less than a minute.

**Self Publishing Coach** 



- 103. Web 2.0 Badges creator** (<http://www.web20badges.com/>) – Web 2.0 badges are used these days to attract customers for a special offer or news.
- 104. Stripe Generator 2.0** (<http://www.stripegenerator.com/>) – Create stripes for your Facebook profile photo that say "Like it!" or for Twitter that says "Follow me."
- 105. Social Ribbon Generator** (<http://socialribbongenerator.com>) – Very simple to use ribbon generator. You can generate a ribbon for Facebook, MySpace, Youtube and Twitter. I entered only my Facebook ID and the social ribbon generated the ribbon you see to the right.
- 106. Website Ribbon Generator** (<http://www.websiteribbon.com/>) - Free web banner ad and web design advertising tool to create a diagonal corner website banner containing a simple text message to advertise your product or service, or to announce some news or promotions.
- 107. Buttonator** (<http://www.buttonator.com/>) – Create stylish and "wow" looking Web 2.0 buttons and icons using Buttonator. Some of the unique features of buttonator are: Preview your button, advanced properties for formatting texts, change button and text colors, and batch downloads. Signup is completely free!
- 108. Unique** (<http://unique.rasterboy.com/>) – Create unique looking cartoon characters / avatars, either for your blog or a website one unique feature at a time. You can choose the gender, hairstyle, eyes, clothes, colors, etc. You truly can make your own unique character! And Rasterboy is a completely free application. I have created a nice avatar to give you an example. You too can

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create different characters with just few mouse clicks!

- 109. Cool Text** (<http://cooltext.com/>) – Generate many different “cool” looking texts with this free online tool.
- 110. Screenshot Captor** (<http://www.donationcoder.com/Software/Mouser/screenshotcaptor/index.html>) – Captures your screen and allows you to add arrows and other things to it. Jing.com will also do this.

### 2 Audio Editing Tools:

- 111. Audacity** (<http://audacity.sourceforge.net/>) – Open source free software to record and edit your audio files. I use Audacity all the time and even used it to record my audiobook! I also use it to record my podcasts.
- 112. MP3 Splitter** (<http://www.nch.com.au/splitter/index.html>) – Splits large MP3’s into smaller usable files.

### 5 Conference Phone Calls & Teleseminar Tools:

- 113. Free Conferencing** (<https://www.freeconferencing.com>) – I looked at all the free teleseminar tools and so far this has been my favorite. It has a lot of features like online web controls, ability for Q&A, you can broadcast previously recorded audio files (great for guests with limited time slots available), you can use their optional screencast feature (freese), you can break up participants into “discussion room”, free recordings you can download or make available for playback, chat function and much more. If you are interested in teleseminars definitely check it out. Up to 1000 participants and a 6 hour maximum time per call.
- 114. No Cost Conference** (<http://www.nocostconference.com>) – They provide you a line for your call as well as record it for free. Up to 250 participants per call.
- 115. Totally Free Conference Calls** (<http://freeconferencecenter.com/>) – You can use their service for calls and get free recordings, playback and downloads. There is a limit of 250 participants per call.
- 116. Free Conference** (<http://www.freeconference.com>) – You can host a seminar or call for free but the recording will cost you \$9/month. Up to 150 participants per call.
- 117. Rhondee** (<http://www.rondee.com/>) – They really highlight their call scheduling feature that integrates with ical and Outlook which is a great feature. However, they have a maximum of only 40 participants per call line.

### 11 Email Marketing Software and Tools:

- 118. MailChimp** (<http://www.mailchimp.com>) – The unique thing about mailchimp is their

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professionally designed email newsletters (<http://www.mailchimp.com/features/designer-templates/>). A never expiring trial comes with the ability to store up to 2,000 subscribers, for free! You can also send up to 12,000 emails per month. I haven't personally used MailChimp but have heard several people who use it and are very happy with it. For my newsletter list I use Mailout Manager, which comes free with my SBI webhosting (<http://www.self-publishing-coach.com/sbi-tools>).

