



A Guide to Publishing

Publisher Expectation & You

Commercial Publishers

The commercial publisher serves as the project manager. They take on the cost and financial risk of making a book available. As their costs are recuperated in publication sales, commercial publishers oversee both the production and promotion of your book utilising their own inhouse production, sales and marketing teams.

Your book is owned by the commercial publisher; authors will receive royalties.

Vanity Presses

The vanity press serves as the project manager. Vanity presses are publishers who request upfront payments for a book to be published. This transfers both the production cost and financial risk from the vanity press to the author. They choose and hire subcontractors, though they may choose to complete these tasks inhouse (printing aside). However, as vanity presses don't carry any financial risk, they generally offer limited or no marketing services.

As with commercial publishers, your book is owned by the vanity press; authors will receive royalties.

Self Publishing with Service Providers

The author serves as a project manager. Self-publishing service providers are contracted to meet the needs of authors within various publication stages. Self-publishing service providers may offer authors' initial promotion and distribution support, however, the author holds all responsibility for marketing the book.


The book remains in the author's possession; all sales proceeds goes to the author (unless otherwise specified).

Self Publishing

The author serves as the project manager. They carry out the pre-publication steps themselves. They also take on all the responsibility for promotion and distribution.


The book remains in the author's possession; all sales proceeds goes to the author.

Self-Publication Stages

STAGE	WHAT HAPPENS
<p>Plan</p> 	<p>Consider your publishing goals.</p> <p>Consider what you would like to achieve with this publication. Is your goal to sell commercially, provide educational material or is it to create something special to give to family and friends? This will help guide you when it comes to setting a production schedule and budget for your book.</p>
<p>Plan</p>	<p>Plan when, where and how to publish your book.</p> <p>How will you publish? Will you manage the project yourself or utilise an author self-publishing service?</p> <p>Where will you publish? You will need to research and determine if a self-publishing service is a good fit your project.</p> <p>When will you publish? Set up a schedule of when you would like to have your book published. Consider the timing of your publication. For example, if you are publishing a Christmas themed book, it is not advisable to publish just after Christmas.</p> <p>What genre/sub-genre would you classify your manuscript? Correctly identifying your category will help you determine your target audience. It will also better help you research where your book will place in the market.</p>
	<p>Budgeting for your project.</p> <p>What is your budget for this project? Decisions surrounding the cost of designing, printing, marketing and distributing of your book will directly affect the total expenditure of your project, the final price of your book and what your profit margin will be.</p>
<p>Polish</p>	<p>Polishing your manuscript.</p>




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STAGE	WHAT HAPPENS
	<p>Just like you'd prepare the soil to plant seeds, your manuscript needs to be the best it can be. Spend time reviewing and editing your work so that it is in tip-top shape before work commences with getting it ready for printing.</p> <p>Editing and review processes are beneficial to your project as an ill-edited manuscript may have a negative impact on your book's reception with readers.</p>
	<p>Copyright.</p> <p>If necessary, begin organising any copyright permissions to avoid breaching the Copyright Act 1968. This includes poems, song lyrics, passages from books, websites and blogs and images that you do not own.</p>
	<p>Getting your work reviewed.</p> <p>Have your work reviewed by beta readers as this will allow you to receive comments on your writing prior to publication. Ask several family members, friends or members of your writing circle to read a copy (or a sample) for constructive feedback.</p> <p>Manuscript critiques are also offered by self-publishing services. These services read through and generate reports that offer an independent and impartial appraisal of your manuscript. You can find manuscript assessment services online as well (but be sure to research thoroughly before choosing an online service).</p> <p>You may also opt to hire a substantive editor. A substantive editor helps authors develop and deliver clear content by examining the overall structure of the project, establishing project goals and deadlines and offering recommendations where necessary.</p>
	<p>Getting your work edited.</p> <p>Copyediting address grammar, usage, spelling, punctuation, and other mechanics of style as well as checks for consistency, proper-word usage, awkward phrasing, jargon and clichés.</p> <p>You can choose to edit your manuscript yourself using the advanced editing options on Microsoft Word. You may also find it valuable to use the 'Read Aloud' function on Microsoft Word.</p>



