

Creating and Formatting e-Books

Lesson 9

Other e-Book Formats

EPUB e-Books

Kindle is the most popular e-reading format. One reason is its availability for so many devices and the ease of publishing. According to the Author Earnings, Kindle has 74% of the e-book buying market. (authorearnings.com/report/october-2015-apple-bn-kobo-and-google-a-look-at-the-rest-of-the-ebook-market/)

Many authors do provide their books for the other devices: Kobo, Nook, and iBook. These devices use the EPUB file format. Kobo and Nook allow uploading from Word documents. Kobo accepts PDF files, while Nook will accept TXT files. Uploading the file that the devices use eliminates many of the formatting and conversion problems.

Conversion Preparation

If a Kindle e-book is created first, most of the tasks to create an EPUB file are already completed. There are a few changes that will need to be made.

Before making any changes, save the Word document file with a new name to indicate it is an EPUB file.

Images

In general, images will need no changing. EPUB files require images be formatted “in line with text.”

For each image

- Click on the image.
- Select “Picture” from the Format drop down menu.
- Select the “Layout” tab.
- Select “In line with text.”

A separate file for the images is not needed.

Chapter Breaks

For Kindle files, chapter breaks are created by using “Page Break”. EPUB files ignore these. For an EPUB file, those page breaks need to be changed to “Section Break.”

To make the change:

- Show all nonprinting characters by clicking the backward P (¶) in the Paragraph ribbon (Win) or top menu (Mac). “CTRL 8” (Win) or “CMD 8” (Mac) can also be used.
- Navigate through the document. Delete each Page Break and replace it with Section Break from the Layout menu.

Symbols

As with Kindle files, EPUB files do not translate Word symbols well. Fractions are more of a problem for EPUB than Kindle. The symbol used by Word for a fraction creates extra leading.

To change fractions symbols to standard characters, turn off the auto-correct feature in Word found in Preferences. Then type the fraction with numerals and the forward slash.

Table of Contents

If the Heading styles for chapter titles and sub-titles have been used, the only thing to do is remove the table of contents from the file. The EPUB converter will automatically create the table of contents.

If Heading styles haven't been used, go to Lessons 5 for instructions to format the chapter titles.

Internal and External Links

Some e-readers don't recognize converted internal and external links. I recommend leaving the links in place for those devices that use them.

Upload to Distributor

If the book is to be uploaded to Nook and/or Kobo, the changed Word file can be uploaded to the respective websites: Nook Press (www.nookpress.com) and Kobo (www.kobo.com/writinglife). Each has step-by-step upload processes similar to Kindle Direct Publishing.

Apple iBooks (www.apple.com/itunes/working-itunes/sell-content/books/) requires EPUB files. Conversion instructions are below.

Apple also has other requirements: the author must 1) have an iTunes account, and 2) file an application with Apple. The application is in essence an agreement to follow Apple's terms of service. Again, it's beyond the scope of this class to give detailed instructions for each service.

In the Apple app store, there are interactive books, especially for children. These are actually programmed apps, rather than e-books. The interactive books in the app store have very different requirements than e-books in the iBooks store.

Smashwords (<http://www.smashwords.com/>) distributes books to all the major book selling companies except Amazon. They accept Word documents and convert an e-book to all the various file formats, including MOBI, which can be used on a Kindle device. Smashwords has restrictions on the kind of affiliate links allowed in products distributed through them. If any need to be removed, Smashwords gives instructions to do so.

EPUB Conversion Process

Once the changes outlined above have been made, save the Word document as an HTML file. If the manuscript document was created with Apple Pages or InDesign 5 or later, the file can be converted directly to EPUB without creating an HTML file.

Pages uses the Export menu under the File drop-down menu.

InDesign document is converted using “Export Digital Editions” under the File drop-down menu.

A conversion program is needed to convert an HTML file to EPUB. Two free conversion programs are available: Calibre or Sigil. *

Calibre has more on-screen menus, to walk through the process, along with an extensive user manual. Sigil allows for more detail work within the HTML file. Even if code changes aren’t being made, it is intuitive to use.

Sigil also has a detailed user manual. I prefer Sigil for the detailed information provided if there’s a problem with my file. I do have experience with HTML programming, so it’s not foreign to me. It is beyond the scope of this class to go through the steps of each of these programs. Each one has step-by-step instructions in their manual, as well as on-screen helps.

After file conversion, the EPUB file needs to go through a checker. The easiest checker is online at International Digital Publishing Forum (IDPF) (<http://validator.idpf.org/>).

A word about iBook Author:

As a reminder, Apple provides an app—iBook Author—to create e-books with extensive graphics and videos. The app has a large library of templates and is easy to navigate. Although the app is free, there are two caveats.