- 119. Thunderbird** (<http://www.mozillamessaging.com/en-US/thunderbird/>) – “Free for Life” email application. It is much more powerful than outlook. With the help of thousands of add-ons and themes available for Thunderbird, you can customize thunderbird as and how you need it. All free add-ons available for Thunderbird can be found here: <https://addons.mozilla.org/en-US/thunderbird/>.
- 120. Mad Mimi** (<http://madmimi.com>) – Look yummy with less cluttered email newsletter layouts which you can design with a few clicks at Mad Mimi. Totally free plan comes with 100 contacts.
- 121. Newsberry** (<http://newsberry.com>) – Free plan comes with 100 subscribers and have full features included such as unlimited sending, free image hosting and analytics reports, etc. On the paid plan they have it's based on number of subscribers, maximum charge is \$185 for up to 50,000 subscribers.
- 122. MailBrowser** (<http://mailbrowser.com>) – What if you had approx. 5200 emails and more than 3800 contacts in your Gmail? Can you imagine how difficult it would be to manage all these massive email and contacts management? It is very difficult! However, there is a solution: Mailbrowser.com. This is a free Gmail plug-in that helps you to manage all your contacts and attachments in a sophisticated and an easy way.
- 123. Integrated Gmail** (<http://integratedgmail.com/>) – I love this tool. I can now integrate my Google calendar, Google Voice account, Google RSS Reader and Gmail accounts into one easy to access interface. This simple tool has saved me a lot of time and de-cluttered my online life :) I especially like placing my calendar at the top of the list, that way if someone asks me if I'm free for a speaking engagement or a phone interview in an e-mail I can easily click over to my calendar and check.
- 124. Relenta** (<http://www.relenta.com>) – Email, Contacts, Activities Files and Email marketing all in one place at Relenta. The “Free Forever” version of Relenta comes with limitations of 2 users, 100 contacts, 100 MB Storage and 1 department.
- 125. OtherInbox** (<http://www.otherinbox.com>) – Organizer (other name of OtherInbox) is like your secretary who takes care of your inbox. It is a smart application which can make your life easy especially when you are receiving hundreds of emails on a daily basis. OtherInbox is available for free on Gmail and Yahoo Email platforms. It is easy to install and use. Nice and

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simple design!

- 126. Nubli** (<http://nubli.com>) – It is an intelligent Outlook add-in that automatically analyzes your emails and helps you become more productive by bringing important emails and contacts into focus. I have recently been using the priority inbox with Gmail and have been pleased with it so far.
- 127. SpyPig** (<http://www.spypig.com/>) – How do you find out whether your email has been read by the recipient? If you don't have a clue, go and check SpyPig. It is a simple and efficient email tracking system that sends you a notification by email when the recipient opens your message. It works with virtually all modern email programs such as Gmail, Yahoo, Outlook, Thunderbird, etc.
- 128. Aweber** (<http://www.self-publishing-coach.com/aweber>) – Aweber is very popular among the online marketers community and is one of the tools I use. Due to ease of use, excellent features and ease in integration with large blogging platforms such as Wordpress, Aweber is a great email marketing solution. However, it's not free. You can sign up for a 1 month account at \$1 to try it out. For my basic autoresponders and forms, I use Form Build It! which comes free with my SBI webhosting (<http://www.self-publishing-coach.com/sbi-tools>).

### 7 Free Web Video Conferencing and Webinar Tools:

- 129. WiZiQ** (<http://www.wiziq.com/>) – Hold a conference or teach a seminar in a free classroom. Upload your PowerPoint presentation, YouTube videos and use their whiteboard. You can be heard on audio and you can choose to use their webcam option for your guests to see you while you present. You can also enable a chat area for questions and interactions. I have personally used WiziQ and highly recommend it. A great free web conferencing tool! It will make you look professional as you host online webinars to promote your books.
- 130. Zoho Meeting** (<http://www.zoho.com/meeting/>) – Another great application from Zoho. If you would like to meet your remote customers or remote book readers, Zoho Meeting is a proven tool for doing online meetings. One on One meeting is completely free. With the free edition, you can do online meetings, audio conferencing, desktop sharing and even instant messaging. Professional edition with 5 participants is available at \$ 12 per month.
- 131. Yugma** (<https://www.yugma.com/>) – Yugma free edition is a "free for lifetime" edition. It is a good quality web conferencing application which allows you to instantly share your desktop and ideas online with others. Free edition has a limitation of "2 attendees". Easy to host a meeting with Yugma.
- 132. Mikogo** (<http://www.mikogo.com/guide/free-web-conferencing/>) – Now arrange a webinar or web presentation or net meeting for free. Over half a million people across the globe have registered at Mikogo.

