

Indie Publishing Starter Kit

A free quick start guide from Ground Water Publishing to help you understand the basics of independent publishing.

What is an Indie Author?

An indie (independent) author is someone who takes creative and business control of their book publishing process. Rather than working through a traditional publisher, indie authors manage their own editing, design, publishing, and distribution—often with help, but always with ownership.

Benefits of Being an Indie Author

- You keep full creative control
- You retain 100% of your royalties and rights
- You choose your own publishing timeline
- You build a direct relationship with your readers
- You can experiment, pivot, and publish at your own pace

Who Indie Publishing is Best Aligned With

- Writers with a clear vision or message
- Poets, photographers, and storytellers with a body of work
- Creatives who want control over design, timeline, and distribution
- Anyone tired of waiting for permission to be published

What is an ISBN?

An ISBN (International Standard Book Number) is a unique identifier for your book. It helps bookstores, libraries, and online platforms catalog and track your work. You need a separate ISBN for each edition (print, eBook, audiobook) if you want to sell through major retailers. In Australia, ISBNs can be purchased via Thorpe-Bowker.

What is Amazon KDP?

Amazon Kindle Direct Publishing (KDP) is a self-publishing platform that allows you to publish eBooks and paperbacks for sale on Amazon. It's free to use, provides a wide reach, and pays royalties of 35–70% depending on format and pricing. KDP is ideal if you want access to Amazon's global audience.

What is Draft2Digital?

Draft2Digital is a distribution platform that lets you publish your eBook across many retailers beyond Amazon—such as Apple Books, Kobo, Barnes & Noble, and libraries. It also offers print-on-demand. D2D simplifies file formatting and allows for broader reach with one upload.

What are Keywords?

Keywords are search terms readers use to find books online. Choosing the right keywords helps your book become discoverable. Think about genre, topic, emotion, or themes your ideal reader might type into a search bar.

Other Things to Know

- You'll need a cover (front only for eBooks, full wrap for print)
- Your manuscript should be professionally edited – I can provide a few contacts
- Metadata (title, subtitle, categories, keywords, description) matters
- Print-on-demand means you don't have to order or store physical stock unless you want to

Working With an Assisted Publishing Package

If you'd like help with your publishing journey, I offer intentional, gentle support. You bring your edited manuscript and creative vision—I help you turn it into a finished product. That might include:

- Assigning your ISBN
- Uploading to KDP or Draft2Digital
- Setting up your metadata and keywords
- Creating a simple landing page or digital zine
- Offering guidance and clarity when the process feels overwhelming

A Final Note

I don't take your royalties, your rights, or your creative control. This is your work. I'm just here to help you cross the bridge.

No commission. No ownership. No pressure.
Just steady, honest support when you need it.

Why? Because when I began, I couldn't find clear, helpful advice and guidance that didn't lock me into expensive models, from which I later had to extract myself with money spent and no result. I've wasted time and funds – I don't want that for other creatives.

Warm regards



GROUND WATER PUBLISHING

www.groundwaterpublishing.com.au | kate@groundwaterpublishing.com.au | 0429 729