

The Author Freely Guide to Book Publishing Made Possible.

author resource

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Welcome to the world of book publishing made possible.

Congratulations! If you've found your way here it is most likely because you have written a book and want to publish. Like every author and content creator you'll have a deep longing for your work to be accessible – for your work to be read or consumed.

Publishing is far more than writing. It's all about the writing being found by readers. The process of moving a book from the mind (and heart) of the author to the eyes of a reader can be complicated. Author Freely makes this process as simple and free as can possibly be.

Author Freely is, without a shadow of a doubt, the ideal place for writers who aspire to be published authors. Author Freely can take your words and make them available to readers everywhere through the strength of our powerful online retail store and connections with other retailers like Amazon online and Aussie bookstores like Dymocks.

The Author Freely platform is the first truly Australian self-publishing ecosystem. It's the Australian print on demand platform, with links to all the others including book wholesalers and distributors Ingram and book retailers Amazon. By publishing on Author Freely, your book will be on sale in the format you want (electronic or physical) and in some of the largest bookstores in the country and internationally.

A major part of our vision is to provide a self-publishing platform that empowers authors. We've done our research – so many self-published authors feel as if they have no control and lack information from the old self-publishing platforms. You'll learn that Author Freely is transparent. Even the definition of copyright is made in partnership with the author. Authors have direct access to sales statements. And Author Freely is the publishing platform of the fair go – you'll be rewarded for your content creation efforts.

In short, from the moment your book is on Author Freely, it will automatically be published to the world. Then you'll enjoy the reward of being a published author!

As easy as we think Author Freely is - no matter how simple the publication process - you'll still need to master a few of the more technical aspects of the platform.

The purpose of this guide is to clarify the process so that you can publish your book hassle free and largely unaided.

If you still have any questions, feel free to contact our customer support people via email support@authorfreelycom.au.

Author Freely is not a publisher, but a self-publishing platform.

When you join Author Freely you become the publisher.

Our publishing platform model is designed to lower barriers to writers who want to become published authors. That includes the cost. The Author Freely publishing platform is a free service.

To participate you simply need to join the platform, then upload your content files so they can be made available in print and electronic formats.

The author provides the content then Author Freely provides print and distribution services.

We do not charge authors anything for their books to be on the platform. When a book is sold the purchaser pays for the cost of publishing and the royalty - an author determined profit margin - is credited to the author. It's like owning your own online shop in that you, the author determines your profit margin (not a publishing boss in London or Los Angeles).

Our ecosystem is rich with all the tools you will need to be able to produce a book that will see your words travel on the printed page and in electronic format. Free tools and templates will help you design your book ready for print. Or if you want professional help, our selected team of suppliers can help get the book into shape for you – writers, editors, cover designers and typographers are ready at the waiting. And the services go beyond book production with author website design and hosting, and social media and marketing services.

We believe authors need a fair go. So, this is just how simple it is.

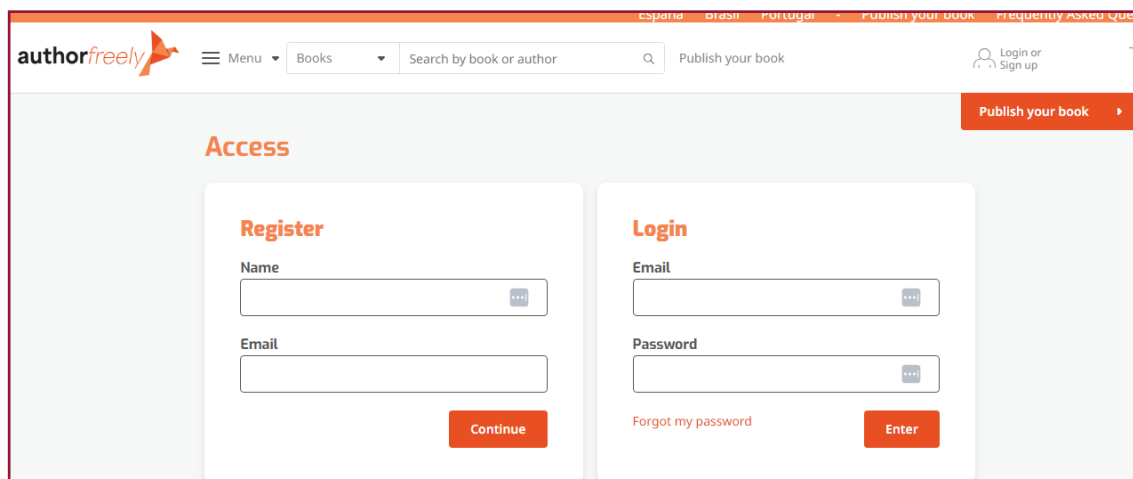
1. Mount your book on the Author Freely platform for free.
2. Set up how much you want to receive in royalties i.e. how much payment you will receive for every book sold.
3. We distribute your book, and you receive a direct deposit into your account for every copy sold.

So, let's get to the practical part: what exactly do you need to do to publish your book?

In general terms, just follow the instructions on the website itself. Here, however, we will go into a little more detail to clarify any other questions you may have.

Stage "Zero" Register to gain access to the publishing platform

Your first step to publish your book is the most obvious: register on the website.

The screenshot shows the 'authorfreely' website interface. At the top, there's a navigation bar with language options (español, brasil, português), a 'Publish your book' button, and a 'Frequently Asked Questions' link. Below this is a search bar with the text 'Search by book or author' and a 'Publish your book' button. The main content area is titled 'Access' and contains two side-by-side forms. The left form is for 'Register' and includes fields for 'Name' and 'Email', with a 'Continue' button at the bottom. The right form is for 'Login' and includes fields for 'Email' and 'Password', with a 'Forgot my password' link and an 'Enter' button at the bottom. A 'Publish your book' button is also visible in the top right corner of the main content area.

