

## *Continuing Session #4:* **Think Like a Designer**

### **Formats, Digital Files, and Publishing Your Book**

*Learn the different formats for e-readers and hard copy books, plus the tools to save you time, money and frustration to publish in the different digital book file formats. Plus a walk-through of Amazon's publishing platforms.*

#### **This Session Includes:**

**Introduces** common e-book file formats for e-readers (the new readers)

**Reviews** book production tools

**Introduces** e-book converters that convert word processing files to ebook file formats

**Walks through** Amazon's publishing platforms.

#### **How do e-book file formats differ from word processing programs?**

*Microsoft Office, Apple Pages & Open Office*

- 1.
- 2.

#### **Digital book file formats differ**

- 1.
- 2.
- 3.
- 4.
- 5.

#### **Think: Reflowable Text**

#### **The 'New Paper' Reading Platforms**

1.
  - a.
  - b.
  - c.**
  - d.
  - f.
  - d.

2.
  - a.
  - b.
3.
  - a.
  - b.
4.
  - a.

### **Common E-book File Formats**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

### **Device Specific: E-book Ecosystem & E-book Formats**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

### **3 E-book Conversation Options**

*Converting word processing documents into e-book file formats.*

- 1.
- 2.
- 3.

# **Book Production Tools**

# ONE:

**Formatting Tips**

**Kindle Direct Formatting Tips**

**Page Layout: Margins and Trim Size**

**How to Survive Formatting Hell**

# TWO: Easy as 1 - 2 - 3

**Bleeds**

**Gutters**

## # THREE: 1 - 2: Export

## # FOUR: *Templates*

## # FIVE: *Online publishing tool*

- 1.
- 2.
- 3.

### **Features**

- 1.
- 2.
- 3.

### **Book design theme**

- 1.
- 2.
- 3.

### **Chapters**

### **The Book**

## Easy to use menu and style

### Advantages and Features

- 1.
- 2.
3.
  - a.
  - b.
  - c.
- 4.
- 5.

### Templates

*Memoirs & Narrative Non-fiction*

*Fiction, Reference & Technical*

*Children's Books*

*Ebook & Print Templates*

*Cover Template*

## E-book Converters

# ONE:

### The Meatgrinder

### Formatting

### Formatting Tips

## How It Works

### # TWO:

*As easy as 1 - 2 - 3 - 4*

### # THREE:

### # FOUR:

*As easy as 1 - 2 - 3 - 4*

## Digital Ebook Readers to Proof Ebook File Formats

- 1.
- 2.

# Kindle Direct Publisher: E-Books

## Files KDP accepts

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

## Before you begin...

- 1.
- 2.

**Details to put together before you log in and start:**

3. T \_\_\_\_\_

4. A \_\_\_\_\_

5. C \_\_\_\_\_

6. S \_\_\_\_\_

7. P \_\_\_\_\_

8. I \_\_\_\_\_

9. D \_\_\_\_\_

10. A \_\_\_\_\_

11. A \_\_\_\_\_

12. K \_\_\_\_\_

13. P \_\_\_\_\_

## Shall We Begin Our Walk Thru . . . ?

Let's begin . . .

**KDP Enrollment**

- a.
- b.
- c.

**Advantages**

- a.
  - i.
  - ii.
- b.
- c.
- d.

**Rewards**

- a.
- b.
- c.

**Countdown Deals**

- a.
- b.
- c.
- d.
- e.
- f.

**Marketing Tip**

- a.
- b.
  - i.
  - ii.
  - iii.
  - iv.
  - v.
  - vi.

**Title and Subtitle****3 Important Tips**

- a. Edition*
- b. Publisher*
- c. Description*



**Author's name first before contributors****Did you attend to the details**

- a. ISBN
- b. Publishing rights

**Target customers**

- a.
- b.
- c.

**Choose best 2 categories****Keywords & Preorders**

- a.
- b.
- c.
- d.

**Book Cover****Cover image tips**

- a.
- b.
- c.
- d.

**Cover image specs**

- a.
- b.
  - i.
  - ii.
- c.
  - i.
  - ii.
  - iii.
  - iv.

## **Resizing in Pages and Microsoft Word**

- a.
- b.
- c.
- d.

## **Cover image details**

- a.
- b.
- c.
- d.
- e.

## **Cover Creator**

## **Image Gallery**

**OOPS! So easy to change**

**Here we go again**

**Like it?**

**Excited! Here comes the fun part!**

## **Rights and Verifing Your Publishing Territories**

*Copyright*

*Worldwide Rights*

*Individual Territories*

*Public Domain*

## **Royalties**

## **Pricing and Royalty**

## **Kindle Match Book Advantages**

## **Pros and Cons of Kindle Book Lending**

- a.
- b.
- c.
  - i.
  - ii.
  - iii.
  - iv.
  - v.
- d.

## Preorders

# CreateSpace

Before you begin...

- 1.
- 2.

## Exporting Documents

### Checklist: Prepare for Printing

1. Make sure the dimensions of your document match your trim size (including bleed if applicable).
2. Make sure all live elements are within the proper margins or safe zone (area visible and readable when printed).
3. Export your file as a print-ready PDF. Be sure fonts are embedded.
4. The maximum accepted file size for your book interior is 400 MB.
5. Download the *CreateSpace Submission Specification* in one document. URL: <https://www.createspace.com/Products/Book/InteriorPDF.jsp>

Details to put together before you log in and start:

1. T \_\_\_\_\_
2. A \_\_\_\_\_
3. C \_\_\_\_\_
4. S \_\_\_\_\_
5. P \_\_\_\_\_

6. I \_\_\_\_\_

7. D \_\_\_\_\_

8. A \_\_\_\_\_

9. A \_\_\_\_\_

10. K \_\_\_\_\_

11. P \_\_\_\_\_

**Create an Account or Log in to your CreateSpace member account**

**Start Your New Project**

**The Tax Man Cometh . . .**

**Important Title Detail**

**Choose a setup process**

**The ISBN Quandry**

**Design Your Interior**

**Paper: Cream or White?**

**Trim Size**

**Templates**

**Resources: Videos**

**Upload Your Interior**

**Launch Interior Reviewer**

**View Potential Issues**

**Correct Errors**

**Moving on to the cover...**

**Matt or Glossy?**

**CreateSpace Cover Template: Build Cover Online**

**Design Options**

**Easy to Use**

**Image Gallery**

**Playing with fonts, styles and images**

**Upload your cover image**

**Add back cover copy**

**Change Theme**

**Add Subtitle**

**Cover Launched!**

**The final step: one last check**

**Submit files for review**



**What happens now?**

**It's not time to relax yet . . .**

**Free Distribution!**

**Surprise!**