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- 133. **OpenMeetings** (<http://code.google.com/p/openmeetings/>) – It is browser-based software which comes with many nice features such as recording (complete session you can record), Whiteboard, Import documents, multi-language support and has a moderating system. Best of all it is completely free which ocean full of features.
- 134. **Event Brite** (<http://www.eventbrite.com>) – Want to sell tickets to your webinar or online event? Eventbrite allows you to publish, promote and manage your online event for free. The only time you pay them is for a credit card processing fee if you sell tickets. It's very slick!
- 135. **Amiando** (<http://www.amiando.com/>) – Free Event Management application for Free Events. If you have a paid event, Amiando is still the best choice. You can sell tickets online, create online event registration forms and promote events. Amiando uses PayPal for payment processing. For paid events, Amiando charges \$0.99 per attendee + 5.9% of the attendee fee (No setup cost, no risk as you pay only when ticket is sold.)

### 16 Free Project Management Tools:

- 136. **Google Apps** (<http://www.google.com/apps/intl/en/business/index.html>) – There are an amazing number of business applications you can use with Google Apps in their marketplace. They are mostly suitable to Small to Medium Size enterprises and freelancers. You must have a domain registered in order to use Google Apps. Also check Google Apps Marketplace.
- 137. **Zoho Business** (<http://www.zoho.com>) – Zoho has lots of useful applications. It is possible to integrate Zoho with Google Apps and their free edition is free for 3 users. They offer different kinds of packages for different applications. More information about Zoho CRM can be found here: <http://www.zoho.com/crm/> .
- 138. **FreedCamp** (<http://freedcamp.com/>) – Close alternative to Basecamp. 100% free and has all major features which Basecamp had. Application looks very promising, it is surely worth it to try it out.
- 139. **Dropbox** – (<https://www.dropbox.com/>) – Free online storage and collaboration for up to 2 GB. What I love about Dropbox is that it creates a folder on your computer as well as anyone else on your team. You then decide who has permission to access the folder and then when anyone on your team updates the document, it will automatically be updated for everyone else. I used this effectively when planning a major event with team members in different cities. Worked very well!
- 140. **OnStage** – (<http://www.onstageportal.com/>) I like their slogan very much "**work smarter, not longer**". Very simple interface to use. With the free version, you can manage 1 project at a time. Best thing here is that you can have unlimited users with this tool.
- 141. **Use Apollo** (<http://www.useapollo.com/>) – You can collaborate not only on images but also on documents, graphic designs, ebooks, white papers, presentations and even floor or house

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plans. You can invite unlimited team members on the same document and they all communicate effectively on various types of documents. Highly useful for web designers and architects who are having complex designs and diagrams and require regular feedbacks from their clients.

- 142. FlockDraw** (<http://flockdraw.com/>) - Free and Collaborative Group Whiteboard. Really useful when you have virtual teams. Teams from different locations can come to a single place and help in developing a nice idea. Good for brainstorming sessions.
- 143. Goplan** - (<http://goplanapp.com/>) Goplan lets you keep track of projects and collaborate with team mates securely through a nice GUI. Goplan is offering their free version for 1 project with 2 users (it is ad-supported.)
- 144. Collabtive** - (<http://collabtive.o-dyn.de/>) It is easy to install this completely free project management application. You can also import Basecamp projects to this application. You can get the complete source code of this open source application and can easily be configured on a linux server.
- 145. AirSet** - (<http://www.airset.com>) I am sure you have heard about "Cloud Computing" but have you ever heard about "Cloud Personal Computer"? If not, then Airset is something you'll want to check out. You can organize your contacts and calendars while on the move. "Free for Lifetime" account has all major features and comes with 100MB file storage limitations which is superb.
- 146. MyIntervals** (<http://www.myintervals.com>) - myIntervals has been praised by many customers (Few important testimonials you can check it out here: <http://www.myintervals.com/happy.php>). Free plan offers one active project, one active client, one invoice and four active users. (Free plan does not include: SSL or document storage.) They have plans ranging from \$20 to \$175 per month.
- 147. Project Pier** (<http://www.projectpier.org/>) - Free Open Source PHP based web application. If you have a technical person, he can definitely customize this whole application. Even if you choose to decide to use standard features available with Project Pier, they can still be very useful.
- 148. ClockingIt** (<http://www.clockingit.com/>) - 100% free, open source feature-rich application to manage your time and projects. This application is available not only in English but also in French, Spanish, Basque, Italian, German, Dutch, Polish, Hebrew, Brazilian Portuguese, Swedish, Danish, Norwegian and Finnish. Good for all the European users out there :)
- 149. TimeToNote** (<http://www.timetonote.com>) - Gmail integration, shared contacts and groups, tasks, file attachments and project management - these are some of the popular features of TimeToNote. Its free version comes with a limitation of 2 users, 5MB storage, 10 Projects, 250 contacts and standard security. Premium version is available at \$20 per month.

