

Dear Author-to-Be,

✈️🗺️ No Map, No Plan, Just a Dream to Write and Be Published!

Totally get it — starting your author journey can feel like standing in an airport with no map, no boarding pass, and twenty gates to choose from. 😊📖

You've written (or are writing) a book... but publishing? That's a whole other destination.

Traditional or self-publishing? ISBNs? Editors? Covers? Amazon? It's overwhelming — I've been there & always learning.

📖 Publishing your book is both exciting and challenging. I've learnt so much through my own experience, and I hope these tips help guide you as you step into your next chapter.

Welcome aboard — your publishing journey starts here!



With Pawfect regards

Kurberley Jane 🐾❤️



❤️ Have a manuscript? Want to publish your own book? Where to from here...

First decision: Choose which direction for publishing ✅ **Tip:** Do your due diligence before paying any money. !!

Indie or hybrid publishing?		✅ What it means:	💰 Typical costs:	★ Best for:
 Indie (Independent) Publishing	<i>You're the publisher. You control & fund everything.</i>	You own 100% of your rights and royalties. You hire professionals (editor, designer, etc.) yourself. You choose where to print and distribute (Amazon KDP, IngramSpark, your own printing company.) You handle marketing, costs, and decisions, full creative control.	You pay upfront for services like editing, cover design, ISBNs, etc. No ongoing publisher fees after setup, the profit is yours.	Authors who want total control and are comfortable managing a project. Those who prefer long-term royalties and creative independence.
 Hybrid Publishing Lived Experience note: In my case, my publisher went bankrupt & it was a debacle to recover files etc. Some authors still have not got their files back and lost thousands of dollars. So be careful if you go this way.	<i>A partnership model - shared responsibilities and costs.</i>	You pay a publisher to handle production, design, and distribution. You usually retain copyright, but they take a percentage of royalties. You often get access to their professional team, bookstore channels, and marketing support. It sits between traditional and indie publishing.	Upfront payment (often several thousand dollars). Royalties are shared e.g., 50/50 split after print costs. Not always. Usually no advance payments to you (unlike traditional publishers).	Authors who want professional publishing help but still retain rights. Those who don't want to manage the technical side but are happy to invest financially.

❤️ Amazon KDP is the quickest and most cost-effective way to market. The result is not to a high standard, but it is quick and cheap if that's what you are looking for. I don't have any experience on this platform.

❤️ No matter what platform you go with, it will be up to you to **market and sell**. Market, market, market! Get out there, spread the word, and remember building your audience is like climbing a mountain — steady steps bring you to the summit. 🏔️

10 Steps to Get You Started - Your flight path...

1. Write and Polish the Manuscript

- Draft your story.
- Revise several times — structure, flow, tone, and clarity.
- Get beta readers or trusted peers to review it.
- If you wish, hire a professional editor to refine your work.

2. Design the Book – Find an Illustrator (See “Contacts”)

- **Interior layout:** Make sure fonts, margins, spacing, and chapter headings look professional.
- **Cover design:** Commission a designer or use templates (e.g. Canva or Fiverr).
 - Front cover = Title + author name + image that reflects your theme.
 - Back cover = Blurb + ISBN + barcode.

!!IMPORTANT Ensure your formatter (whether that's you or a company) sets up the *bleed* correctly. This allows full-page images to extend all the way to the edge of the page when printed, preventing unwanted white margins. Most printers require a 3–5 mm bleed area beyond the trim size.

3. Get an ISBN and Copyright





- In Australia, buy ISBNs through **Thorpe-Bowker** → myidentifiers.com.au
- Register copyright automatically belongs to you when you create the work, but you can also note:
© YEAR [Author's Name] All rights reserved.

4. Format for Print and eBook


- **Print:** Create print-ready PDFs (for paperback or hardcover).
- **eBook:** Convert to EPUB or MOBI using tools like Reedsy, Vellum, or Calibre.
(I personally haven't used eBook formatting yet.)

5. Choose Your Publishing Platform

Indie Options:

-  Amazon KDP (print + Kindle eBook)
-  IngramSpark (bookstores, libraries, wider distribution)
-  Draft2Digital (Apple Books, Kobo, Barnes & Noble, etc.)
-  Printing Company (organised by yourself — see “Contacts”)

 **Tip:** Use **KDP** for global reach, and **IngramSpark** for quality print & bookshop access.

 **Hybrid** - Be guided by the company you choose — they'll handle much of the process for you.



💰 6. Set Pricing and Royalties

- Compare print costs (See “Contacts”)
- Example: If print cost = \$5 and you sell for \$20 → profit = \$15 (before marketing etc)
- Keep eBook prices lower (often \$4.99–\$9.99).