1. iBook Author is available only for the Mac or iPad platform.
2. Books created using iBook Author can only be sold through iBookstore, although the e-book may be offered free elsewhere.

PDF E-books

A PDF e-book can look exactly like a print book. It’s not a flowing document as the other e-book formats are. Although the view of the document can be enlarged, it doesn’t re-flow. It’s just a larger view of the page, which often requires scrolling from side to side.

There are applications specifically for reading PDF versions, such as the free [Adobe Reader](#), but nearly all devices can read PDF files. They are easy to upload to a website or blog, or send via email. I offer my books as PDF files as well as Kindle. If the e-book is to be used as a free promotion, it’s easier to offer it PDF format because of its universal acceptance across platforms.

Steps to Creating a PDF E-book

1. Format your document completely, including page numbers, headers/footers, covers, and graphics. This can be done with a word

processor or a design program, such as InDesign or QuarkXpress. I will be giving instructions for Word with notes for Apple Pages. The processes are similar for all major word processing programs.

(Note: These external and internal links described below will not work with Adobe Reader. If you have Acrobat, create the links using Acrobat.)

Word 2016

Word 2016 saves a document as a PDF with the links intact. (If an older version of Word is being used, follow the instructions below.) Use “Save As” under the File drop-down menu. Select PDF from the “Save as type” drop-down menu. If password protection is desired for the file, use the following instructions.

Windows

- A. After selecting PDF in the “Save as type” drop down menu, click on the Options button.
- B. Make the various selections in the Options box and click OK.
- C. Create a password in the Encrypt PDF Document box. Click OK. Be sure to write down the password for future use.

This method only allows a password for opening the document. It doesn't prevent editing or copying.

Mac

Instead of using Save As to create the PDF file, use Print in the File drop-down menu.

- A. Click the PDF drop-down menu in the lower right corner of the Print dialogue box.
- B. Select “Save as PDF.”
- C. Click the Security Options button in the Save As dialogue box.
- D. Check the various protection options wanted and create a password. Click OK.

When using the Print option, keywords can be added before saving the document.

For both platforms, select the electronic distribution option before saving.

Older Versions of Word

2. Set up External Navigation

Part of the formatting process includes creating clickable URL links. The actual URL doesn't need to be in the text. A hyperlink can be created with any word(s).

- a) Highlight the words the link will be attached to. In the Insert menu, select Hyperlink. This will open a dialog box. Put the complete URL, including “http://” in the “Link to” box. Click OK. (Apple Pages automatically creates hyperlinks.)

3. Set up Internal Navigation

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This process is similar to adding URL links, with one additional step – creating bookmarks.

- a. Creating Bookmarks
 - i. Highlight the text to be linked to the TOC, for example a chapter name.
 - ii. In the Insert menu, click on Bookmark.
 - iii. Give the bookmark an easy-to-remember name. Click OK.
 - b. Create the link
 - i. Highlight the words the link is to be attached to, such as the chapter titles in the table of contents. In the Insert menu, select Hyperlink, select Document or Place in Document.
 - ii. Under the Anchor section, click on Locate. In the Bookmarks, find the bookmark you want to link to. Click OK. (Apple Pages automatically creates a table of contents based on the style used in the document. See Pages documentation.)
4. Convert the document to PDF.
- a. For Word: In the File menu, click on Save As. In the Format menu, select PDF. Then Save.
 - b. For Open Office: In the File menu, click on Export PDF.
5. Blank Pages
- If the PDF e-book is to be printed, consider leaving the blank pages as a print book would have. This allows readers to print two-sided and have a document that looks like a bound book.
6. Document Security
- The instructions for document security used for Word 2016 can be used for other version of Word.
- Remember the Word security options are limited. For more detailed document protection use Adobe Acrobat.
7. Document Security using Adobe Acrobat.
- a. Click on File > Properties
 - b. Click the Initial View tab
 - c. In User Interface at the bottom, click Hide Menu Bar and Hide Tool Bars.
 - i. Open in Full Screen Mode in the Windows Option section can also be used. I like to have Layout and Magnification set for Bookmarks Panel and Page (top drop-down menu) so the navigation bookmark panel opens, therefore I don't use Full Screen Mode.
 - d. Now click the Security tab
 - e. In the drop-down Security Mode menu, select Password Security.
 - f. A Password Security menu will open.
 - g. Set Compatibility drop-down menu item to Adobe 5.0. This allows people with older Adobe Readers to open the file without problems.
 - h. In the Permission Section, click Restrict Editing and Printing of Document.