If you are already registered, simply click on "Access your Account" and fill in your email and password; If it's not already, click "Register".

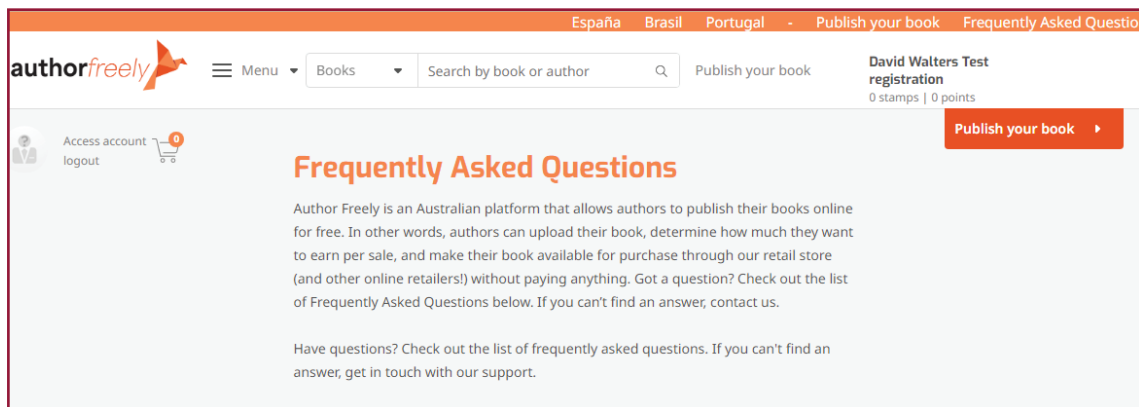
In this case, fill out the registration form right to the end, not forgetting to check the option "I want to be an author", fill in your bank details (so we can deposit your rights payments). Read and accept the license agreement for copyright intermediation. This authorises us to commercialise your work.

Please note it's important that this simple form is filled out precisely. Your correct bank details, e.g. the account number is how we are able to make royalty payment deposits! So, spend a little time getting this right.

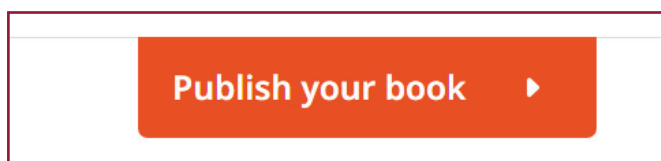
We also ask that you read the contract carefully and that you are 100% sure that you will be able to comply with the established obligations, especially with regard to authorship and/or the right to commercialise the work you intend to publish. It is worth clarifying here that if you publish a third-party book – a book written and owned by someone else - without having express authorisation to do so, you may be subject to legal proceedings brought by the writer or their publisher.

Having completed and acknowledged the above, it's time to publish!

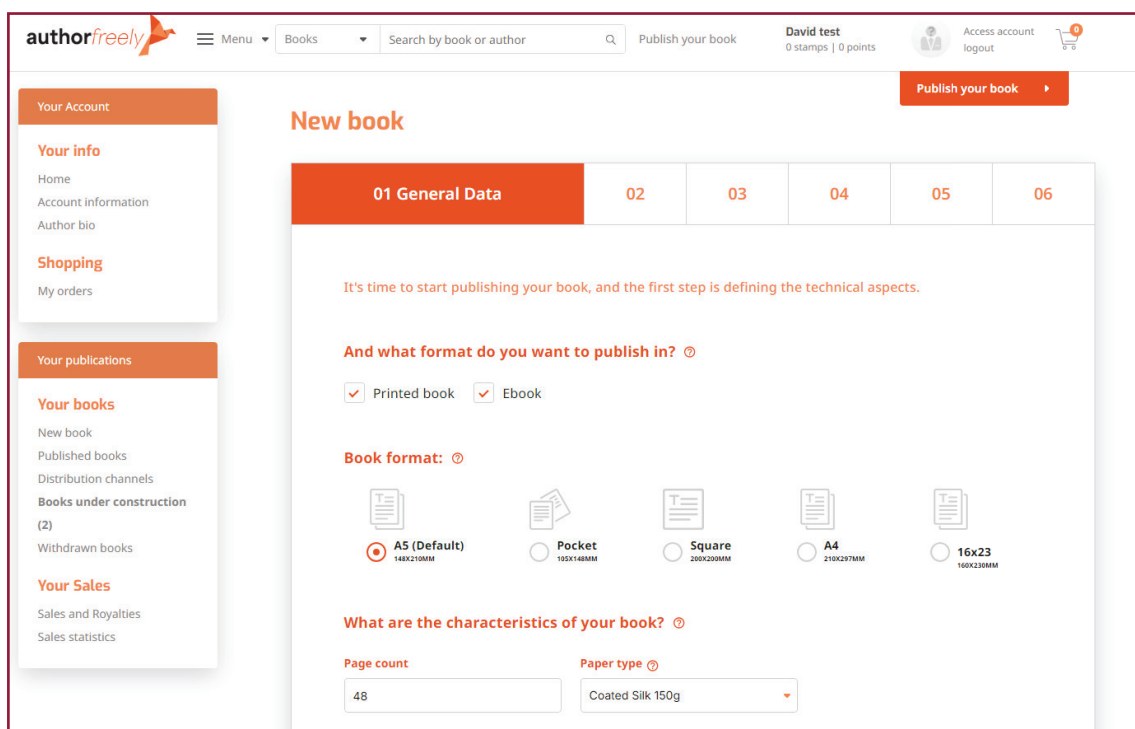
Now you are registered, it's time to publish.



