

Creating and Formatting e-Books

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Lesson 1: A Brief History

E-publishing statistics
Micro-history of e-publishing

Lesson 2: Decisions to Make

File types: PDF, RTF, MOBI, EPUB, AZW
Formatting options: DIY or a service

Lesson 3: Steps to a Good e-Book

Write a good book
Edit a good book
Create a good cover
Consider the reader

Lesson 4: E-book Fundamentals

Elements of the book
 Font
 File name
 Cover
 Content
 Sidebars, pull quotes, columns
First essential steps
 Clean up manuscript
 Throw away what isn't used
 Page extras

Lesson 5: Next Steps in Formatting

Change fonts
Page breaks
Chapter titles and subtitles
Formatting paragraphs

Lesson 6: Formatting the Details

Front matter
Footnotes
Table of Contents
Links –internal and external

Lesson 7: Graphics, Covers, and Other Extras

- Graphics
- Text box
- Interactive features

Lesson 8: Publishing

- File conversion
- File upload
 - Set up KDP account
 - Uploading your book
 - Correcting problems
 - After publishing

Lesson 9: Distribution Methods

- Directly from Amazon, Apple App Store, etc.
- A third-party distributor
- From a website

Lesson 10: Pricing and Marketing

- How much is too much?
- Is free ever better?
- Through your website
- Social media
- In person

Lesson 11: Format Changes for Other Types

- PDF
- EPUB

Lesson 12: Where to from Here