

EBook Expert Guide

Everything you need to convert your book into an eBook

What's In This Guide?

- ✓ How the Formatting Process Works
- ✓ All About Different eBook Formats
- ✓ Easy-to-Follow Checklist of Everything you Need
- ✓ Frequently Asked Questions

All About eBooks

Pretty much any type of book can be converted into an eBook. This fact has made publishing an extremely effective way of making your book available to more people than ever before. However, eBooks are not the same as they were just a few years ago. The success of eBook sales has shifted to the Kindle, iPad, and Nook reading platforms. So the way we prepare these books is constantly changing as each platform updates to match modern times.

Formatting: How it Works

Formatting a book for an eReading device requires much more than simple putting the book in MS Word format. Even though most popular platforms, like Kindle, give you the option to upload a Word Document it is almost always not the best choice. The eBook must be presented in the correct digital format. Those of you who has tried uploading a Word Document onto Kindle, only to have it converted into a horrible looking eBook, know exactly what I mean.

Why Doesn't MS Word Work?

After all, you might have a book that looks brilliant on MS Word and words are words, so it should upload flawlessly onto Kindle, right? Wrong! To put this in the simplest way possible, word processing programs like Word divide all of your content into pages. Therefore, there is always a set number of pages.

For example, you might have a book that is exactly 100 pages in MS Word. However, the very nature of eReading devices gives the reader total control of features like Font Size and Line Spacing. This is known as reflowable text. That's why books must be converted into a specific file like MOBI or EPub in order to be viewed correctly on an eReading device.

What is ePub?

This is the standard format used on devices like the iPhone, iPads, Nook, and Kobo readers. However, this type of file is not compatible with most Kindle devices.

What is MOBI?

This is the format used for Kindle devices.

EBook Formats: Reflowable and Fixed Layouts

One of the first things that you have to understand about publishing an eBook is that there are two types of formats, reflowable and fixed-layout. It's important to understand what this all means before having your book converted.

Reflowable eBooks are the industry standard for books published onto the Amazon Kindle, eBooks, and Nook platforms. This type of format works on every eReading device and is not limited to a certain genre of books.

Reflowable eBooks give the reader full control of their reading experience, allowing them to change a number of features including:

- ✓ Font Type
- ✓ Font Size
- ✓ Font Color
- ✓ Line Spacing
- ✓ Margins

Naturally, if the reader has control over these factors then every time someone views a book, things like page count and orphans/widows will be completely unique to the reader. This might sound annoying but readers love having full control of their reading experience.

Fixed-Layout eBooks are based on a fixed design, meaning that readers are unable to change anything. This format is reserved for projects that require a specific page layout. Some examples include children's books and graphic's novels. However, very technical publications fall under this category as well but this situation is very rare.

Due to the very nature, there are some severe limitations on what books can be published in a fixed-layout and where they can be published.

Fixed-layout eBooks MUST be one of the following:

- ✓ Children's Book that is highly illustrated.
- ✓ Highly illustrated Fiction or Non-Fiction books.
- ✓ Graphic's Novels
- ✓ Highly Illustrated Technical Manuals.