🚀 7. Publish and Proof Copies

- Upload all files, review digital proofs, and order a **print proof copy**.
 - ! Always check **one proof copy** before ordering larger quantities.
- Review colours, alignment, and spine text carefully before approving.

📣 8. Marketing and Launch - Through my experience, **you** will be the one with the passion to market your book.

- Create a **launch plan**: pre-orders, local media, social posts, events, email list, and your website URL.
- Set up a **selling platform**: Provide a place for readers to purchase your book directly (e.g., Square, Shopify, or other online stores).
- Reach out to your target market. Contact **bookstores, libraries, and schools** to introduce your book.
- Gather **reviews**: Collect feedback from people who will provide credibility and meaningful insights, such as educators, community leaders, or professionals connected to your book’s theme. Use these reviews for your social media and promotional materials.

📅 9. Ongoing Promotion

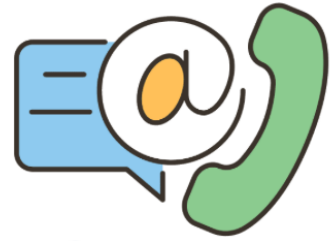
- Attend markets, author talks, and podcasts.
- Keep posting authentic, meaningful updates.
- Submit your book for awards or book fairs.

🎉 10. Celebrate your hard work...

- 📖 Hold a book launch to honour your achievement and share your story.



Contacts



Illustrator - Contact: Nidhom: indosstudio@gmail.com

Editor - Marissa Parker - 0420789585 admin@marisaparkerauthor.com - editing support.

Graphic Designer - Sharon Westing sharon@sharonwestinshaw.com.au 0425-713-590

Format your files ready for print - Typesetting company offering high quality services.

Eglipese Solution is an independent typesetting company offering high-quality services. Based in India. They can often have a very quick turnaround to get your files ready for a printing company.

<http://eglipesesolution.com/>

Contacts: Mani: mani.eglipese@gmail.com Gayathri: gayathri.eglipese@gmail.com

Printers

1. Shenzhen Colorfine Printing Co., Ltd www.colorfineprinting.com
Xixiang Street, Bao'an District, Shenzhen, Guangdong, P.R.China, 518100
Frank Lee: frank@colorfineprinting.com Phone: +86 15808165976
2. Dwayne Perriera Printing, Brisbane: <http://printingbrisbane.com.au/books-printing/>
3. Angel Key Publishing: <https://angelkey.com.au>
4. Green Hill Publishing: <https://greenhillpublishing.com.au/ourbookpublishingpackages/>
5. Inhouse Publishing: <https://www.inhousepublishing.com.au/services>

Self-Publishing Program - Australia's Most Trusted Self Publishing Program. Helping every day people bring their children's book to life - and into the hands of little readers.

Laura Feldman - Director at Little Ivory Haus | #1 International Best Selling Author

Laura guides aspiring authors through every step of the publishing process once their story is written. With a wealth of industry knowledge and a proven track record, she's helped countless writers turn their manuscripts into beautifully published books. Many authors credit Laura's expertise and genuine support as instrumental in bringing their publishing dreams to life.

 <https://littleivoryhaus.com.au>  lauraefeldman@gmail.com

Frequently asked questions



1 ISBNs — How to Purchase? Should I Buy Through a Publishing Company or Buy Myself?

If you're self-publishing, you can **purchase ISBNs yourself** through official sellers like **Thorpe-Bowker**. In Australia, ISBNs are usually sold in **lots of 10**, and you will also need to purchase **barcodes** separately.

Some platforms, like **Amazon KDP**, provide free ISBNs and barcodes, but these are always **linked to Amazon**, which means you don't have full ownership or control over that ISBN.

Hybrid publishing companies often sell ISBN and barcode packages for around **\$50**, or full title registration packages (including legal deposit) for around **\$250**. In this case, the ISBN is usually **registered under the company's name**, not yours.

✓ **Tip:** Buying your own ISBN under your name or business gives you **full control and ownership**, allowing you to maintain rights over your book and use it across multiple platforms.

2 What is the National Library of Australia?

The **National Library of Australia (NLA)** is the **largest reference library in the country** — it collects, preserves, and makes accessible **Australia's documentary heritage** for future generations.