Look for one of the red buttons found on various pages throughout the site.



Let's do a new book. The opening screen for the whole process looks like this.



Stage One: General Data - specifications of your book

Specifications determine what format the book will be published in. Specifications include the dimensions of the book usually expressed in millimeters with the width appearing before the height. A 148mm x 210 mm book is a portrait shaped book.

Start with defining the format/size and then proceed to other specifications.

And what format do you want to publish in? ⓘ

☒ Printed book ☐ Ebook

Book format: ⓘ



A5 (Default)
148X210MM



Pocket
105X148MM



Square
200X200MM



A4
210X297MM



16x23
160X230MM

What are the characteristics of your book? ⓘ

Page count

Paper type ⓘ

Coated Silk 150g

Binding ⓘ

Paperback w/ flaps

Interior colour ⓘ

Black and white

How much do you want to earn per book sold? ⓘ

By print

Final price ⓘ

> **AU\$ 14.68**

by unit

Would you like to purchase copies for yourself? If so, how many? ⓘ

Qty. of books

Price per unit

> **AU\$ 8.24**

Total price

AU\$ 82.40

NEXT >

What about eBooks?

Author Freely produces books in both electronic and printed formats. Contrary to popular mythology print books are still dominant, although ebooks are catching up. You can select one or both formats.

Providing the specifications

For printed books, you must select the format from the options presented (A5, 16x23cm, 10.5 x 14.8cm, 21cm x 29.7cm). Note that each format has, below its corresponding image, the size of the printed pages expressed in millimeters. Please note, Author Freely sizes are global standards, not just popular UK or US formats.



A5 (Default)
148X210MM

Important note: once you have made this choice, the publishing platform will ONLY accept the file that complies with the format you have chosen. In other words, if you have chosen the A5 size and, in a later step, try to register a file with A4, square or even with just single millimeter difference from the options offered on the website, the file will not be accepted and you will not be able to complete your publication.

An A5 book, for example, must be exactly 148x210mm, something that you must configure yourself in the text editing program you are using (such as MS Word).

In the same process when after choosing the book format, you must choose the book finishes including type of binding, interior colour (black or colour) and type of paper).

What are the characteristics of your book? ⓘ

Page count

48

Binding ⓘ

Paperback w/ flaps

Paper type ⓘ

Coated Silk 150g

Interior colour ⓘ

Black and white

Decisions, decisions - Colour versus Black and white

Your choices here are important. Many authors romance about having a full colour book. Often colour is overrated and simply adds considerable cost to the print while adding little value to purchasers and readers (unless it is imperative the book is colour e.g. most childrens books).

The plain truth is this: the fancier the book, the higher the selling prices and most likely less readers will purchase. It is the unbreakable economic law of supply and demand – higher cost will lead to lower demand. Each choice will affect the price of printing your book. You'll see on the website how print price changes when specifications change.

In other words, if your book has 200 A5 pages, bound in booklet format, with a black and white interior and on 150g Coated Silk paper, it will start at a different price to another that has, for example, 75g Uncoated Offset paper.

You can count on it - page count

It is also worth highlighting here that the Pages field is just so that you can visualize the final price of your printed book before moving on. The good news is that you can change the page count when the book is finalised. When you have a final interior file the Author Freely system will automatically adjust the print price (up if you have more pages than initially expected and down if the page count is less).

Money matters...

Finally, you must set how much you want to earn in Royalties for every book sale. Unlike other book publishing platforms, Author Freely will let you set a fixed sale price and a fixed royalty level. We've listened to authors and this feature of our publishing platform brings real joy to authors. That's why we call Author Freely the publishing platform of the fair go. The author determines their royalty per sale!

How much do you want to earn per book sold? ⓘ

By print

>

Final price ⓘ

AU\$ 14.68

by unit

The retail price of your book will be the price of print and administration and GST, plus your royalty per sale.