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	<p>There are also editing apps, such as Hemingway Editor or Grammarly, or websites, such as Paperrater.com, available that assist with spelling, passive phrases and punctuation.</p> <p>You may also opt to hire a copyeditor. Most self-publishing services will offer copyediting (at various levels) or you can utilise online editors' directories to locate accredited or freelancing editors. Also ask other writers or acquaintances in publishing for recommendations on copyediting services.</p>
	<p>Proofreading.</p> <p>Some self-publishing services, editors and online companies may also offer a proofreading service. A proofreading service will detect any errors in spelling, punctuation, grammar and typography.</p>
	<p>Writing an author bio.</p> <p>Author biographies are a great way to forge a connection with target audience. Author bios should be concise, written in third person and be appropriately personal.</p>
<p>Prepare</p> 	<p>Typesetting.</p> <p>The typeset is the design of the interior of the book. This includes font (headers and main text), headers and footers, margins, paragraph sections and the placement of images, illustrations and tables.</p> <p>The typesetting also includes sizing your book to the desired publication size.</p> <p>There are several ways to complete typesetting your manuscript:</p> <ul style="list-style-type: none">- Microsoft Word- Typesetting software, such as Adobe Indesign and LaTeX.- Hiring a professional typesetter via self-publishing services or online directories. <p>If you wish to typeset your manuscript yourself, we would recommend attending typesetting workshops or tutorials.</p> <p>Organising your front and back matter.</p>



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	<p>Your front matter will need to include:</p> <ul style="list-style-type: none">- Title page- Copyright page <p>You may also choose to include:</p> <ul style="list-style-type: none">- A frontispiece- Dedications- Acknowledgements- Contents pages- An epigraph- A foreword- Prefaces <p>The back matter may include:</p> <ul style="list-style-type: none">- An author biography- An afterword- Glossaries- Indexes- Appendixes <p>Read more about front and back matter at https://blog.reedsy.com/parts-of-a-book/</p>
	<p>Designing your book cover.</p> <p>A well-designed book cover will play a critical role in the sale of your book. The front cover must include the title and author name; optional elements may include subheadings, taglines, photos, background images or graphics.</p> <p>When planning your cover, consider the key themes that you want potential readers to glean from your book's cover.</p> <p>Options for designing your book cover include:</p> <ul style="list-style-type: none">- Hiring a graphic designer via a self-publishing service or freelancing service- Adobe Photoshop or Indesign- Online graphic design software programs such as Canva- Microsoft Paint- Fivver (cost-effective but risky: http://fivver.com) <p>For more on cover designs, see https://99designs.com.au/blog-design/anatomy-of-a-book-cover/</p>





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STAGE	WHAT HAPPENS
	<p>Writing and incorporating a back blurb.</p> <p>A back blurb serves as a sales pitch to the reader. The blurb should give readers an idea of what to expect from your book. It should include a basic introduction to both your plot and your character.</p> <p>You may also include on your back blurb:</p> <ul style="list-style-type: none">- Well-received book reviews- Author endorsements- The author bio (and accompanying image) <p>Research and look at samples of various book blurbs in your genre for design ideas.</p>
	<p>Securing your ISBNs.</p> <p>So that your book can be registered with the Prepublication Data Service, you will need to purchase an ISBN for your book.</p> <p>ISBNs are the global standard for identifying book titles. Each version of your book (eBook, paperback etc.) will require a different ISBN.</p> <p>You can purchase ISBNs through the Katharine Susannah Prichard Writers' Centre or directly through ThorpeBowker (an online account is needed).</p>
	<p>Registering with the Prepublication Data Service.</p> <p>The National Library of Australia's prepublication data service allows for authors to provide details of their upcoming publications. These details are then made available to libraries, book suppliers etc. for acquisition purposes.</p> <p>Once you have completed your registration, you will receive a graphic from the NLA which can be placed on your book's copyright page.</p>
	<p>Pre-print proofing.</p> <p>Read through the manuscript and identify any final corrections or changes that need to be made. This includes corrections to the cover design and interior format.</p>



