



**Dragonfly Publishing Services**  
**Book Publishing Guide**

## Copyright



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## ABOUT US

Dragonfly Publishing was created in 2021 with the aim of providing affordable, *hands-on* publishing services to authors.

Our motto is simple: *To transform words into beautiful books.*

Our Dragonfly logo is meaningful: *The dragonfly symbolises transformation, adaptability and growth.*

We assist authors whose voices might otherwise be left unheard; whose words may not conform to the norm but have a place and purpose in readers' lives. We hold their hands on *their* publishing journey, regaling in the shared experiences; truly honoured to take the journey with them.

We have been blessed to have many creatives at our disposal who provide expertise and a delicate touch to all that we do. We've grown our wings and are here to help others do the same with their amazing books.

We are on our way to staking our claim as a small publisher with big aspirations and a huge heart.



## OUR TEAM

### **Lisa – Director**



Lisa is a multi-published author of contemporary fiction.

She previously ran Wild Weeds Press and went on to co-direct another small publishing company before taking the helm of Dragonfly Publishing.

She provides writing and design flair, and has many years of in-depth knowledge and experience with the book publishing industry.

Lisa is also the current Chairperson of the KSP Writers' Centre Foundation Inc.

### **Fionna – Marketing, media & design**



Fionna is an award winning author of the spooky variety.

She has multiple stories published in anthologies, magazines, and podcasts across Australia and the US, and has published her own series of middle grade spooky novels under the "Twisted Trails" banner. She also has a standalone novel, Sadie and the Secret of the Swamp, published by

Dragonfly Publishing.

She has years of experience in marketing books, social media advertising, establishing author platforms, formatting and cover design.

### **Rebekah – Editor**



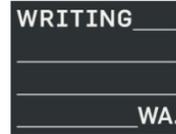
Rebekah was previously with Wild Weeds Press assisting clients through all steps of the self-publishing process.

She holds a Bachelor of Art from Curtin University majoring in Professional Writing and Publishing and Literary and Cultural Studies and is a qualified editor and member of IPEd (Institute of Professional Editors).



## AFFILIATIONS

We are proud members of the [Australian Publishers Association](#), [Writing WA](#), and the [Small Press Network](#).



Our traditionally published books are distributed in Australia by [Peribo Pty Ltd](#)

Internationally, our books are distributed by [IngramSpark](#)



Dragonfly Publishing also provides pro bono services for anthology production for the [KSP Writers' Centre](#).



We currently partner with [Pegasus Media & Logistics](#) for the majority of our book printing.





## HOW WE WORK

We work *with* you; it's a joint venture.

We like to meet with you to determine what publishing services *you* require. After this free consultation, we prepare a quote for the requested services and if you are happy with the services and costs involved, we will then prepare a services agreement.

On signing the contract, we will plan out the book publishing steps and activities and provide it to you.

We work *with* you at every step of the project, and you have the final say in what happens with your work. At the end of each stage, you pay for the work completed, helping to spread the cost.

The physical printing of books is predominantly provided by our printing partner, [Pegasus Media & Logistics](#), or by [IngramSpark](#), and is quoted by and paid directly to them; we do not add a markup to this.



## SETTING EXPECTATIONS

Publishing a book can be an expensive business, so it pays to do plenty of research and set aside a budget for each stage of the project, including printing.

We will be honest with you if we feel your manuscript is not ready for production and will provide direction for how it can be improved.

As general rule of thumb:

- The higher the wordcount, the more it will cost to produce.
- Images in books can significantly add to the cost of production and printing, especially if they are in colour.
- Picture books can be costly; they involve the need for illustrators and are generally printed in high-quality colour on thicker paper than say, a novel.
- Hardcover books are *significantly* more expensive than paperbacks.

Things you can do to reduce costs:

- Polish your manuscript to the best of your abilities by ensuring grammar and punctuation are correct. Reading your work aloud also helps determine if it reads and flows well.
- Make sure the story is coherently ordered and does not contain plot holes, cliches and overused words and phrases.
- Have someone read it. Be open to constructive feedback.
- Research your market to determine your audience and genre.