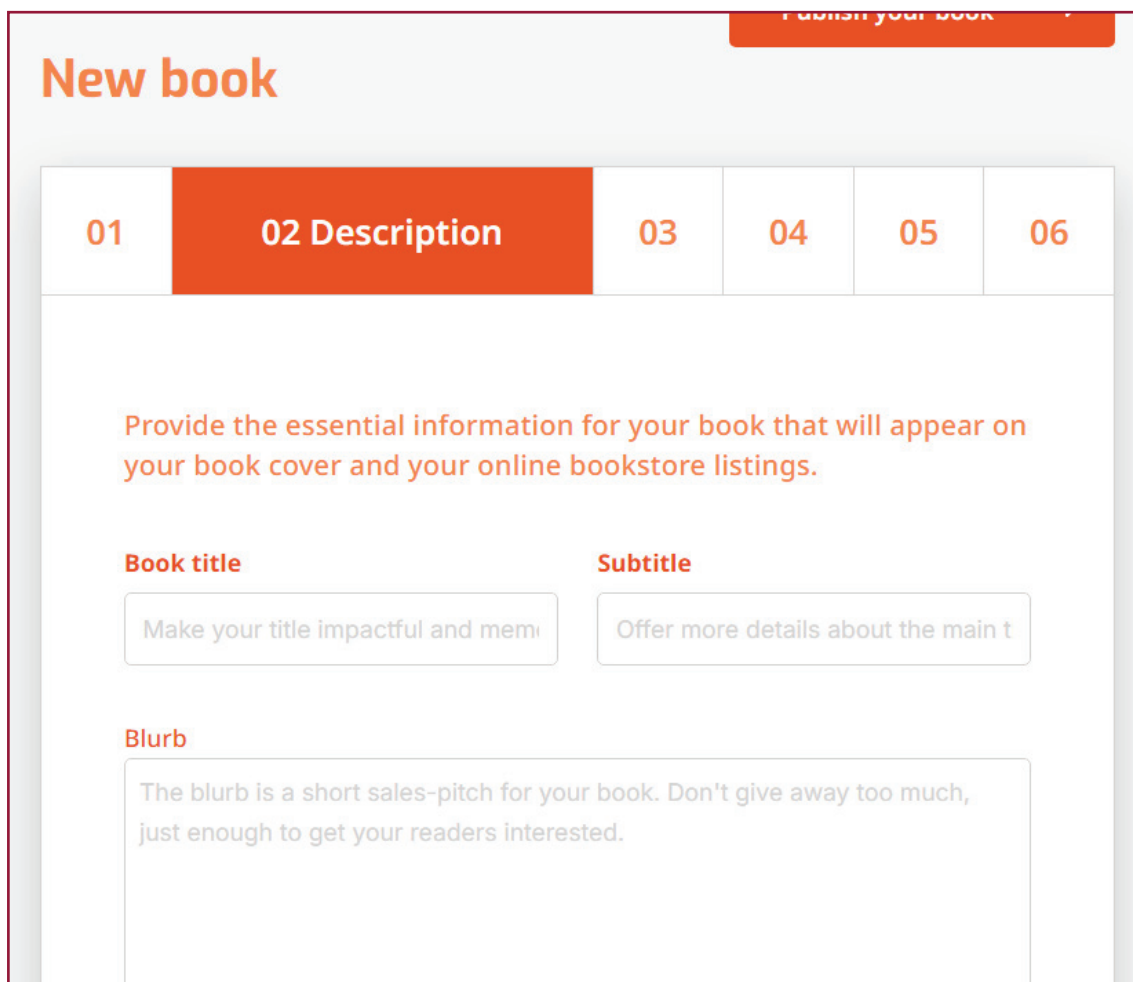
Once you have made all your choices, click the "Next Step" button on the bottom right corner of the screen, and follow to step 2.

Stage Two: Description- optimising your data so readers can find your book

In the second stage, you must fill in all the registration details for your book so that it can be located both here at Author Freely and on our external sales channels.

For your book to succeed readers (and book retailers) need to be able to find it online. By providing details about the book - not just the author's name or title but things like the book topic, when people search, your book has a much better chance of being found. It's what we call 'findability' and it's really important.

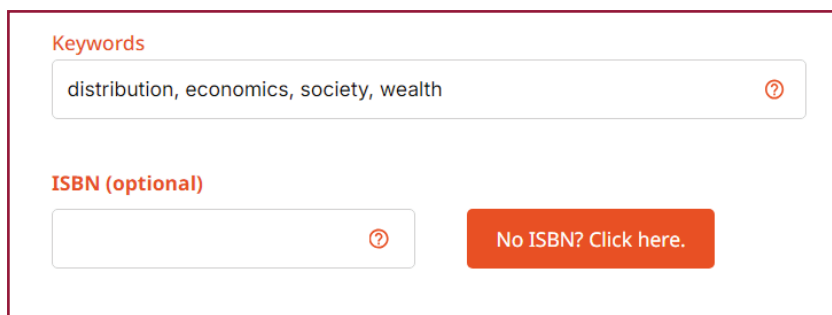
The more detail about your book you enter the better. The more complete your registration is, the easier your book will be found (and then purchased).



The screenshot shows a web form titled "New book" with a progress bar at the top containing six steps: 01, 02 Description (highlighted in orange), 03, 04, 05, and 06. Below the progress bar, a message states: "Provide the essential information for your book that will appear on your book cover and your online bookstore listings." The form includes three input fields: "Book title" with a placeholder "Make your title impactful and memorable", "Subtitle" with a placeholder "Offer more details about the main theme", and "Blurb" with a placeholder "The blurb is a short sales-pitch for your book. Don't give away too much, just enough to get your readers interested." A "Publish your book" button is visible in the top right corner of the form area.

ISBN

If you already have an ISBN (International Standard Book Number) you can input it here or you can buy one through the Author Freely platform by using the 'No ISBN. button.

A screenshot of a web form for ISBN input. It features a 'Keywords' section with a text box containing 'distribution, economics, society, wealth' and a red question mark icon. Below this is an 'ISBN (optional)' section with an empty text box and a red question mark icon. To the right of the ISBN text box is a red button with the text 'No ISBN? Click here.'

Every book that you want to reach the market, must have an ISBN. This is the thirteen number code located on the back of every book above and below the barcode and also inside on the copyright page. 'Reach the market' means the potential to be available for sale in online shops and other shops.

The ISBN is a type of registration for each book and allows your book and its metadata to be easily located by booksellers, libraries, universities, wholesalers and distributors.

The Author Freely platform does not require an ISBN for the book to be available for purchase just on the Author Freely platform but, if it is not registered, it will not be distributed through any other sales channel.

