



## Essential Book Launch Tools

At ServeNoMaster, I've tested a lot of tools to figure out what works best to produce and publish bestsellers.

This page contains links and descriptions of the tools, software, and hardware that helps to make my books what they are. Some are free tools, others are paid.

### Keyword and Category Research Tools

[Publisher Rocket](#) – Use this tool to find hidden keywords that the Amazon tool just can't find. Test for false positives and find the perfect keywords

[KindleSpy](#) – Find amazing new categories and reverse engineer the competition. The word cloud tool will help you write book titles that sell like hotcakes.

### Outlining Your Book

[Xmind](#) – If you think in circles, then this free mind mapping tool is a must have for your book writing workflow. Create a modular outline for your book.

[OmniOutliner](#) – For the linear thinker. Outline your book in order and insert your research as you progress.

### Writing Your Book without Stress

[Scrivener](#) – Turn the daunting task of writing a book into manageable pieces with this beautiful word processor.

### Dictation Tools to Write without Touching a Keyboard

[Descipt](#) – I use this free software to transcribe all of my podcasts and write many of my emails.

[Rev.com](#) – Hire these professional transcribers to turn your words into a book, in less than twenty-four hours.



## **Editing Your Book into a Grammatical Masterpiece**

[ProWritingAid](#) – They have taken the editing game to the next level by adding multiple tools that Grammarly simply doesn't have. You can grab a lifetime license and know that you have every editing tool you will ever need.

[Grammarly](#) – This is the ultimate tool for your arsenal. There is simply no better spellcheck or grammatical tool in the world. Every word I write gets turn through Grammarly.

[Hemingway](#) – Check if your sentences are too wordy and complicated for your readers. Become more efficient and better writer.

## **Formatting Your Book for Amazon**

[Vellum](#) – This is how I format all of my books for Kindle. It's beautiful and wonderful, but unfortunately, it's Mac only at this time.

[Calibre](#) – The free formatting and conversion tool that I use every few days to move my books between formats.

[Formatted Books](#) – This is a great service that does beautiful formatting. I've used them for clients and my graphic novel.

## **Designing Your Cover**

[Affinity Photo](#) – A cheaper and superior alternative to Photoshop that finally brings graphics editing into the 21<sup>st</sup> century.

[100Covers](#) – Beautiful covers for just \$100. Great service that really makes it easy to have a high-quality cover without breaking the bank.

## **Building and Growing Your Email List**

[ConvertKit](#) – They leave every other email company in the dust.