## THE PUBLISHING PROCESS

We divide the entire process into the following:

- Consult
- Needs & Costs
- Polishing & Editing
- Cover
- Interior
- Preparation for Printing
- After Printing
- Selling & Distribution

Each stage has a distinct set of services, and you only pay for a service once a step has been signed-off by all parties.



## CONSULT

- We meet with you to discuss your publication goals.
- We may ask for a sample of your manuscript, usually the first 3,000 words, to determine what level of editing may be required (there is no charge for this).
- We go through the service options, explaining what each one is and what may be applicable to your publication project.

## NEEDS & COSTS

- Once service options have been identified and agreed with you, we prepare a quote and send it to you.
- If you are happy with the quote, we will prepare a publishing services agreement and once signed, we will start planning your project, keeping in mind if you have a desired date for publication.
- You may wish to have a full critique of your manuscript performed and this will be quoted alongside all the other nominated services.

## POLISHING & EDITING

Our polishing and editing services are:

- Copy editing – this is often the required level of editing for the majority of manuscripts and deals with editing for errors or inconsistencies with grammar, spelling, punctuation and style, and where appropriate, polishing language to improve readability. We will also advise on any copyright issues and potential breaches of community standards.
- Proofreading – this typically follows copy editing to correct any residual errors in spelling, punctuation of grammar.

We provide edits using ‘tracked changes’ in Microsoft Word so you can easily see where an edit has been suggested and accept or reject it accordingly. Reviews are conducted for each type of editing and once you have ‘signed off’ the editing stage, payment is then required.



## COVER

We create a professional wraparound cover for your book based on the subject matter and your design ideas.

We also create an eBook front cover (if applicable) and provide 3D images of your cover to use in marketing and promotions.

## INTERIOR

We set out your manuscript in your desired style, also known as ‘interior typesetting’.

We consult with you on the size of the book and what the interior will look like, including the type and thickness of the paper to be used. The fonts, imagery, colours, layout styles etc will all be agreed with you.

- If wanted, we can also produce an eBook version of your book.

## PREPARATION FOR PRINTING

By this stage, we are able to source a quote for printing from our printing partner or a printer of your choice.

- We will also purchase and register the necessary International Standard Book Numbers (ISBNs) for each format of the book you wish to sell commercially.
- We will organise for two bound “Galley Proofs” i.e., a printed copies of the book for review purposes, and go through it with you to ensure the cover, content and layout are as desired. Please note – this may incur a fee from the selected printer.
- Final cover and interior revisions can be agreed and made after the galley has been reviewed.
- On acceptance of the printing quote, we will organise for the books to be printed in volume (as per your desired amount), known as the ‘print run’.



## AFTER PRINTING

Once your book has been prepared and printed, we can focus on helping you:

- Arrange a book launch, including preparing email and social media images and invites.
- Market your book using social media.
- Register your book with the State Library, National Library, and Australian Lending Services to enable your book to be available to libraries.
- Prepare a media release and an information sheet/sell sheet for your book.

## SELLING & DISTRIBUTION

Now we prepare your book (and eBook, if created) for distribution to online book retailers. The next section explains what we do to achieve this:

- We use an online facility provided by [IngramSpark](http://IngramSpark) to distribute your book to online retailers such as Amazon, Booktopia, Barnes & Noble, Kobo, Apple Books and many more.
- To do this, we will help you create a secure online account with IngramSpark but you will need to provide an ABN, a nominated bank account to receive earnings, and a credit card to cover the cost of ordering or updating book(s). The image below explains the process:





## INTERNATIONAL BOOK SALES

Once your book is distributed, if someone purchases it through e.g., Amazon, Amazon will have the book printed and shipped by IngramSpark. This is known as “Print On Demand”. IngramSpark have several facilities located across the globe for printing books. The Australian facility is based in Victoria.