Here's a simple breakdown 📌

🇦🇺 **National Library of Australia (NLA)**

📍 **Location:** Canberra, ACT

🌐 **Website:** www.nla.gov.au

3 Why do I need to deposit my book in both the National and State Library?

In Australia, this is part of the **Legal Deposit system** — it's a legal requirement. Every book published in Australia, whether printed, hybrid, or self-published, must be deposited with:

- **The National Library of Australia** in Canberra (for the national record), and
- **Your State Library** (for the state record — for me, that's the State Library of Queensland).

Depositing your book ensures it is **preserved in both Australia's national collection and your state's local literary record**. It also makes your book discoverable in public catalogues like **Trove**, where readers, educators, and librarians can find it. This process guarantees that every book published in Australia is permanently archived in both collections.

📖 *On a personal note*, one of my proudest moments was sending a copy of *Walk a Week With Us* to the National Library in Canberra and hand-delivering another to the State Library of Queensland. Not only does it fulfil this legal requirement — it's also a special milestone worth celebrating and sharing on your socials!

4 How do I included my book in the National Library of Australia catalogue?

One way to go about this is to use the National Library Legal Deposit, through which you can supply the ebook (if you do an eBook) to all state libraries. <https://www.library.gov.au/services/publishers-and-self-publishers/legal-deposit>

If you are set on sending physical copies to libraries, go to: <https://www.nsla.org.au/resources/legal-deposit/>

5 What is Trove?

Trove is an online database run by the **National Library of Australia** that makes Australian books, newspapers, images, and other resources easily searchable. Once your book is deposited in the National or State Library, it appears on Trove, making it **discoverable by readers, educators, and researchers across Australia**.

Who are Beta readers?

Beta readers are people who read your manuscript **before it's published** to provide **honest, constructive feedback**. They help you see your story from a reader's perspective, identifying things like:

- Parts that are confusing or unclear
- Sections that move too slowly or too quickly
- Plot holes or inconsistencies
- Character development and dialogue
- Overall flow, tone, and engagement

Beta readers are **not professional editors** — they're everyday readers, fellow writers, or trusted peers who represent your target audience. Their feedback helps you **polish your manuscript** and make it the best it can be before you send it to an editor or publish.

How can I get my book into local libraries?

Peter Pal is a family-owned Australian company that has been serving libraries for over 40 years. They specialise in tailored library services, including selecting, cataloguing, and shelf-ready processing of materials, helping libraries build world-class collections efficiently.

Self-published authors can partner with Peter Pal to have their books considered for inclusion in library collections. The process involves submitting your book for review, and if accepted, it may be added to library catalogues, making it accessible to a wider audience.

To get started, contact Peter Pal directly:

- **Phone:** +61 7 3806 1155
- **Email:** enquiries@peterpal.com.au
- **Address:** 48-50 Commercial Drive, Shailer Park, QLD 4128, Australia
- **Website:** www.peterpal.com.au

By partnering with Peter Pal, you can increase the visibility of your book in **public libraries across Australia**.

James Bennett is Australia's leading, local library supplier, they are known for their advanced print and digital acquisitions and collection development services. Their order management system — James Bennett Online — is tailor-made for libraries in Australia and New Zealand. They have earned a reputation for fast, professional service, but what makes them really proud is their long history as they tech savvy partner of public libraries.



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ALS Library Services South Australia Library Supplier

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(Address details will display after you submit.) Any questions email them at: newtitles@alslib.com.au

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Office Hours: Monday to Friday: 8:30am-4:30pm

Website: www.westbooks.com.au



Getting your book listed with library suppliers is just step one — the real work starts after that! Approval means your book is *available* — not automatically *ordered*.



It's your job to market to libraries and encourage them to purchase through the suppliers.

8 I want to self-publish on my own, but I need help to go step by step. Does someone offer that service?

Absolutely — you don't have to figure self-publishing out alone. Lots of authors feel overwhelmed the first time around, and there are companies and freelancers who offer step-by-step guidance. I've listed a few contacts above to get you started, but there are many options out there. Remember: you are the author and the captain of this journey — choose someone who will walk alongside you and help bring your story to life.

Email template (to ask if they offer step-by-step support)

Subject: Enquiry — Step-by-Step Self-Publishing Support

Hi [Name],

I'm planning to self-publish my book and I'm looking for step-by-step guidance through the whole process (editing, design, ISBN/metadata, printing, and distribution). Do you offer a package or a mentoring-style service where you work alongside the author from manuscript to finished book? If so, could you please send details of what's included, pricing, and any client examples?

Thanks so much — I look forward to hearing from you.

✨ **Please note:** These are simply tips based on what I've learnt from my own publishing experience. It's important to do your own research, reach out to the contacts directly, and compare prices or services to see what best fits your goals. I've shared what helped me in the hope it can make your own journey a little easier.