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	<p>Enlist others, or contract a self-publishing service, to proof your manuscript as well as they will be able to spot errors you haven't seen yet.</p>
<p>Printing</p> 	<p>Receiving a quote from the printers.</p> <p>Once the manuscript is near completion, you will need to begin sourcing quotes from printing companies.</p> <p>There are several factors that will determine the price of your quote. These are listed under the section 'Considerations'.</p>
	<p>Printing your book.</p> <p>Your typeset and proofed manuscript is then sent to the printers. You will need to send your manuscript files in accordance with your chosen printers' specifications.</p> <p>The printer will invoice you directly for the printing costs and you must pay the printer as per their invoicing instructions.</p>
	<p>eBook conversions.</p> <p>eBook conversions convert print books to a digital format and make them accessible via smartphones, tablets and other popular e-readers.</p> <p>Some self-publishing services offer e-typesetting or eBook conversions. There are also plenty of online providers who specialise in eBook conversions. Professional typesetters may also provide eBook services.</p>
<p>Publication</p> 	<p>Completing the Legal Deposit.</p> <p>Legal Deposit is a statutory provision requiring publishers (and self-publishing authors) to deposit two (2) copies of their publications with the State Library of WA.</p> <p>You must complete your legal deposit within thirty (30) days of your book's publication.</p>



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STAGE	WHAT HAPPENS
	<p>Promoting your book.</p> <p>If you're hoping to sell, start promoting your book on your social media channels or via your author website (if applicable). Word-of-mouth is very helpful too. Be sure to attend writing/publishing/author events and network or become a member of literary organisations that can help you promote your book via their social media channels.</p> <p>Producing a media release.</p> <p>A media release is the most effective way to spread the details of your book to the media and generate a broader reach with your target audience.</p> <p>You can write your own media release or hire a PR service to produce one for you. If you are using a self-publishing service, you may be able to have a media release produced through them. Make sure to add your author photo and bio to your media release.</p> <p>Think about the types of publications your target audience engage with or that you would like your work to feature in and create a targeted list of media outlets to whom you can submit a media release. Check an organisation's guidelines for submission or email your media release through to the appropriate contact.</p>
	<p>Preparing to sell.</p> <p>Identify ways you wish to sell your book. There are various ways to generate sales:</p> <ul style="list-style-type: none">- Face-to-face (launches, writers' events, library talks etc.);- Via social media or your author website;- Book distributors, such as IngramSpark or Kindle Direct Publishing;- E-publishing distributors, such as Amazon, Smashwords or Kobo;- And possibly independent book sellers. <p>Research into which platform is best for your project. See what other authors who have published similar works to yours have done for tips on how and where to best sell your book.</p>



Considerations

FORMATTING YOUR BOOK

Consider your genre when typesetting your book. The typeset should provide your reader with visual cues about the genre, tone and content of your book. Similarly, you may want to consider ensuring that the interior of your book is visually cohesive with your cover.

PRINTERS

When self-publishing, the printer you engage will depend on what sort of book you want, as not all printers will have the capacity to meet your requirements. Then there are other decisions to be made:

- book size
- number of pages
- the number of illustrations, photos or graphics included
- if your images will be colourised or in black and white
- types of printing paper (and whether you elect to print on gloss paper)
- the cover designs
- the style of binding

All of these considerations will have an impact on the price of quote you receive from the printers. For example, colourised images will often cost more to print than black and white images.

YOUR BOOK'S RETAIL PRICE

Pricing your book correctly will help increase your sales and make it more competitive in your market.

- Before you set your price, research into other comparable books in your genre. Visit the section of bookstores or online book directories where your book would be categorised and look at the prices of titles that are like yours.
- Factor in the overall production costs of your book as well as how much it costs you to print.
- Consider asking for estimations from members of the book industry (such as your local library) as they are often involved in acquisitions themselves.

