

SELF PUBLISHING HANDOUT



Overview of the Publishing Industry: Rights and Agreements

Traditional Publishing:

- Involves submitting your manuscript to a publishing house for consideration.
- If accepted, the publisher bears the cost of editing, cover design, printing, and distribution.
- Authors typically receive an advance against royalties and then earn royalties on book sales.
- The publisher holds the rights to the book and controls many aspects of the publishing process.
- Authors may receive editorial guidance and marketing support from the publisher.
- You get paid for your rights.

Self-Publishing:

- Authors take on the role of publisher and are responsible for all aspects of the publishing process.
- This includes editing, cover design, formatting, printing, and distribution.
- Authors retain full control and rights to their work.
- Costs are borne by the author, but they also retain a higher percentage of royalties per sale.
- Self-published authors often use online platforms such as Amazon Kindle Direct Publishing (KDP) or IngramSpark to publish and distribute their books.
- Success in self-publishing often requires authors to take on marketing and promotion efforts themselves.
- You pay for everything.

Hybrid Publishing Model:

- Hybrid publishing combines elements of traditional and self-publishing. In this model, authors typically pay a publisher to produce their book, but the publisher may also provide some of the services and benefits associated with traditional publishing, such as distribution and marketing support.
- Hybrid publishers often have selective criteria for the manuscripts they accept, similar to traditional publishers, but they may offer more control and royalties to the author.
- However, there are also some bad agents who are pretending to be hybrid publishers and making empty promises and taking authors money. Make sure to research and keep an eye out for those who are not legitimate hybrid publishers if they charge exorbitant fees for their services, have lack of transparency about what you are paying for, provide poor quality services, want all your rights without a clear reversion clause, make false promises about sales and provide no marketing support.

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What is an independent author

An independent author, or an indie author as we refer to ourselves, is an author who chooses to self publish their books.

Australian Hybrid Publishers

Busybird Publishing <https://www.busybird.com.au/>

Hembury Books <https://hemburybooks.com.au/>

Self Publishing models

As an indie author there are a few business models to consider:

- Amazon Exclusive-publishing on Amazon and being a part of their subscription service where you are paid for page reads. There are many authors who are successful in this strategy.
- Wide-publishing direct with as many online publishing platforms yourself. Distributed by IngramSpark to bookshops and libraries, and publishing ebooks/paperbacks on all major platforms: Amazon, Kobo, Barnes and Noble, Apple Books, Google Books.
- Offset printing and distributor-paying for printing of books upfront, the more you print the cheaper the per unit cost is. This is only viable if you have a distributor in place, otherwise your books languish in storage.

Podcasts to listen to and learn

- Self Publishing-weekly podcast by indie guru Mark Dawson and James Blatch with good information.

<https://selfpublishingformula.com/spf-podcast/>

- Creative Penn podcast-podcast by Joanna Penn who is an advocate and indie author

<https://www.thecreativepenn.com/podcasts/>

Resources:

Organisations:

Alliance of Independent Authors <https://www.allianceindependentauthors.org/>

The Small Press Network <https://smallpressnetwork.com.au/>

Independent Book Publishers Association <https://www.ibpa-online.org/>

Retailers:

Kindle Direct Publishing https://kdp.amazon.com/en_US/

Google Play <https://play.google.com/books/publish/>

Barnes and Noble <https://press.barnesandnoble.com/>

Kobo <https://writinglife.kobo.com/>

Smashwords <https://www.smashwords.com/>

Apple <https://authors.apple.com/>

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Aggregate distributors:

Ingram Spark <https://www.ingramspark.com/>
Draft2Digital <https://www.draft2digital.com/>
Publish Drive <https://publishdrive.com/>
<https://www.streetlib.com/>

Audiobook distributors

Findaway Voices <https://www.findawayvoices.com/global-distribution>
Author's Republic <https://www.authorsrepublic.com/>
<https://publishdrive.com/audiobook-distribution.html>

Products and Services:

Rocket Publisher <https://publisherrocket.com/>
Canva <https://www.canva.com/>
Atticus <https://www.atticus.io/>
Thorpe Bowker <https://www.myidentifiers.com.au/>
National Library deposit <https://www.ned.gov.au/ned/>
ELR registration <https://www.arts.gov.au/funding-and-support/australian-lending-right-schemes-elrplr>
Copyright Australia <https://www.copyright.com.au/>

Information sources:

20booksto50K Facebook <https://www.facebook.com/groups/20Booksto50k>
Wide for the Win <https://www.facebook.com/groups/widforthewin>
Self Publishing Formula <https://learn.selfpublishingformula.com/>
Joanna Pen Creative Penn podcast <https://www.thecreativepenn.com/>

Writing Organisations for support and information

Writing organisations provide resources, information, courses and link you with writing groups. Become a member of your local writing organisations and connect with other writers.

Australian Society of Authors (ASA) Website: <https://asauthors.org/>

Writers Victoria Website: <https://writersvictoria.org.au/>

Queensland Writers Centre Website: <https://qldwriters.org.au/>

New South Wales Writers' Centre Website: <https://writingnsw.org.au/>

South Australian Writers Centre Website: <https://writerssa.org.au/>

Northern Territory Writers' Centre (NT Writers' Centre) Website:
<https://www.ntwriters.com.au/>

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Amra's Armchair Anecdotes **PODCAST**

with
Amra Pajalic

Tasmanian Writers' Centre (TWC) Website: <http://www.taswriters.org/>

ACT Writers Centre Website: <https://actwriters.org.au/>

Varuna, the National Writers House Website: <https://www.varuna.com.au/>

Writers' Centre Norwich (Australia) Website: <https://writerscentrenorwich.org.au/>

Australian Writers' Guild (AWG) Website: <https://awg.com.au/>

Society of Editors (NSW) Website: <https://editorsnsw.com/>

Books:

Creative Self-Publishing: ALLI's Guide to Independent Publishing for Authors and poets by Orna A. Ross