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- 150. Nextup** (<http://nextup.info/>) – If you want to finish your meeting on scheduled time, you surely need this tool. I read somewhere that managers in US spend approx. 38% of their working time doing meetings. Nextup is a great tool to increase productivity during meetings. Now, finish all your meetings on time every time!
- 151. Redmine** (<http://www.redmine.org/>) – Effective and Flexible Project Management Online Application. It has many features but some of my favorites are: multiple projects support, flexible role based access control, Gantt chart and Calendar, Per Project Wiki and Forums. Online demo can be found here; <http://demo.redmine.org/>

### 9 Free Invoicing Tools:

- 152. FreshBooks-** (<http://www.freshbooks.com/>) - It is an elegant tool to generate professional invoices. If you don't like to play with numbers, this is a simple and easy to use application. Freshbooks is a free application to manage up to 3 clients.
- 153. InvoiceDude** (<http://www.invoicedude.com/>) – On-demand is completely free. You can do your own logo and branding on each invoice you send to your customer using InvoiceDude. Multi-currencies are supported on InvoiceDude! (Whether your customer is in Europe or USA, you don't need to worry converting an invoice from USD to Euro!). Self-hosted (invoice dude on your own server) is also available and their pricing plan starts from \$75 one time cost.
- 154. Citrusbill** (<http://www.citrusbill.com/>) – Nice online application developed by a UK based company "Intersoft Solutions". The free version has all the premium features and it comes with only one limitation – you can only manage a maximum of 3 customers. You can send unlimited invoices and quotes using Citrusbill.
- 155. Invoice Place** (<http://www.invoiceplace.com>) – Invoice Place is much more than just an online invoicing application. You can send statements with total amount overdue to the customer. Lite edition (100% free) comes with a limitation of 5 invoices generation every month. Apart from invoices, it also helps in keeping track of customer records and products or services you are selling.
- 156. Simply Invoices** (<http://www.simplyinvoices.com/home>) – Simply Invoices is synchronized with time / project tracking tools like Basecamp, More Honey, Tick and Harvest. With the free version, you can get unlimited invoices and 5 different templates.
- 157. Cashboard** (<http://www.getcashboard.com/>) – Invoicing, Time Tracking, Expenses, Projects and project quotes are some of the major features available in Cashboard. Cashboard's "free for life" version comes with 1 active employee, 1 active client per month and 2 active projects.
- 158. CurdBee** (<http://curdbee.com>) – Curdbee is much more than just an invoicing application. It

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is an easy, fast and secure (SSL encryption) online billing experience. Free version of Curdbee offers unlimited invoices, clients and items. You can accept payments via PayPal and Google checkout (This is available in free (standard) version! Good news for all of us who are small business owners.)

- 159. **Harvest** (<http://www.getharvest.com>) – Harvest helps with accurate invoicing by tracking your time and also generates powerful reports. Free Forever Plan comes with management of 2 projects, 4 clients and 1 user. This application is compatible with iPhone and Android.
- 160. **Siwapp** (<http://www.siwapp.org>) – This is a self hosted invoice application. Completely free to download and host it on your server. You may need the help of a PHP developer in order to install it and do a little customization for an effective use of this application for your business. Compared to other online invoicing applications, best part here is that all the data would be stored on your own server and not on any 3<sup>rd</sup> party servers.

## 6 Free Shopping Cart or Checkout Systems

- 161. **Mals-e** (<http://www.mals-e.com/>) – Sell your digital products using Mal’s e-commerce platform. With a fingertip, Mal’s shopping cart can be integrated with an existing website. Free and Premium versions are available. Free version has all major functionalities with limitations of max. 50 products and max. 30 orders per day.
- 162. **Paypal** (<http://www.paypal.com>) – Paypal is one of the most popular and widely used shopping carts. It is free to install the shopping cart, but they do charge you a small fee to use their credit card processing.
- 163. **Ecrater** (<http://www.ecrater.com/>) – It is a 100% free online store builder and online market place. All products listed here will be submitted to Google’s product search and eBay products can easily be imported on the Ecrater platform.
- 164. **WP e-Commerce** (for Wordpress platform) (<http://www.instinct.co.nz/e-commerce/>) – Instinct’s WP e-commerce plug-in is one of the best shopping cart plugins available in the Wordpress directory.
- 165. **eShop** (for WordPress) (<http://wordpress.org/extend/plugins/eshop/>) – This plug-in has been downloaded more than 200,000 times. It is an accessible shopping cart plug-in for Wordpress and packed with loads of shopping cart features.
- 166. **FatFreeCart** (<http://www.fatfreecart.com/>) – Free Shopping cart for Google Checkout and PayPal. I agree with what Techcrunch said “a simple, free, cut and paste solution” for Fatfreecart.