CONSIDER SETTING UP PRE-ORDERING

Consider choosing a book distributor that will allow you to set up a pre-ordering system. A pre-ordering service will allow you to capitalise on early sales from readers interested in purchasing a copy of your book.



BOOK LAUNCHES

A book launch is a unique opportunity to market and promote your book as it provides a great opportunity to advertise to a wider audience as well as talk with and promote your book to potential readers. Use social media to your advantage to issue e-invitations to your event or ask if your local writing organisations can help you promote your event.

Members of the KSP Writer's Centre may use the centre for their book launch for free (pending our schedule).



Resources

For self-publishing resources:

- <https://www.wildweedspress.org/>
- <https://www.writingwa.org/for-writers/help-with-publishing/publishing/>

The Australian Copyright Information and Protection Services can be viewed <https://copyright-australia.com/>

An electronic copy of the Copyright Act 1968 can be accessed via <https://www.legislation.gov.au/Details/C2017C00180>

Editors WA and the IPEd Editors Directory provide a list of freelance editors accredited by the IPEd. See more at <https://iped.memnet.com.au/MemberSelfService/FindAMember.aspx?directory=EditorsDirectoryPublic>

Canva is a graphic design website which allows you to create and design covers for your book (and additional promotions as well). <https://www.canva.com/>

ISBNs can be purchased through ThorpeBowker at <https://www.myidentifiers.com.au/identify-protect-your-book/isbn/buy-isbn>

Registrations for the Prepublication Data Service can be completed at <https://www.nla.gov.au/content/prepublication-data-service>. Be sure to include the NLA graphic on the bottom your book's copyright page.

Information about the National Library of Australia's legal deposits can be accessed at <https://www.nla.gov.au/legal-deposit>

Draft2Digital provides formatting, conversion, distribution and sales-tracking services for e-books publications. <http://draft2digital.com>

IngramSpark is an online self-publishing company allows you to print, globally distribute, and manage your print and e-publications. <https://www.ingramspark.com/>

Amazon (and KPD) is an online distributor that allows authors to publish their books worldwide on the Kindle and Kindle reading apps. https://kdp.amazon.com/en_US/



Recommendations

We recommend joining a writers' group. Writing groups are an invaluable resource because they can provide constructive feedback as well as emotional support, inspiration and accountability to your project goals. See a list of the writers' centre as the Katharine Susannah Prichard Writers' Centre at <https://www.kspwriterscentre.com/groups>

Beta readers are also a useful resource as they can provide constructive feedback on how well your manuscript reads before publication. Beta readers can be family and friends, but we would recommend also locating beta readers who aren't familiar with you or your manuscript as well.

Join readers and writers' groups on social media. It is a great and effective way to source recommendations for publishing and printing services as well as locate potential beta readers and collaborators.

When choosing a freelance editor, typesetter or graphic designer, we would recommend asking for samples of their work or references of previous hire beforehand. Reviewing samples will also allow you to see if they are a good fit for your project.

Attend writing, editing and self-publishing workshops. As a self-publishing author, your ability to upskill will be of immense benefit to you in creating high quality publications that attract readers and sell well.

Networking is a great way to get information about your book out to others. Wild Weeds Press recommends attending local writing or author events which will allow to network with fellow authors and potential readers. Workshops are a great way to meet others who can support you on your self-publishing journey. You may also consider following fellow authors, editors and book reviewers on social media to build your network.

For printing paperback or hardback copies of your book, Wild Weeds Press recommends iPrintPlus in Osbourne Park. See <http://www.iprintplus.com.au/> for more information.



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At Wild Weeds Press, we provide low cost hand-holding services to those wanting to self-publish their manuscripts. For more information about Wild Weeds Press or for a consultation on how we can help you on your self-publishing journey, see our website on <https://www.wildweedspress.org/> or email us at wwp-admin@wildweedspress.com