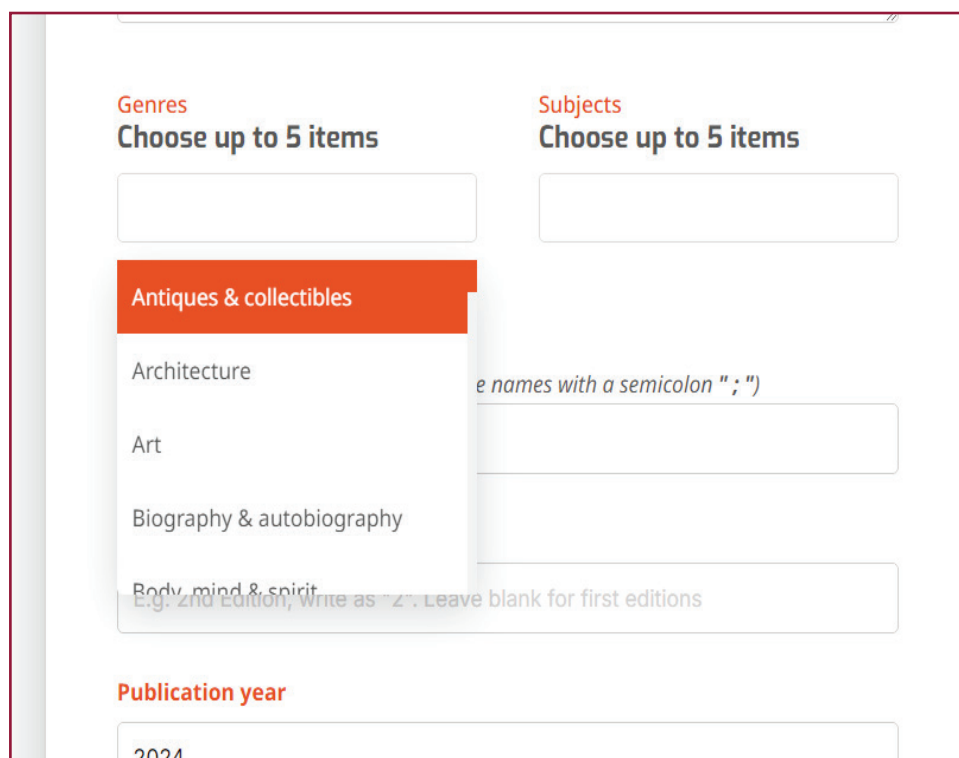
It is strongly recommended that you register an ISBN to make it possible for your book to be widely commercially distributed. If your book is in demand, bookstores will only stock your book if it has an ISBN and barcode.

If you have an ISBN the National Library of Australia will be required to include your book in the National Bibliography and the Books in print database. The National Library of New Zealand has similar provisions.

You can get an ISBN through companies like Thorpe Bowker. But the easiest (and cheapest) way is to simply buy your ISBN through the Author Freely platform.

If you don't have the ISBN yet but still want to publish, just go ahead. At any time, even after your book is published, you can return to this step and enter the ISBN, releasing your book for wider distribution.

On Author Freely, you must also select at least a couple of genres and subjects that fit with your book. You can select more than two genres and subjects.



The screenshot shows a web form with two main sections: "Genres" and "Subjects", both with the instruction "Choose up to 5 items".

- Genres:** A dropdown menu is open, showing a list of categories. "Antiques & collectibles" is highlighted in orange. Other visible options include "Architecture", "Art", "Biography & autobiography", and "Body, mind & spirit".
- Subjects:** Three empty text input fields are provided. A note above the first field says "Use names with a semicolon ";)".
- Publication year:** A text input field at the bottom left contains the year "2024". A note above it says "E.g.: 2nd Edition, write as '2'. Leave blank for first editions".

Be as precise as you can. If you choose the right genres and subjects, readers will have a much easier time finding your book on Author Freely and on our wider sales channels. Get your genres and subjects wrong and it might have a negative effect on sales.

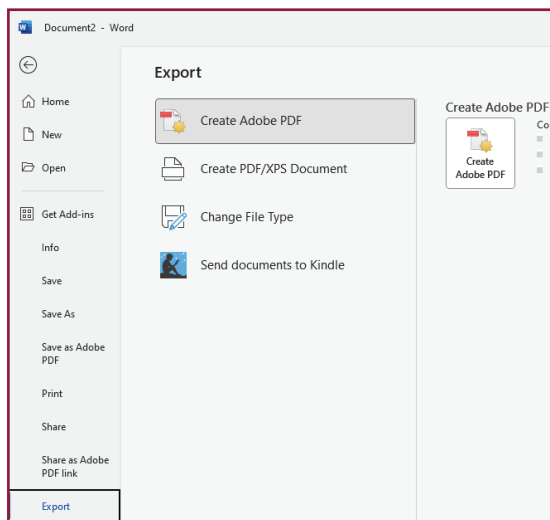
These genres and subjects are global standards used by the search systems of all major online bookstores and local bookshops.

When finished, click the "Next step" button in the bottom right corner of the screen and continue to stage 3.

Stage Three: Book interior

Your book interior – the pages of your book - must be uploaded as a PDF file. The PDF format is commonly used and computer programs such as MS Word, MS Publisher and Adobe InDesign will let you create a PDF file by exporting.

In MS Word you can create a PDF by using File, Export. The Export button in Word is shown in the screen image below at bottom left:



The file you upload must be

- a PDF
- a maximum size of 50 MB
- and exported exactly the right dimensions – for example a A5 book must be exactly 148mm (wide) x 210mm (high)
- Upload your file by using the Upload file button.

Upload your book's core file here.

Printed

Interior: PDF (unlocked)

Size: A5 (148x210mm)

Pages: 20 to 700 (no cover)

Spine:

+ more than 70 pages: PUR paperback.