## 7 Free Blog Sites and Tools:

- 167. **Blogger** (<http://www.blogger.com>) – As you probably know, Blogger is a Google application

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and is highly noted and reviewed by many authors and bloggers across the globe. It comes with beautiful and customizable templates. Check out this link to find a list of few hand-picked world class blogs created by the Blogger platform: <http://blogsofnote.blogspot.com/>

- 168. Wordpress.com** (<http://www.wordpress.com>) – Don't get confused with the self-hosted Wordpress blogs (self-hosted Wordpress is available on Wordpress.org). Wordpress.com is very popular and stable platform to create free blogs. It has no ads and best thing is their themes and layouts. I personally use Wordpress.org to host my audio podcasts through the Infin It! module of my SBI webhosting (<http://www.self-publishing-coach.com/sbi>).
- 169. Tumblr** (<http://www.tumblr.com/>) – This is also an easy way to blog. They offer many free themes: <http://www.tumblr.com/themes/>. Once you have created a Tumblr blog, you can post texts, photos, videos, quotes, links, dialogues, audio, slideshows and more. You can even open up your blog for Q&A.
- 170. Weebly** (<http://www.weebly.com/>) – Perfect for authors who are newbie's to the online world. With Weebly you can create a free website and blog. 90+ beautiful themes to choose from, no advertisements and you can have free hosting. You can either purchase your own domain (i.e. [www.yourdomain.com](http://www.yourdomain.com)) or you can have *yourdomainname.weebly.com*.
- 171. Posterous** (<https://posterous.com>) – Fast, efficient and effective blog application. If you can write an email, you can post it on Posterous. Create an account and start posting on Posterous. It is very simple to use and it's fun.
- 172. Blog.com** (<http://blog.com/>) – 2GB free storage space with tons of features which makes Blog.com a popular platform for blogging.
- 173. Zemanta** (<http://www.zemanta.com>) – Apart from a regular author writing various journals and books, you may love writing posts on your blog. Zemanta is a great tool to have installed on your blog because it will help you find relevant images, in-text links, tags and other feature articles. You can make your posts more interesting by adding relevant pictures suggested by Zemanta. You can try a demo of Zemanta here: <http://www.zemanta.com/demo/> (No sign up is required.)

### 13 Free Website Building Tools:

- 174. CoffeeCup Free HTML Editor** (<http://www.coffeecup.com/free-editor/>) – First program developed by CoffeeCup (established in 1996). Coffeecup's Free HTML editor is a full-featured web design system which also has built-in FTP uploading, support for HTML5 and CSS3, and 100% valid code output. For those of you who don't know programming, HTML5 & CSS3 are the latest web programming languages and 100% valid code output means you get "Your website code which is standardized as per World Wide Web Consortium".
- 175. Arachnophilia** (<http://www.arachnoid.com/arachnophilia/>) – This is what I now use for my websites. You do have to know basic HTML, which I've learned in bits and pieces over

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the years. It is freeware and you can customize the shortcuts on the top, which I love. I put all my most frequently used HTML tags into shortcut buttons along the top which makes building web pages with SBI so much faster.

