

# Creating and Formatting an e-Book

## Lesson 12

### Where to from Here?

We've covered a lot of information and now it's time put it to use.

Let's review some of the questions we need to consider:

- Is the e-book going to be sold or used for a free promotion?
- How is it going to be distributed?
- In what format is it going to be published?
  - These two questions go together: Distribution plans determine the format(s) used.
- Is a print edition of the same book going to be published?
- What is the marketing plan?

Many of the other considerations for an e-book are the same as for most writing:

- Who is the audience?
- What are the goals for the book?
- How is it unique?

No matter the answer to any of these questions, or other questions we've discussed during the class, writing is the heart and soul of any book. Just because the medium and the technology are new, the basics of writing a good book aren't. It boils down to good writing. The hard writing work is still the key to a successful product.

#### Writing A Good Book

Don't get me wrong. I'm not saying you didn't write a good book. We've covered many of the elements of a book people will want to buy and read. It's the little details that can make the difference.

Sometimes we're so excited about actually publishing our book, something gets left out. One time I upload and published one of my books without a title page. Maybe not considered huge, but it did look unprofessional.

It's easy to find little details, even several weeks later. Here are some things to do to help find those little things:

(To return to the various areas of the Kindle book

- Login to KDP
- Go to Bookshelf
- Find the book
- Click on the three dots on the right for a drop-down menu to go to the various sections.)
- Go back to the previewer. It is in the "Edit Content" section. If a preview file wasn't downloaded during the publishing process, do it now. Carefully read the book as though another person wrote it.

- Give a few copies of the book to others and ask for honest comments. This is not a time to ask for reviews because anything that bothers the reader needs to be known. Consider asking specific questions such as: Any misspelled words? Any punctuation missing?
- Hire a proofreader. If an editor wasn't hired in the beginning, it's not too late. If major changes are needed, it can be re-released as "updated."

If changes need to be made, it's easy to upload a new interior to KDP. In the Edit Contents section, upload the new manuscript as though it was being uploaded for the first time.

Congratulations!

You have published a Kindle book! Or are about to. It's not a snap one, two, three process. By taking it step-by-step, you'll publish a book you're proud of.

### Assignment

Look at your manuscript again with the editing tips from the class handout.

For more thoughts on a quality e-book, see the following posts on my blog:

"It's the Details" - <http://practicalinspirations.com/its-the-details/>

"Do You Care About Your Reader?" - <http://practicalinspirations.com/do-you-care-about-your-reader/>

*Formatting e-Books for Writers: Convert Your Word File to Kindle* [resource list](#)