- less than 40 pages: Saddle stitched (stapled).

File size: Max 50MB

Upload file

Required format: .pdf

Stage Four: Book interior pages design

Now for the most involved part. It's involved but that doesn't mean hard. Just pay close attention to the instructions and a great book interior will be realised

File format

For your book to be published, it is important that it is in PDF format. For security reasons Author Freely does not accept files in MS Word format (or Google docs or Apple Pages). PDF is a secure and universally recognised format that guarantees that all the visual characteristics of the content, as established by the author, are faithfully reproduced in print. You can produce a PDF file by exporting (or using save as) from your word-processing document.

The Author Freely interior registration page highlights some rules, but it's worth emphasising here:

1. the type of file he must be a PDF. A PDF file might look like this bookinterior.pdf - a name at the front that you determine e.g. book_interior and an 'extension' at the back i.e. .pdf This extension is added to the name automatically when to export or save-as from a word-processing program.
2. file PDF must be without password protection
3. all pages must be the exact size that you defined in Step 1
4. files must have a minimum of 20 pages and a maximum of 700 pages
5. upload just the interior – do not include the cover, which should have been setup in the previous step.
6. books with more than 80 printed pages will have the title and author's name printed on the spine
7. books with less than 70 printed pages, due to the very small page count will be stapled. This is called saddle stitching.
8. The PDF file must not exceed 25 megabyte (MB) in size.

If your files do not comply the system will be unable to accept your book for printing.

Format your eBook

There are two ways to work with eBooks: using the same PDF as your printed book or registering a file in ePub format.

We recommend that you use the ePub format. This will make the sale of your eBook possible in online stores like Apple iBookstore and Amazon Kindle. If you use the PDF format, the sale of your eBook will be restricted to a smaller number of sales channels.

If you don't have an ePub right now it's not a problem. Just like you can add an ISBN later, you can add an ePub down the track. If you'd like help in producing an ePub you can visit the Author Freely blog for detailed information on the many options.

Finished the process, click "Next step".

Stage Five: Book cover design

A book cover is composed of three sections – the front, the spine and the back cover. While the front cover is very important – in online bookshops it's the first and sometimes only part of the book that is seen – the spine and back cover are also important.

If you want to invest in professional book cover design then see our recommendations in the Author Freely Marketplace.

If not you can DIY right in the Author Freely platform.

Part 1: The Front Cover

The old saying 'you can't judge a book by its cover' might be true in some areas of life, but the fact is people do judge books by their covers. For most readers the book's cover design is an indicator of quality. And it's the first chance, and possibly the only chance the author has to engage or interest the reader.

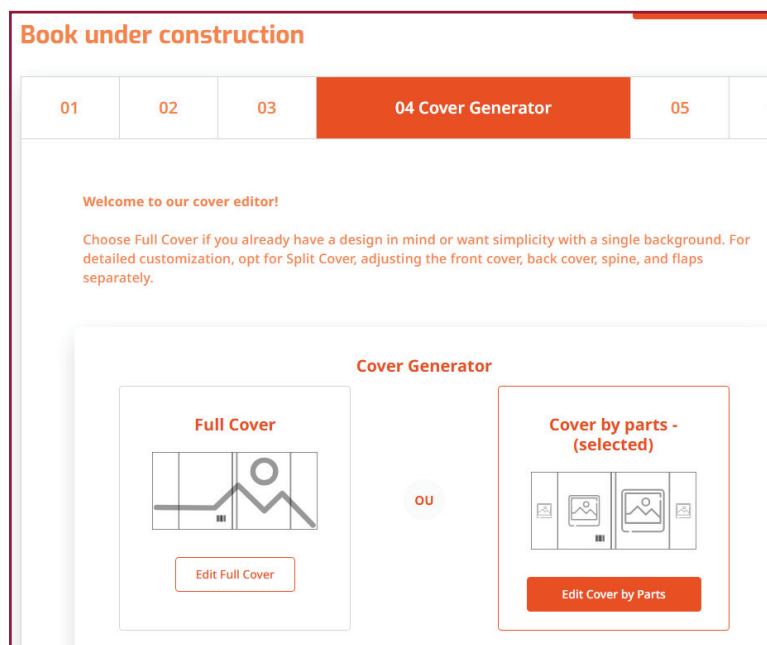
The good news is that Author Freely offers a range of options to help you build a highly effective cover.

Your Author Freely cover can be understood as composed of a number of distinct sections as shown below.



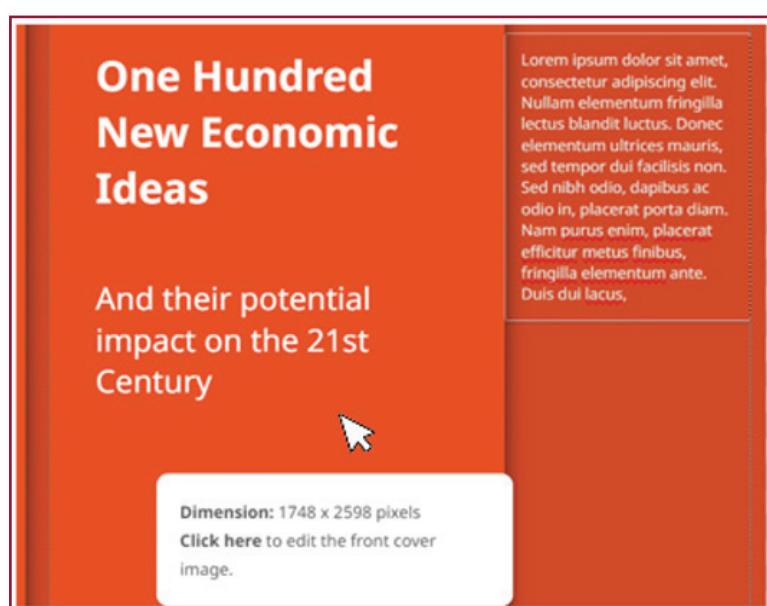
Upload your own cover images...