- 176. DoTemplate** (<http://www.dotemplate.com/>) – Create fantastic websites using a simple online website editor. Pickup a template which you like most, customize it online and download it for free. It is so easy to use and no programming knowledge require. Nice free templates they have. (<http://www.dotemplate.com/dt/freeTemplates.do>)
- 177. WebPlus** (<http://www.serif.com/web-design-software/>) – 100% free downloadable HTML editor software. Apart from other popular HTML editors, WebPlus has unique functionalities such as the ability to import text, images and stream Youtube videos.
- 178. Plupper** (<http://www.plupper.com/>) – Free Live Chat, Email, Feedback System and FAQ all in the one simple interface of Plupper. You just need to copy and paste a little code in order to integrate Plupper to your website or a blog. Works pretty well with Google Talk and Meebo.
- 179. Wufoo** (<http://wufoo.com>) – Wufoo is a HTML form builder and helps anyone create contact forms, web surveys, and invitations so you can collect the data, registrations and online payments and no programming knowledge required! The free plan comes with 1 user, 3 forms, 3 reports, 10 fields and 100 entries per month.
- 180. Webby Chat** (<http://www.webbychat.com/index.php>) - Live Chat Software. It's free for up to 10 users. Free version has all the features which even their paid application has. The best feature is that it is completely "ad-free". It is highly customizable too. You can check this link to understand in how many ways you can customize this application:  
<http://www.webbychat.com/customize.php>
- 181. Tripod by Lycos** (<http://www.tripod.lycos.com/>) – Easy drag and drop functionality to develop a website. You don't need any programming or web design skills. If you can do a few mouse clicks, you can create great looking websites in minutes. You can get a website for free for a lifetime with Tripod. (website address would be like this: <http://authorname.tripod.com/>, if you want to have a website shown as <http://www.authorname.com>, you need to buy a domain with a cost of \$12.95 per year.)
- 182. Joomla CMS** (<http://www.joomla.org/>) – An award winning open source CMS. Joomla has tons of extensions which can easily be integrated with the website or blog which you are developing. Millions of websites are being developed using Joomla CMS, some of them you can find in the Joomla Showcase: <http://community.joomla.org/showcase/>
- 183. Typepad** (<http://www.typepad.com/>) – One of the prominent authors in the field of "Online Marketing" Seth Godin is using Typepad for this blog: <http://sethgodin.typepad.com/>. Typepad offers a free trial, so go ahead and try it.

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- 184. Page Breeze HTML Editor** (<http://www.pagebreeze.com/>) – A free and simple HTML editor to build webpages.
- 185. Drupal CMS** (<http://drupal.org/>) – Drupal is an open source content management solution which is very helpful in building content managed websites of any kind (whether it is a simple blog or enterprise content management solution, Drupal is best to choose). Pen State university had developed a large eLearning portal using Drupal CMS:  
<https://elearning.psu.edu/elearning/>
- 186. RemindThis** (<http://www.remindthis.com/>) – Free reminder button to put on your website. How does it work? It is so simple...
- You place a “Remind This Button” on your website.
  - A visitor will come to your website and find something interesting. Visitor will click on RemindThis button.
  - Visitor will be reminded again to visit your website.
  - This means “Repeat Visitors” to the website. (Customer might add your website to his favorite or bookmark, but might not visit again.)

### 7 Free Social Media Tools:

- 187. Hoot Suite** (<http://www.hootsuite.com>) – Hootsuite apps and plug-ins are available for Chrome, iPhone, Blackberry, iPad, desktop (prism and fluid) and also available as an extension for popular web browsers such as Firefox and Chrome. Some of the unique features of Hootsuite are: Team Collaboration, Monitor Keyword and Website Analytics, Assign task to team members, etc. Even though I use MarketMeSuite (<http://www.self-publishing-coach.com/marketmesuite>) now for many of my Twitter tasks so that I can brand each Tweet with my website URL, I still use Hootsuite as well on my phone.
- 188. Tweet Deck** (<http://www.Tweetdeck.com>) – Tweet Deck is like a social dashboard which can connect with friends on Twitter, Facebook, MySpace, Linkedin, Foursquare, Google Buzz and more. Tweetdeck is available in 15 different languages.
- 189. Seesmic** (<http://www.seesmic.com>) – It is a powerful collection of social management tools that are helpful to authors or blog writers to build their brands online. You can sign into Seesmic using Twitter. Seesmic Desktop can also be integrated with highly useful third party applications such as Salesforce, Ning, Formspring, etc.
- 190. Social Oomph** (<http://www.socialoomph.com>) – Social Oomph is an excellent free application for twitter users. Out of many features provided by Socialoomph, most liked features are: schedule tweets and follow those who follow you automatically. With the free version you can automatically schedule a tweet to be sent to those who follow you. I have used this in the past.

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- 191. ToDoTweet** (<http://todotweet.com/>) – You can sign in using your Twitter account. Now every time you write your tweets just add #todo at the end so it will automatically be posted on ToDoTweet and you will remember your To-Do Lists easily. With just 40-45 mins on Twitter, you can collect lots of ideas from your social circle. With ToDoTweet, you can organize your to-do lists with different hashtags too.
- 192. FanGager** (<http://www.fangager.com/site/>) – Do you have a Facebook account? If yes, then this is a “one of its kind” application which you should know about. Fangager is a kind of social CRM which can engage your fans in a nice way. It is a Fan Management & Engagement Platform.
- 193. Dlv.it** (<http://dlvr.it/>) – Dlv.it provides bloggers and publishers a systematic way to syndicate content with popular social media sites. Your posts will automatically be posted to Twitter and can also be published to top social networks such as Facebook, LinkedIn, Google Buzz, MySpace, Status.net and more. You can also get real-time engagement statistics.