- You will nominate which country you pay taxes in and hence, which currency you receive your sales amounts in. Note – the American tax system works differently from the Australian one. In the US, sales tax is a transaction-based state tax, not a federal government tax that differs in each state. If you are paying tax in Australia, the US state tax laws do not apply, but you will need to complete exemption forms to avoid paying these taxes. We can help with this when your account is set up.
- Any sales are recorded by IngramSpark and reported to you through your account at the start of each month.
- There are three main sales locations for IngramSpark: the US, the UK and Australia. Sales are attributed to one of these locations i.e., if someone in the US or Canada purchases your book it will be recorded as a US sale etc.
- The amount you receive (also known as ‘publisher compensation’) is calculated as follows:
  - sale price minus the print and ship cost (and minus GST on printing if the sale is made in Australia)
  - minus the online retailer wholesale discount (i.e., the percentage the online retailer keeps for listing and selling your book)
  - minus IngramSpark’s distribution fee.
- Publisher compensation for each sale is paid into your nominated bank account **90 days** from the end of the month the sale was recorded in.
- You will be responsible for reporting earnings via your annual tax return. If you are not GST-registered, you do not need to factor GST into the sale price of your book.



## OTHER WAYS TO SELL

There are other things to consider when establishing how and where to sell your book.

- **Face-to-face.** This is probably the most effective way to sell and get the greatest return on sales. This can be done by having market stalls, at your book launch, at events allowing authors to sell, by chance!
- **Via your website or a landing page.** It's important to have more than one "channel" or a landing page (place of contact online) available for people to purchase your book. If you've distributed via IngramSpark or Amazon, you can simply copy and paste the purchase link to your social media platforms and website. Or you may want to sell the book yourself via your website to avoid all the distribution costs etc. It is important to have somewhere for would-be purchasers to go to get your book.
- **Canvassing book/retail stores.** You may want to canvas local stores to see if they will stock your book. You will need to understand how consignments work (bulk order, pay when book is sold, or purchase up front) and get a good sense for how much wholesale discount you will apply to the RRP of your book. Having invoice and consignment agreement templates ready to go will enable you to set things up quickly should a retailer request to purchase your book. If you are interested in this option, it is a good idea to have a "sell sheet" for your book i.e., an A4 sheet with the cover image, back blurb, author details, ISBN(s), RRP, book size, genre, and your contact details. It is also a good idea to have copies of the book to leave with retailers so they can review it and determine if they want to purchase it from you.
- **Author talks/author events.** If you've been asked to give a talk at an event, or have arranged a talk at a library, you may be allowed to sell your books after the event. This again provides a good way of selling copies, and at the RRP!



## WRAPPING UP

Publishing a book can be a daunting process but we are here to guide you through it all.

No question is off-limits, and we endeavour to make the process a *partnership* between you and us.

Your details are always stored safely, securely and confidentially, and we do not share them with any other organisation or entity unless requested by you to do so or approved by you.

Our services are costed in one of three ways:

1. By wordcount e.g., for editing and proofreading.
2. By the hour e.g., for interior typesetting.
3. As a flat fee e.g., for cover design and ISBNs.

We provide two reviews for each of our services and only progress to the next stage of production when the prior stage has been signed off by you and payment received.

We will always notify you if we feel an additional service is required, or if a service is taking far longer than expected but we will not proceed until agreement has been reached with you.

Some of our services may require contribution from a 3<sup>rd</sup> party e.g., illustrations. All our contributors are carefully vetted and sign a confidentiality agreement and service agreement prior to starting work on a project.

We love books, so take pride in producing beautiful ones; it's our bread and butter and we want to ensure your publication journey is a smooth and rewarding one.



## GETTING IN TOUCH

If you feel ready to start your publishing journey with us there are various ways you can get in touch:

- Email us on [info@dragonflypublishing.com.au](mailto:info@dragonflypublishing.com.au)
- Go to our website [www.dragonflypublishing.com.au](http://www.dragonflypublishing.com.au) and either navigate to the '[Contact](#)' page and fill in your details, or click on the '[Publishing Services](#)' menu item.

We look forward to working with you.

Lisa, Fiona and Rebekah.