You can upload the cover as one image – a single image that combines all the sections, or in parts. Access to either option is shown below.



You can, for example, use all the space of the cover – the front, the spine and back to upload a single file you have prepared. Or you can upload the cover in parts.

Either way it is critical that images for various sections are uploaded exactly as specified when your mouse cursor is placed over the area. In the instance below the front cover must be a jpeg file exactly 1748 x 2598 pixels



Important notes: The dimensions of the cover, back cover and front cover images must precisely fit the book format chosen. If uploading your own image, just a slight variance in the size (from the Author Freely formats) will mean the system will not accept the file. To find out the dimensions required please take note of the onscreen instructions. **While the interior of the books must be a PDF file, the cover files must be jpeg format.**

Here's a example of the Author Freely system telling the author what size the file must be - see the green arrow.

The screenshot shows the 'Edit Full Cover' or 'Edit Cover by Parts' section. It asks 'Do you already have the image you want to use?'. If 'Yes', it says 'If so, upload your image here:' and provides a 'Choose File' button. A green arrow points from this button to the dimensions: Width: 31 cm (3686 px), Height: 22 cm (2598 px), Spine width: 1 cm (71 px), File Format: JPEG. Below, it asks 'The image already has texts such as: title, author, synopsis?' with 'Yes' and 'No' radio buttons.

The screenshot shows the 'Front cover' section. It has an 'Add image' section with 'Upload' and 'Select in the gallery' buttons. Below, it says 'Check out the rules for the images you are going to use' with an orange question mark icon. The dimension is listed as 'Dimension: 1807 x 2598 pixels' with a green arrow pointing to it. At the bottom, there is a 'Resize' section with a slider.

And again, the system provides a prompt to make sure the author uploads images in the correct dimensions.



Note that when you see an orange question mark icon, this means more information is available by clicking on the icon.

Or use the auto cover generator tools....

A great alternative to inputting your own cover images is to deploy an online template where Author Freely will automatically generate your cover. With this method you can simply use an image from our gallery and type in the cover text.

Your choice can be made on the screen itself, simply by browsing through the options.

Once you have chosen the template, simply hover your mouse over the location where the image should be located, click on the "Upload an Image" option and select the image file you want.

Important note: artwork dimensions

The dimensions of the cover, back cover and front cover images must precisely fit the book format on offer. If uploading your own images just a slight variance in the size (from the Author freely formats) will mean the system will not accept the file. The system itself will guide you regarding specifications for file sizes.

Note that the dimensions are in pixels, a measurement commonly used for the production of images.

If necessary, we recommend the free website www.pixlr.com to assist you in configuration of your cover image, and back cover images. Or you can use a premium supplier (for a fee) found in Author Freely's Marketplace.

Finished the process, click "Next step".

Part two: The Back cover

You can go through exactly the same process to produce the back cover. Follow the specifications for the front cover.

When you've completed the process click "Next step".

Important note: Your file will be published EXACTLY as you have uploaded it. If you upload a file with layout errors, it will be printed with layout errors; upload a file with print marks, the marks will also be printed, upload a file with typos, it will be printed with typos. Author Freely makes publishing possible through a completely automated system without human intervention or review.

Stage Six: Book distribution

As an Author Freely author you have the exclusive right to book sales through the Author Freely platform. But not only will your books be sold here but through other international platforms like Amazon and Ingram (amongst many others).

In other words: you can choose to keep your book only at Author Freely, or have an expanded market presence through the other bookstores we link with.

Having said this, the rules and rewards associated with selling through bookstores beyond Author Freely differ.

If you choose to sell your work on our sales channels, the author must accept the following terms:

1. all books distributed by third parties may have up to 20% of their content open for users to preview
2. distribution in bookstores and stores is not automatic and can take 10 30 days to be effective and is at the discretion of the bookstore
3. any and all changes subsequent to publication, of any and all types (including removal of the book from sale) can take 10 to 30 days to come into effect.
4. the royalties earned will differ across the various bookshops and online bookstores and from what you will receive for direct sales on Author Freely. As an example, if your eBook retails at AUD\$10.00 on Author Freely (including your royalty), the final price will be strictly the same in all bookshops and bookstores online. If the sale is made on Author Freely, you will be paid the royalty you have pre-determined. If the sale takes place in one of the external bookshops or online bookstores, you will receive the equivalent of 20% of the sale price, irrespective of your royalty pre-determined for the Author Freely platform. This rewards differential is because sales platforms external to Author Freely control the amount of royalty paid (usually a percentage). The pre-determined fixed royalty for the sale of each book on the Author Freely, is one great reason why Author Freely is such a rewarding platform for self-published authors. It is the Australian publishing platform of the fair go.

Stage Seven: Publication – is it all ready to go?

From here, the system will process your file. If any problem occurs, the website will inform you immediately and request adjustments to the steps where errors were detected.

If things are all good you will be able to progress to the final step of confirmation.

Then the launch...