### 6 Free Tools for Online Marketing /SEO:

- 194. Google Analytics** (<http://analytics.google.com/>) – Who does not know about Google Analytics? Everyone does. I don’t need to waste your time reading a large paragraph here. Google Analytics is simply a superb free analytics tool which can easily be integrated with your website in order to track or monitor lots of things. (Keywords, Search Engines, Referring Sites, Traffic sources, etc.) One feature I like to look at is the bounce rate. It tells me how many people continue browsing my site once they find it and how many leave right away. But, there are many, many helpful statistics to dig into here!
- 195. Stat Counter** (<http://www.statcounter.com/>) – A free reliable invisible web tracker, highly configurable and easy to use. Stat Counter is very popular for providing real-time detailed website statistics. One of the features I like is to click on “recent visitors.” Then, I can see who recently visited my site, where they are from and how they got there, in an instant. This is especially helpful to see if I’m getting traffic from guest blog posts, interviews, etc. And you can make it invisible so there won’t be any ads on your website.
- 196. GoingUp** (<http://www.goingup.com>) – Goingup is much easier to use compared to Google Analytics and they also have some free SEO tools. The Page Optimizer tool of Goingup is one of their most popular tools.
- 197. Piwik** – (<http://piwik.org/>) - This is a Free and Open Source Web analytics tool. It is a downloadable program and you can install it on your own server. They provide “real time reports” on website analytics. Definitely worth a try!
- 198. WebsiteGrader-** (<http://websitegrader.com/>) It is a SEO report. Website Grader is being developed by Hubspot Inc. – prominent company in the field of online marketing. This free

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report will give you the overall picture of the status of your website.

- 199. WriteMaps** (<http://writemaps.com>) – Create, edit and view sitemaps online. 100% free and web based. Once the sitemap is completed, you can export it in XML formats. You can use Google Sitemap (XML formats) and sitemaps are good for SEO purposes.

### 3 Print on Demand Companies (mugs, hats, t-shirts, etc.):

- 200. Print Fecton** (<http://www.printfection.com>) – Want to come up with a unique idea for a “giveaway”? You might want to consider a mug, t-shirt or hat with your book name or your logo on it. It is completely free to get started at Print Fecton, you only pay when you order new products. Therefore, there is no inventory to keep, no waste of your time plus no hassle. The best thing about PrintFecton is that you don’t need to worry about manufacturing, designing, printing and most complex shipping. They do it all for you.
- 201. Zazzle** (<http://www.zazzle.com>) – You can set up a free Zazzle store to sell your print on demand items. I have set up a store for my website for teen girls called “Find Your True Beauty” that you can see here: <http://www.zazzle.com/yourtruebeauty>
- 202. Cafepress** (<http://www.cafepress.com>) – When we talk about customized designed t-shirts or other similar gift items, Cafepress is usually the first place that comes to our mind. It is the world’s leading online retailer offering customized t-shirts. Cafepress also offers a free store where you take your logo or images of your book and design stuff to sell. You can find more information about this free shop on this link:  
[http://www.cafepress.com/cp/info/sell/index.aspx?area=shops&page=shops\\_basic](http://www.cafepress.com/cp/info/sell/index.aspx?area=shops&page=shops_basic)

### 21 Miscellaneous But Useful Tools:

- 203. PrintWhatYouLike** (<http://www.printwhatyoulike.com/home/index3>) – As you visit many different websites and blogs to do research for your writing, you may see articles you want to print out and read later. However, most websites have advertisements and pictures that you don’t need to print. I found a solution called, PrintWhatYouLike. You simply enter a website URL and there you go. Now you can select only the content which you wish to print.
- 204. FaxZero** (<http://faxzero.com/>) – Send a fax for free to anywhere in the US (including Puerto Rico) and Canada. With the free version, you can send a 3 page fax document and 2 free faxes per day. (There will be a little ad on the cover page with this free version.) Over 3.5 million faxes are being delivered using this system since they launched.
- 205. SkyDrive** (<http://skydrive.live.com/>) – 25GB worth of free online storage for sharing Microsoft Office Docs and photos. You can share documents, photos and videos to your friends and family members. It is completely password protected, so quite secure to use it. It is another great service by Microsoft Live.

