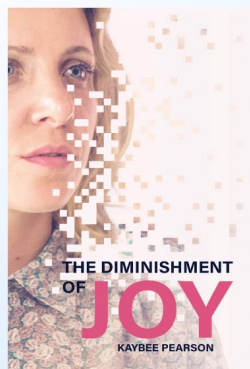
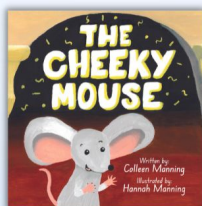
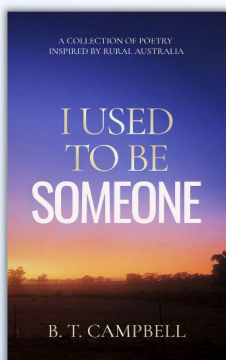


AUTHOR PUBLISHING GUIDE

For Prospective Authors of
The Rural Publishing Company.



First published by The Rural Publishing Company 2023.
Revised in 2026.

Copyright © The Rural Publishing Company 2026

This work is copyright. Apart from any use permitted under the Copyright Act 1968, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of The Rural Publishing Company.

Author: The Rural Publishing Company

Typesetting & Design: The Rural Publishing Company



The Rural Publishing Company

Email: hello@theruralpublishingcompany.com.au

Website: <https://theruralpublishingcompany.com.au>

Contents

1. Introduction	1
2. Firstly – We Help Authors Self-Publish	3
3. Getting Started	6
4. Initial Requirements from Authors	8
5. The Publishing Process	10
6. Preparing for Sale	16
7. Ongoing Marketing	20
8. Keeping Track of Book Sales	22
9. Further Information	26

Introduction

Getting ready to publish your book is a very exciting time. However, it can also be quite daunting to find and get accepted by the right publisher to suit your needs.

This guide provides an overview of the entire publishing process with us, The Rural Publishing Company.

It is not necessarily indicative of the process used by any other publisher but may well be similar to other assisted or supported self-publishing companies.

The more you equip yourself with knowledge upfront, the more likely it is for you to choose the right publisher for your needs and to get the professionally produced book you're hoping for.

At The Rural Publishing Company, we pride ourselves on being open, honest and completely transparent with who we are and what we offer.

So, if you still have questions after reading this guide, just reach out to the team.

2

Firstly – We Help Authors Self-Publish

It's important to understand the type of publisher we are, in comparison to others.

There are three ways of publishing a book:

- Self-Publishing – where you do it all yourself (cover design, editing, typesetting, file production, publishing, distribution, marketing). You are likely to need to hire individual people to complete various aspects, which can still be quite costly with variable results. You keep 100% of your book sale profits.

- Traditional Publisher – you have to submit yourself and your work for consideration, usually via a literary agent, but not many newer authors get chosen. If you are selected, you may then get paid an advance of your royalties (\$2,000 – \$10,000 roughly), they produce the work for you (with limited input from you) and then you only earn a very small percentage of your book sale profits (5 – 15% roughly). But it can take years to get selected, if ever.
- Supported/Assisted Self-Publisher – you pay a set fee for the publisher to produce your book for you. Different publishers offer different inclusions and contractual agreements (read these carefully before signing!).

We are a supported self-publisher – where you pay us a set fee for a set package of services, so we produce your book for you.

This offers many benefits:

- You don't have to try to figure out how to produce your book yourself.
- You don't have to find your own cover designer or typesetter.
- You are far more likely to have your manuscript chosen over a traditional publisher.

- The publishing process often happens a lot faster (great for business books!).
- You have much more control over the creative, editing, production and publishing process (traditional publishers tend to dictate how your book will be produced).
- You keep your full book sale profits – minus platform commissions and printing costs (Amazon etc. charges fees to sell your book on their platforms). There are ZERO ongoing fees from us, nor do we take any of your profits.
- Copyright and control remain with you in future. All we ask is that you don't publish with anyone else for the first 12 months. After that, you can republish with someone else if you wish.
- We can offer a lot of support and guidance throughout the process.
- We also offer a lot of free marketing support.
- We give you more credibility with our logo and name attached, than if you went it alone.