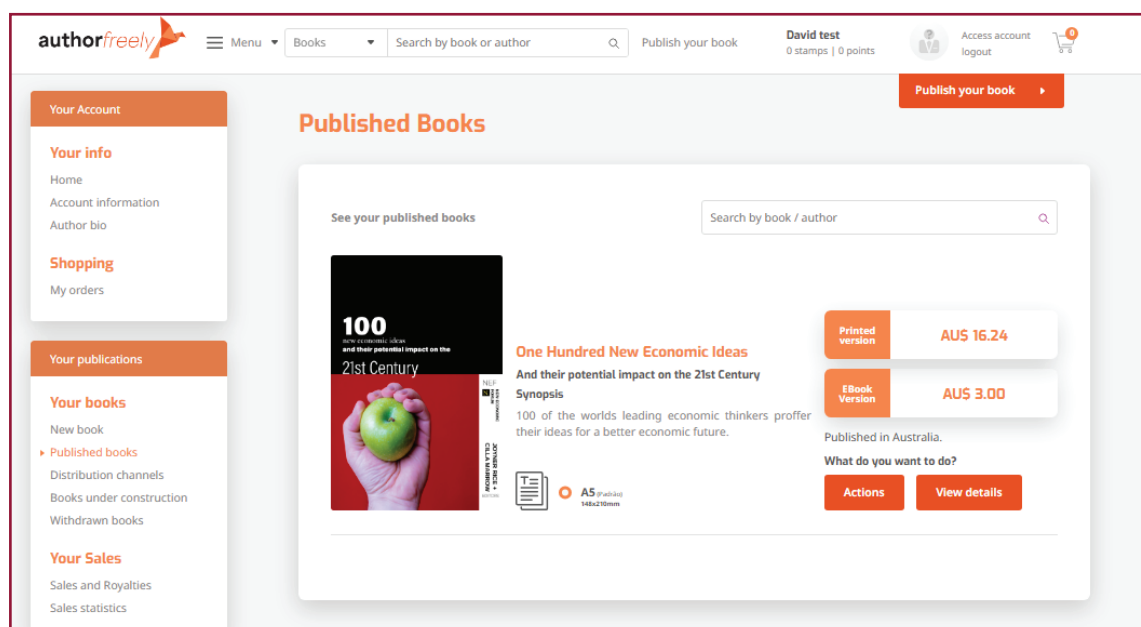
When you are happy and ready to publish click "Publish Work" and that's it: your book will be available for sale worldwide. You've gone from a writer to a published author! Congratulations.

Managing your published books.

Nothing could be simpler on Author Freely.

At any time, simply access the Author Freely website and click in the "Your Account" option.

Here you'll see all your books. It's simply a matter of activating the Actions button to implement change. What could be easier?



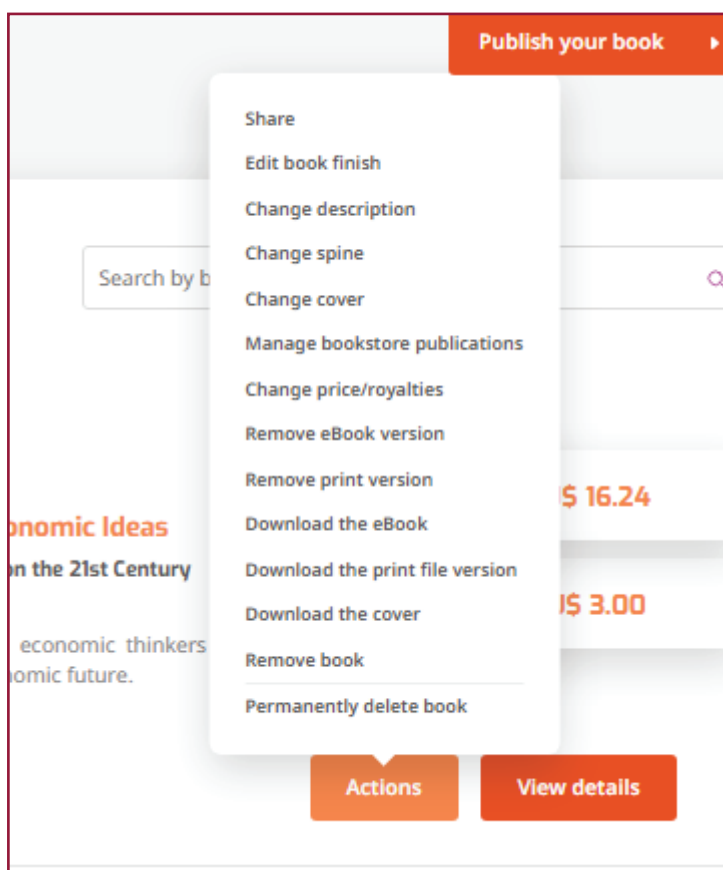
All options regarding your account will be available through this screen including:

1. new book (where you can start the publication of new book)
2. books published (where you can access your books displayed in a simple list)
3. affiliated bookstores (where you can access the list of bookstores and online bookshops that resell your Author Freely books)
4. books under construction (where you can view and resume the publication of any book that has been started but, for some reason, has not been finished)
5. removed books (where you can access the list of books deleted from the Author Freely platform)

6. sales - your royalties – a repository of book sales statements and receipts)

To effect changes to a book published previously, click the option " Published Books".

You will access a list of all your books, where you can access the details of the work or select specific actions. These actions, as shown below, include changes to all aspects of your work.



And now?

This guide if followed closely, will let you publish your book without drama. However, if you get stuck and are in of need advice don't hesitate to contact our customer service officer at support@authorfreely.com.au You can expect a next day reply.