

Creating and Formatting e-Books

Lesson 6

Formatting the Details

Front Matter

The front matter is the pages before the content: title page, copyright page, and table of contents. An e-book should have as few pages as possible in the front matter.

In the Amazon store, the Look Inside feature is created for all Kindle books. This book preview is about 10% of the physical pages. People want to see the actual content, not reviews and acknowledgment material. The title page, copyright, TOC are important front matter in the preview. Try to keep the front matter simple and short so previewers will see as much content as possible.

Hyperlinks in the Look Inside pages are clickable. Some writers not only include a link to their website, but also an opportunity to subscribe to a newsletter. Links to bonus materials are often in the back of the e-book so only purchasers can access them.

Put the reviews (it's much better to have reviews on the sales page than in the book), dedications, acknowledgments, and so on in the back of the e-book. Start with the title page and count to find out about where the preview will end.

While not required, a grey-scale of your cover is a nice addition. It allows those with older reading devices to see the cover. Note however, this cover is different than the actual e-book cover. This cover will also take one page of the Look Inside preview. The actual cover is included in the preview.

Set up the title page and copyright page just as they would be for print. Continue to use standard fonts, even if something fancier is in the print or PDF versions.

Page breaks between each section of the front matter is needed.

Hyperlinks

Nearly all, except the oldest, e-readers allow active hyperlinks. The links may connect to a webpage or be an internal link to other parts of the book.

To create internet links:

1. Highlight the words to be linked to a website.
2. Select Hyperlink from the Insert drop-down menu.
3. Select "Web Page." This is generally the default selection.
4. In the "Link to" box type in the URL, including "http://"
5. The words highlighted in step one should already be in the "Display" box. If not, type them in now.
6. Click OK.

It's easy to mistype a long, complicated URL. Here are some steps I found to make the process easier:

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1. Copy and paste the entire URL in the text where the link will be created during the writing or editing process.
2. When setting up the hyperlink, copy the URL to paste into the “Link to” box.
3. Delete the URL from the text.

This may sound like extra work, but it’s easier than trying to figure out what little character is left out of the URL.

To create bookmarks for internal links:

1. Highlight the word(s) to be linked.
2. Select “Bookmark” from the Insert menu drop-down menu.
3. Name the bookmark. This name won’t be seen by the reader, so names relevant to the location may be used.

Linking bookmarks (Word 2016):

1. Highlight the word(s) to be linked to a bookmark.
2. Select “Hyperlink” from the Insert drop-down menu.
3. Select “This Document.”
4. Select “Bookmarks” for the list of previously created bookmarks.
5. Select the bookmark needed.
6. Click “Ok.”

Older versions of Word have slightly different instructions:

1. Highlight the word(s) to be linked to a bookmark.
2. Select “Hyperlink” from the Insert drop-down menu.
3. Select “Document.”
4. In the section labeled “Anchor,” select “Locate” on the right.
5. Select “Bookmarks” for the list of previously created bookmarks.
6. Select the bookmark needed.
7. Click “Ok.”

Table of Contents

The hard work of your table of contents (TOC) is completed. It’s time to build it.

1. Generally, the TOC will be after the copyright page. A novel may not have a TOC.
2. Add a page break to make room for the TOC.
3. Type “Table of Contents,” and format it, as you’d like. Press Enter.

Now follow the instructions for Windows and Mac, which are different for the TOC.

Windows

1. Open the “References” tab in the navigation ribbon.
2. Find Table of Contents and click on it. Select “Insert Table of Contents.”
3. Uncheck the box that says “Show page numbers.”
4. In the Show Levels box, choose 1 if the subheads aren’t included in the TOC. Choose 2 if they are.
5. Click OK.

The TOC should appear.

Mac

The Table of Contents building feature is found in the Insert menu at the top of the screen, not the insert section in the menu ribbon. Select “Index and Tables...” from the drop-down. Follow Windows directions steps 2 through 5.

(There is an automatic TOC builder in the References menu on the ribbon. It is automatic and doesn't have the options such as not showing the page numbers.)

For both systems:

The Kindle system needs know where to find the TOC. So place a bookmark named “toc” on the words “Table of Contents.”

Footnotes

Footnotes are now endnotes, either at the end of the chapters or the end of the book. While they don't have to link to the note reference to the note, because readers are expecting more interactivity, linking should be considered. Yes, it's another detail that takes time, but creates a better product.

To hyperlink notes:

1. Create a bookmark for each note.
2. When naming the bookmark, make it something easy to remember and find later.

I use a scheme that allows me to know what it was (a reference), the chapter number, and note number. So the bookmark name looks like “ref_1_1.” This also places the bookmarks in numerical order for ease when linking.

The bookmark name can't have any spaces in it.

3. Go to each reference number and create a hyperlink using the instructions for hyperlinks.

These instructions can be used to create links in an index. However, most e-books do not have an index because e-readers have an easy-to-use search feature.

Congratulations! A lot of the hard details are now behind you.

Assignments

Practice these steps with your document. Note any specific problems you may have encounter. Please share you experience in the forum.

Thus far, have the steps been less complicated or more complicated than you expected?

Some authors/publishers are putting the table of contents at the back of the e-book to allow for more content in the preview. What do you think of this idea?

Go to Amazon and check the samples for three books. You can use the “Look Inside” feature by clicking on the cover image. What were the differences? Did you get a good sampling of the author's subject and writing?

In March 2016, Amazon began to remove Kindle books with the TOC in the back. This practice appears to have been stopped. Here's an article about what happened

and why <https://davidgaughran.wordpress.com/2016/03/11/amazon-takes-aim-at-scammers-but-hits-authors/>. What are your thoughts?

Another article on the Kindle book scams <http://bbebooksthailand.com/blog/toc-back-okay-amazon.html>

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