3

Getting Started

This is how you can get started on your publishing journey with us, The Rural Publishing Company. Should you have any questions, just let us know.

1.Submit Your Manuscript/s

Your first step is to submit your manuscript to hello@theruralpublishingcompany.com.au or via our submission form on our website.

Our team will assess whether we believe you have a marketable book, strong writing and a strong storyline (if fiction). We will also assess how much editing or proofreading may be needed.

2. Offer

If your manuscript has been accepted, you will receive a formal publishing offer via email, with the package, all the inclusions detailed and the investment required.

If you're happy to proceed, simply reply back to let us know.

3. Contract & Invoice

Once you've confirmed that you're happy to proceed, we will provide you with a contract and an invoice.

Contract – make sure you read your contract thoroughly, and sign at the end. Return the signed copy to us via email.

Our contracts ensure that you keep the rights to your own work at all times, and only require you to exclusively publish your work through us for a period of 12 months. All upfront costs and inclusions are clearly listed – there are no ongoing or future costs, unless you engage us for more work or extra services (marketing etc.).

Invoice – your invoice will ask for upfront payment, or the first payment in your payment plan (whichever is applicable). Make this payment via credit card or bank deposit.

Then, you're ready to get started!

4

Initial Requirements from Authors

Along with your signed contract and payment, to begin the publishing process, we also need the following from you:

- Completed Final Manuscript – Word Document
- Back Cover Blurb – Word Document
- Author Bio – Word Document
- Author Photo – JPEG
- Any Images – JPEG

- Any other requirements or instructions you have.

If you have any questions about these, you can reach out to us at any time.

5

The Publishing Process

Below are the main steps we follow in order to publish your book.

However, you can also view this detailed guide to self-publishing from IngramSpark here:
<https://www.ingramspark.com/how-to-self-publish-a-book>.

The only difference being, is that we assist you by handling the process for you, with our team of experts, to save you the hassle, expense and guesswork of trying to do it all by yourself.

Registering Your Title

Our first step in the publishing process is registering your title (book) formally.

This involves getting each of your book versions its own ISBN (a special universal identification number for books) and a barcode for any of your print versions.

The fees involved with obtaining your ISBN's and barcodes are covered by us, at The Rural Publishing Company (as part of your publishing package).

Editing & Proofreading

Depending on whether your manuscript requires full editing or express proofreading our team will run their expert eyes over every inch of your manuscript.

Most of the time this will include a thorough check of spelling, grammar and sentence construction.

Sometimes, it will also include suggestions on rewriting or re-organising your content. If substantial editing occurs, we'll let you know.

If we need your clarification or approval, we will seek it via email.

Internal Design / Layout

Your manuscript 'internals' or content will be professionally typeset and laid out, so it appears nicely on all pages.

This includes setting up your Table of Contents, preparing your front matter (including copyright notice and disclaimers), laying out your chapter headings and content, adding page numbers etc.

You will receive a proof or sample version of your layout for you to check and approve.

This is also where we will decide on your book TRIM SIZE. This determines what size your book is produced as.

A standard size for novels is 5.5" wide by 8.5" high, or longer non-fiction style books (business books etc.) is 6" wide, by 9" high.

For children's picture books, we recommend 8.5" by 8.5" as this size is the most commonly used and is suitable for all distribution platforms (Amazon prefers this size particularly).

However, we may recommend a different size if we think it's needed, or if you have a different preference.

Cover Design

This is often the most exciting part of the publishing process, as it determines what your book will look like on the shelf.

This will include your front cover, the spine of your book and your back cover.

Our design team will create a cover design concept, for you to review.

We'll work closely with you to ensure you're happy with the end result.

Once the final design is confirmed, you'll receive copies of the files, including a 3D mock up, so both us and you can begin promoting your upcoming release.

File Production

Once both your internal layout and cover design has been finalised, we'll produce your final files.

This will include (if applicable) the correct files for both print and eBook versions, including:

- Full Cover Design – Print PDF
- Full Internals – Print PDF
- eBook Front Cover Design – JPEG
- eBook Internals – EPUB

In most cases, you won't need copies of these files, but we can provide them if you wish.

