

Books

The Freelancing Writing Life

The Business of Being a Writer by Jane Friedman (second ed due 2025)

Publishing 101 by Jane Friedman (2014)

How to Launch a Freelance Copywriting Business by Jules Horne (2021)

The Organised Writer by Antony Johnston (2020) See also: <http://organised-writer.com/>

The Pyjama Myth: The Freelance Writer's Survival Guide by Sian Meades-Williams (2022)

Business For Authors: How To Be an Author Entrepreneur by Joanna Penn (2017) – self-published author who also has books on marketing and writing business plans. See: <https://www.thecreativepenn.com/>

The Freelancing Writing Life (More than 10 years old)

How To Be a Writer: The Definitive Guide to Getting Published and Making a Living From Writing by Sally O'Reilly (2013)

The Beginners Guide to Getting Published by Chriss McCallum (2008)

No Contacts? No Problem! by Catherine Quinn (2010)

The Freelance Writer's Handbook: How to Turn Your Writing Skills into a Successful Business by Andrew Crofts (2007)

Goalsetting

Your Best Year Yet: Make the Next 12 Months Your Best Ever by Jinny Ditzler (2006)

The Small Steps Guide to Goal Setting and Time Management by Louise Tondeur (revised 2022)

– I've included a chapter reviewing other goalsetting techniques.

Marketing/platform building

Be the Gateway by Dan Blank (2017) – for writers. See: <https://wegrowmedia.com/be-the-gateway/>

Digital Marketing by Dave Chaffey and Fiona Ellis-Chadwick (2022)

Platform by Michael Hyatt (2012) – written by an ex-publisher

One Hour Content Plan by Meera Kothand

Money mindset

Overcoming Underearning by Barbara Huson / Stanny

You Are a Badass at Making Money by Jen Sincero

Organisation and focus

The Pomodoro Technique by Francesco Cirillo (2009) See: www.pomodorotechnique.com

Hooked by Nir Eyal (2014)

The One Thing by Gary Keller and Jay Papasan (2013)

Deep Work by Cal Newport (2016)

Slow Productivity by Cal Newport (2024)

Eat That Frog! by Brian Tracy

Selling/business

The Freelance Introvert by Tom Albrighton (2020)

The E-Myth Revisited by Michael E. Gerber (2009)

To Sell is Human by Daniel H. Pink (2023)

Profit First by Mike Michalowicz (2017)

Start With Why by Simon Sinek (2017)

Websites and blog posts

Websites

Alli (Alliance of Independent Authors): <https://selfpublishingadvice.org/>

ALCS (UK): <https://www.alcs.co.uk/join-alcs> (discounted with Soc of Authors membership)

The digital marketing institute blog. For instance: Creating a buyer persona:

<https://digitalmarketinginstitute.com/blog/the-beginners-guide-to-defining-buyer-personas>

The Creative Penn: <https://www.thecreativepenn.com/resources/>

The International Freelancer, Natasha Khullar Relph: (lots of books and resources)

<https://www.thewordling.com/resources-for-writers/>

Jane Friedman's blog: <https://www.janefriedman.com/>

National Union of Journalists (UK): <https://www.nuj.org.uk/>

Sales funnels, an introduction: <https://www.talentedladiesclub.com/video-funnel>

Society of Authors (UK): <https://societyofauthors.org/>

PLR (UK): <https://www.bl.uk/plr>

The Write Life blog, for instance: <https://thewritelife.com/find-freelance-writing-jobs/>

The Writers' Guild (UK): <https://writersguild.org.uk/>

The Writing Life podcast: <https://nationalcentreforwriting.org.uk/get-involved/writers/the-writing-life-podcast/>

Websites for writers: <https://www.louisetondeur.co.uk/websites-for-writers/>

The Write Life's list of the 100 best websites for writers: <https://thewritelife.com/best-websites-for-writers-2021/>

On money beliefs

A podcast called 'Writers and Money' from crime writer Sophie Hannah (scroll down):

<https://dreamauthorcoaching.com/>

Article on identifying your hidden money beliefs:

<https://www.talentedladiesclub.com/articles/money-mindset/>

'The Science of Submission' by Keysha Whitaker in *The Writer* magazine, Sept 2016, discusses the maths behind submissions. This copy is available to buy at

<https://www.writermag.com/the-magazine/issue/september-2016/>

Articles from my blog

Author marketing: <https://www.louisetondeur.co.uk/posts-about-author-marketing/>

Gratitude for writers: <https://www.louisetondeur.co.uk/gratitude-for-writers/>

How to Deal with Rejection: <https://www.louisetondeur.co.uk/how-to-deal-with-rejection/>
Defining success: <https://www.louisetondeur.co.uk/how-to-be-a-successful-writer-with-the-help-of-some-extra-terrestrials/>
Idea generation: <https://www.louisetondeur.co.uk/a-quick-idea-generation-strategy/>
Making money: <https://www.louisetondeur.co.uk/making-money-from-your-writing/>
Lists of lists of writing competitions (etc.) <https://www.louisetondeur.co.uk/lists-of-writing-competitions-and-other-opportunities/>

Curated lists of books

[A list of books on how to get published](#) from Amazon (incl. books on the business mindset)

[A list of books on marketing for writers](#) from Amazon (incl. books on living as a freelancer)

I've started to move these lists from Amazon to Bookshop.org – you'll find what I've done so far here: <https://uk.bookshop.org/shop/LouiseTondeur> (affiliate links)