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- 206. FileSavr** – (<http://www.filesavr.com>) Free File Hosting and Online Backup storage. It is so simple to use. You click on the browse button and select the file which you would like to upload. The file will be uploaded very quickly. You will then be provided a link which you can share it with your friend or colleague so that they can download the file. You can share up to 10 GB files without a single penny cost.
- 207. We Transfer** (<https://wetransfer.com/>) - completely free and can send files up to 2GB in size. There is "No Registration" required.
- 208. askCHARITY** (<http://www.askcharity.org.uk/>) – Free online contact book for media professionals. Search hundreds of charities to find what you're looking for and get fast access to key media contacts - including those vital out of office hour's phone numbers.
- 209. Social Wakoopa** (<http://social.wakoopa.com/>) – Have you ever heard of a social network for software? Social Wakoopa is a social networking website for software and web applications. It can help you to track your applications, discover new software, share what you use with your friends and get updates by friends.
- 210. InstaCalc** (<http://instacalc.com/>) – Instacalc is very handy tool. Great mix of a calculator along with a few Excel functions. It is a fast, easy and shareable online calculator. You can even embed instacalc to your website or blog. It also has a nice feature of unit conversion (including currency conversion).
- 211. Plnnr** (<http://plnnr.com/>) – Plnnr is your personal tour guide. It automatically generates personalized itinerary in split seconds. When you are planning a tour in Europe and USA, this would be very useful. Plnnr prepares your itinerary plan with a simple wizard using 5 steps: Select a destination, Select Dates, Select Theme, Select Intensity and Luxury Travel.
- 212. SeaMonkey** (<http://www.seamonkey-project.org/>) – SeaMonkey is a project developed by Mozilla. It is an all-in-one internet application suite which includes Web-browser, advanced email, newsgroup and feed client, IRC Chat, and HTML editor.
- 213. GoFundMe** (<http://www.gofundme.com>) – You can raise money online via GoFundme for the things that matter most to you. You can raise money for your idea, an event, project or cause for your family. It is free to sign in and utilize the entire application. All you need is a valid Paypal account. (GoFundMe charges flat 5% for any amount generated. There is no limit in generating funds.)
- 214. Freally** (<http://www.freally.com>) – Rather than throw out the stuff you don't want and increase landfill on our earth, it is nice to give that for free to others who actually needs it. Freally is completely free (really!). It is a good initiative towards green environment.
- 215. What time is it there?** (<http://whattimeisitthere.info/>) – Quick and visual reference for US time zones. Bookmark this link; it will be very helpful. You just open the link and you will get "what time is it there in all 6 US Time Zones."

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- 216. Google Desktop** (<http://desktop.google.com>) – For online research, many of us use Google.com but do you know that you can also use Google’s application for Desktop Search? They have built a nice and simple desktop search application which will help you to find docs, PPTs, emails, photos or videos fast from your desktop. It works at a laser beam speed.
- 217. Ccleaner** (<http://www.piriform.com/ccleaner>) – Ccleaner is very popular Windows based PC cleaner. It is a light-weight and useful application. It deletes all temporary files which are being stored in temporary folders. Over 600 million downloads across the globe!
- 218. Recuva** (<http://www.piriform.com/recuva>) – Accidentally deleted files from recycle bin? Did you do shift+delete on your Windows PC? Not to worry, Recuva can recover those deleted files from your Windows computer. Recuva can also recover deleted files from Recycle Bin, Digital Camera Card or even MP3 player.
- 219. Bit.ly** (<http://bit.ly/>) – Shorten your links and then share them with Bit.ly. You also get statistics of how many people click on your links to see what is the most effective. I use this for my Twitter account.
- 220. Cli.gs** (<http://cli.gs/>) Another URL shortener that also includes features such as link analytics, social media monitoring and geo targeting.
- 221. Mitto** (<http://mitto.com/>) - Mitto is a useful application for Safe and Secure password management.
- 222. SpeedTest** (<http://www.speedtest.net/>) – This is one of the most popular and widely used internet speed test tools. It accurately finds your internet speed. It also auto-detects your location, and does a speed test from a server that is closest to your location.
- 223. Survey Monkey** (<http://www.surveymonkey.com/>) A quick and easy way to survey your readers to see what they’d like you to write next! Don’t know what people will buy? Simply ask them! I encourage you to give it a try.

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