

Creating and Formatting e-Books Decisions Handout #2

Here's a form to help you make some of those needed decisions. This is a fillable form. You may type your information in the boxes provided then print it.

1. What will the title of your book be?
2. Write a description, lists of categories, and keywords.
3. What will be the price of your e-book?
4. What will your cover look like?
5. Write a Twitter-length, short, and long bio.
6. Who will you ask for endorsements and reviews?
7. Do you have social media accounts set up? If not, now is the time to do it.
8. What companies will you use to distribute your e-book? Set up your account(s) for these now.
9. Set up other accounts, such as ISBN and Library of Congress
10. Are you going to use an exclusive distribution program?

Apple and Amazon have two products that can make them the exclusive distributor. Apple now has iBooks Author, a free app for Mac OS to build interactive books.

<http://www.apple.com/ibooks-author/>

Amazon offers KDP Select.

<https://kdp.amazon.com/self-publishing/KDPSelect>

11. Do you want to allow sharing? Do you want to allow people to lend your e-book to their friends? What about giving it to a friend?

Articles about sharing and rights: <http://www.authormedia.com/2009/05/20/authors-piracy-is-not-your-enemy/>

<http://www.authormedia.com/2009/07/28/how-the-creative-commons-can-help-your-book-spread-like-crazy/>

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Below is a list of the more popular full service e-book companies:

Lulu

<http://www.lulu.com/publish/ebooks/>

Smashwords

<http://www.smashwords.com/>

Bookbaby

www.bookbaby.com

File Conversion Services

Melinda Martin Publishing & Design Services

www.melindamarting.me

A Thirsty Mind

<http://www.athirstymind.com/>

Formatting 4 U

<http://formatting4u.com/>

Rik Hall

<http://rikhall.com/>

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