Publishing

This is where your final files get uploaded into the relevant publishing systems.

IngramSpark

This is the global distribution system we use to publish your work. It feeds your book out across the world to many online book resellers and makes your title available to book stores globally.

You will need to sign up for your own account – which we will then access to upload and publish your files. We will provide instructions for you to set up the account – and then we will log in, to upload your book titles correctly.

Each version of your book will need a separate entry uploaded into IngramSpark. This might include paperback, hard cover or eBook versions.

Amazon

Even though IngramSpark feeds your eBook information out to Amazon, we prefer to upload your eBook directly to the Amazon publishing system (KDP) as this gives you more control over your title and better results.

You will need to sign up for your own account – which we will then access to upload and publish your files, if we are able to.

We have encountered issues where Amazon insists on Two-Factor Identification – which makes it tricky for us to log in. If this occurs, we can either provide instructions for you to upload your eBook yourself (an easy 10-minute process), or we can arrange a time to get access to do it for you.

Distribution

Your book will start displaying on Amazon, and other services such as Barnes & Noble and Booktopia as soon as your book is published, and the release date has been reached.

Even though IngramSpark makes your title available to bookstores globally, this doesn't mean they'll find it at this stage.

You may like to choose an additional advertising placement via IngramSpark which will make your new title more visible to retailers in their catalogues and email blasts at the cost of \$150 US. This is an additional and optional charge that you can organise directly within your IngramSpark account.

You can learn more about distribution on IngramSpark here: <https://www.ingramspark.com/how-it-works/distribute>

Note – Most books published to IngramSpark will automatically feed out and appear on both Booktopia and Barnes & Noble Online.

6

Preparing for Sale

Once the publishing process is complete, we start getting everything ready for you to start selling your books.

ABN (Australian Business Number)

Many authors tend to set themselves up under a business structure, commonly as a sole trader, to sell their books. You will need to seek independent advice from a trusted accountant or financial advisor to choose the appropriate structure for you.

You are unlikely to require GST registration, unless you already run a business that meets the relevant criteria.

If you already own and run a business, you may be able to use your existing ABN.

However, if you wish to register a new Australian domain name for your author website (www.yourname.com.au), you will require a valid ABN.

You will also need an ABN to supply to IngramSpark.

Domain Name & Hosting

If you choose and are eligible for our free author website, we will register your domain name and host your website for the first 12 months.

After that time, you will have the opportunity to keep your website on our hosting (currently around \$140 per year) OR you can elect to arrange your own hosting and domain renewal and we can hand your website over to you.

We use Siteground as our website host, which is one of the leading, most reliable website hosts in the world.

Author Website

Your free author website will be set up by our team within our Siteground hosting account, and built in WordPress, using an easy page building software called Divi.

Your one-page or five-page website design will be based on our standard templates, and customised to you and your book.

This website is set up to be fully flexible. It will allow you to expand it in future if you wish, and you can request your own access, to easily update the content yourself.

Stripe Setup

You will need a Stripe account in order to take book orders and payments.

This is the easiest option, however, please feel free to discuss if you have or prefer an alternative.

Once you have a Stripe account, we will help you to connect it to your website, which will allow people to purchase your book from your website via credit card.

If you would prefer not to process and ship out copies of your book yourself, we can simply direct your website to Amazon for people to purchase there (and you won't need Stripe).

Social Media Platforms

We strongly advise authors to set up their own social media profiles on the platforms they're comfortable with (unless you already have business profiles ready to utilise).

As a minimum – a Facebook Business profile is recommended.

We suggest naming it as ‘Your Name – Author’ or similar.

Building up your own audience around yourself as an author will help you to promote this, and any future titles.

Release Day

We will determine an appropriate release or launch day, to start promoting your book as available for purchase.

Before this day, we will provide you with any copies of social media graphics that you might require. This will include your book cover files.

On release day, we will post a release post on our Facebook business page (facebook.com/TheRuralPublishingCompany) – which you’re welcome to share.