- i. Set your password in the box.
 - i. Be sure to record the password so the document can be opened later for changes.
- j. Set Print to Printing Allowed. If allowing printing, set the resolution. I set Printing Allowed to Low Resolution.
- k. Set Changes Allowed to None
- l. Maintain text access for screen reader to allow for the visually impaired to use a reader to access the text.
- m. Click OK
- n. A box will pop up asking for the password to be confirmed.
- o. After entering the password, click OK.
- p. Then Click OK again in the Document Properties box.

The Document Security Restrictions changes won't be seen until the files saved and re-opened.

After the file is saved and re-opened, there will be no menu bars at the top to access the Save functions. Because there's no menu bar, consider adding instructions at the beginning of the document about how to print using keyboard commands.

From e-Book to Print

Some writers plan to publish both e-books and print books. It's possible to use the formatted e-book file as a base for the print book. Some writers prefer to format for print first, then e-book. Others prefer the other way around.

Generally, an e-book doesn't look like a print book. An e-book has no page numbers, sidebars, or headers and footers. Some print companies require the e-book file to be converted to a PDF files as described above. Other companies use the same file for both. A PDF file assures the print book will be formatted the way the writer wants it.

Print Requirements

There are some requirements for print files.

1. *Embedded graphics*. This is the same graphic placement used for the e-book.
2. *Standard fonts*. Standard fonts are the ones that generally found in most programs and computers. Here's a list of some standard fonts
 - Arial
 - Book Antiqua
 - Bookman Old Style
 - Century
 - Courier
 - Garamond
 - Palatino
 - Tahoma
 - Times New Roman
 - Verdana
 - Symbols

3. *Embedded fonts.* Some companies require the fonts to be embedded, which is done in the Adobe distilling procedure. When embedded fonts are required, a Word DOC saved or printed as a PDF file is usually unacceptable. If this is the case, the company will provide instructions.
4. *Margins.* Margins in a print book may be different than the e-book. Extra margin space may be needed on the binding side of the page (called a gutter). The company will either have templates or give the margin information in the set-up instructions.
5. *Blank Pages.* Unlike an e-book, a print book may have blank pages. The first page of a chapter always starts on an odd numbered page. A blank page at the end of the preceding chapter may be needed.
6. *Cover Sizes.* A print cover has a front, back, and spine. The size of these cover parts is determined by the size of book and the number of pages. Most companies provide the size information during the upload process. Many also provide simple templates.
7. *ISBN.* An ISBN is required for print books. It cannot be the same number used for an e-book. CreateSpace and other companies will provide an ISBN or give the option to purchase one. I recommend the author purchase a set of ISBNs. In the long run, it is cheaper. (See the lesson handout for more information about ISBNs.)

CreateSpace to Kindle

CreateSpace is the print division of Amazon. Amazon has been working to combine print and e-book publishing so writers don't have to use one service then the other.

A PDF file is best for a print book through CreateSpace. After completing the steps of uploading, reviewing, and setting up distribution of a print book, an option to convert to a Kindle book is given. CreateSpace recommends a Word DOC. Although a PDF file will be accepted, CreateSpace states "for best results we recommend that you upload a separate interior file on KDP."

The Word file will need to be formatted for print to include page numbers, header and footer information, appropriate margins, and blank pages added. If hyperlinks are connected to words, such as "go here for more information," the URL will need to be included.

Before the interior file is upload, rights status and DRM questions are asked.

The user is then taken to the KDP website where the uploaded book and cover will be found. Pricing and other account information will be required, the book is ready for publishing. Be sure to preview the book, or order a printed review copy, before actually publishing.

KDP to Paperback

It takes about 72 hours for the Kindle book to be available in the Kindle store. Once the e-book publishing process is started, an option is given to create a paperback version. This is a new service of KDP and still in beta.

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Formatting e-Books for Writers

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Like other Amazon publishing options, the process is laid out step-by-step. These steps are similar to the Kindle steps. Although other file formats (DOC, DOCX, HTML, RTF) are accepted, a PDF file is recommended.

At this time, KDP to Paperback has limited services for writers. One important service not included is Expanded Distribution to non-Amazon websites, bookstores, and libraries. Paperback sales to Canada and Mexico are not available through KDP. Plus, the Amazon Publishing Services, such as editing, is missing as well.

Users of both CreateSpace to KDP and KDP to Paperback report problems and many recommend using the service separately.

Matchbook Option

Amazon offers Matchbook. This service allows the publisher of the book to offer a lower price, including free, for a Kindle book if a paperback is purchased.

Assignment

Change your e-book file to an EPUB file using one of the conversion programs listed in the lesson.

Create a PDF file with internal and external links. Check your document using a PDF reader, such as Adobe Reader.

Share any problems, successes, or questions with the group.

*Resources

Calibre

<http://calibre-ebook.com/>

Sigil

PC - <http://sigil.en.softonic.com/>

Mac - <http://www.macupdate.com/app/mac/33395/sigil>