We may also place it on Instagram and LinkedIn.

We recommend that you share your book release in as many places as you can.

7

Ongoing Marketing

Following your release day, you'll want to keep consistently marketing your book.

Depending on your package inclusions, we will potentially help with:

- Crafting a professional media release – that you can send to your local newspapers or other media outlets.
- Provide you with a full media and bookstore sales kit.
- Assist with a library distribution service.

We also strongly recommend that you continue sharing content from your book onto your social media platforms on a regular basis, to keep pushing sales.

You might also like to approach your local bookstores to ask them if they would be willing to stock your book. Many like to support local authors and will take copies on a commission basis.

Additional marketing services at an extra fee can be discussed with our team.

8

Keeping Track of Book Sales

Both IngramSpark and Amazon will handle book sales via their platforms for you.

Amazon generally gives you 70% commission on your eBook sales, or 60% on print sales, minus print costs.

IngramSpark is generally set up with a 40% retail discount on print copies – so again, you'll receive 60% minus print costs.

Both platforms have full reporting accessible within your dashboards at any time. Commissions are generally paid into your nominated account monthly but may take a couple of months to start to appear on your statements.

Order Fulfillment

Any copies ordered via IngramSpark or Amazon will be fulfilled to the customer directly, without any involvement from you. You are able to see the number of print and ebook copies you have sold via your IngramSpark or Amazon reporting dashboards, at any time.

Print copies ordered through your author website and via your Stripe account, will need to be processed and shipped to the customer by you.

This will require you to hold a certain number of copies in stock, so you can pack them and post them when needed.

How many copies you hold at any given time is entirely up to you.

You simply order print copies via your IngramSpark account as needed.

Note – While it may take a little bit of time and effort handling print orders yourself, by doing so, you maximise your profits as you don't pay commissions (only print expenses).

We also hold a sample copy of our authors' books, so we can promote them at any events we attend.

Commission Examples

eBooks

Most eBook sales occur via Amazon – but some will occur via IngramSpark also.

For Amazon, a \$9.95 eBook, you will receive approximately \$6.90 per copy (70%).

Print Books

Amazon gives authors 60% of the book sale price, minus print costs.

You can view their help guides for
a detailed run down on costs here:

https://kdp.amazon.com/en_US/help/topic/G202181110

IngramSpark allows book retailers to purchase your print book at wholesale prices. The wholesale discount can be determined by you – but is generally between 30% to 55%.

We RECOMMEND offering a 40% discount to retailers, as that tends to be standard in Australia.

IngramSpark handles the entire ordering, printing and fulfillment process for these orders, with no involvement from you.

Therefore, if your book retails at \$29.95...

\$29.95 MINUS 40% = \$17.97 (This is the purchase price for retailers, so they make \$11.98 per copy).

You then need to MINUS the print cost for each sale.

Generally, printing costs between \$11 and \$14 for a 300-page book.

So worst case scenario – a retailer would pay \$17.97 per copy, print cost would be \$14, which means you, the author, would receive \$3.97 per print copy.

This is just a rough ESTIMATE however, as IngramSpark handles all of these details and calculations themselves.

You can use the calculators that IngramSpark provide for more accurate data here:

<https://www.ingramspark.com/resources/tools>

9

Further Information

If you have any questions, please feel free to email the team at hello@theruralpublishingcompany.com.au

Email is the best way to get in touch and to have your questions answered promptly.

Alternatively, you're welcome to contact us on 0432 369 827.

Just keep in mind that being rural, we don't always have reception, so leave a message if you can't get us. Please also always keep in mind that we answer the phone during business hours only.

It's also a great idea to refer to IngramSpark's website, as they have a lot of handy resources: <https://www.ingramspark.com/>

Submissions

If you're ready to submit, please go here:

<https://theruralpublishingcompany.com.au/submissions/>

Publishing Packages

To check out what we offer, go here:

<https://theruralpublishingcompany.com.au/self-publishing/>

Our Published Books

If you'd like to view our previously
published books as examples, please go here:

<https://theruralpublishingcompany.com.au/our-books/>