DREAM MASTER PUBLISHING

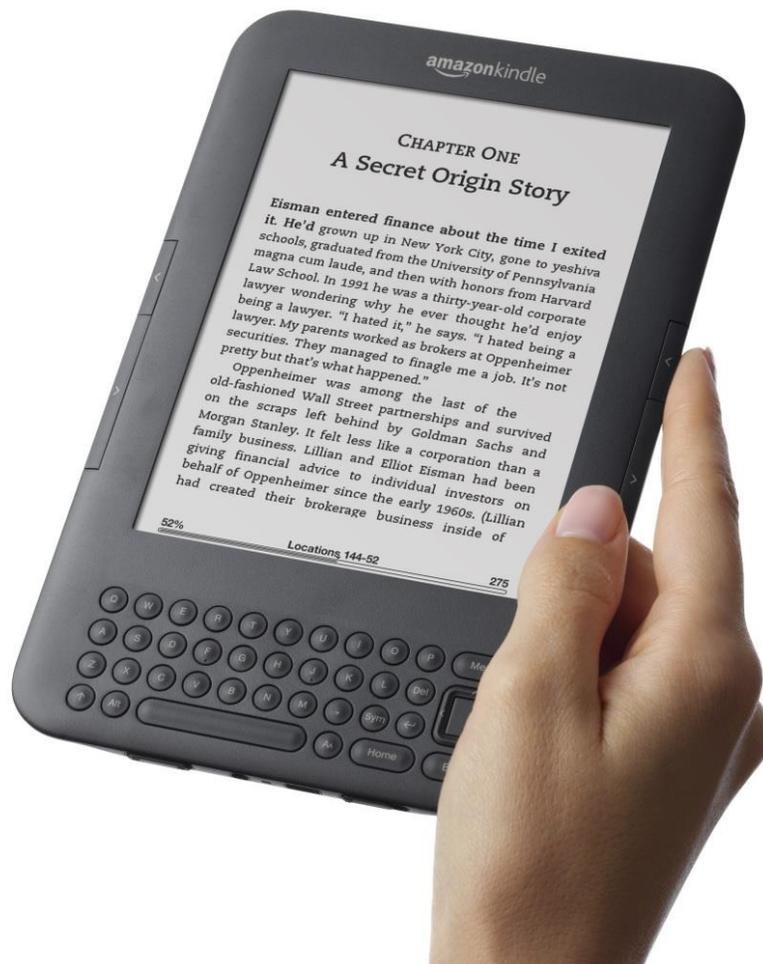
EBOOK EXPERT GUIDE

If a book does not meet one of these prerequisites, then it will not be allowed to be published as a fixed-layout eBook.

In addition to those limitations, the following retailers are the only ones who will accept fixed-layout eBooks:

- ✓ Amazon (KF8 Only)
- ✓ Apple
- ✓ Google
- ✓ Kobo
- ✓ Overdrive
- ✓ Barnes & Noble (Page Perfect Only)

A fixed-layout book will not convert correctly if view on an incompatible device. That's why the industry standard is reflowable eBooks.



REFLOWABLE EBOOKS

Benefits:	<ul style="list-style-type: none">✓ Allowed on almost every platform and eReading device.✓ Readers have control over their reading experience.✓ Reflowable eBooks are generally much smaller than fixed layout eBooks so the download fees are lower.✓ Cheaper and easier to produce✓ Cheaper and easier to update
Limitations:	<ul style="list-style-type: none">✓ Simple page layouts only. No multi-column content or text that is side-by-side with images.✓ No control over orphans, widows, or chapter sub-headings.✓ No ability to embed specific fonts.

FIXED-LAYOUT EBOOKS

Benefits:	<ul style="list-style-type: none">✓ Complete control over page layout.✓ Ability to include multi-column text✓ Text can be positioned over images✓ Can include colored backgrounds✓ Supports embedded fonts
Limitations:	<ul style="list-style-type: none">✓ Supports only graphic's novels, children's books, or books that are completely dependent on a fixed-layout.✓ Only supported by specific eReading devices.✓ Higher download fees since the file is generally larger.✓ Readability problems.✓ More expensive and time-consuming to produce✓ More expensive and time-consuming to edit

Everything you Need to Send

One of the keys to providing a smooth and successful eBook conversion is make sure that we receive everything needed in order to convert the book. Don't worry. Here's a list for your convenience:

- **The Source File/Book File**
 - Word Document
 - PDF File
 - The PDF cannot be a "fixed-layout. Examples of fixed-layouts are scanned files or protected content.
 - WordPad or Text File
- **All Images/Graphics**
 - JPG or PNG format
 - All images must be sent separately. Even if they are inserted into the source file, we will still need them to be sent separately.
 - All images must be High-Resolution. Low resolution images will convert poorly to eBook format.
- **Ensure that all editing is completed**
 - Once the book has been converted, correcting issues like spelling and grammar is difficult. This does not apply if we are performing edits for you.



Frequently Asked Questions

Will the Table of Contents translate properly?

While it's impossible to include page numbers into eBooks due the nature of reflowable text, we translate these into hyperlinks. This allows the reader to navigate the book by clicking on a chapter directly from the Table of Contents.

EBooks actually have two separate Table of Contents. One is the traditional style like what you would find in a printed book, the difference being that page numbers are replaced by hyperlinks for navigation. However, eBooks also incorporate a metadata TOC that is known as the Navigational Control Interface (NCX). An NCX offers superior navigation, yet most self-published authors don't even know they exist.

We include both styles of TOC with your eBook conversion.

Why do fonts and special characters I provided in my source files look differently in the eBook?

Fonts can be changed by the reader. The standard font types are Times New Roman and Courier New. Depending on the device, readers have a wide range of fonts they can view a book in.

Most special characters are not compatible with eReading devices.

In order to make the book as universal as possible, we remove special characters and use basic fonts, sized at 12pt.

Can I edit the eBook files after they have been converted?

We recommend that you provide us with a fully edited source file. Be sure that all issues are taken care of before the book is converted. When we receive your file, it should be free of spelling and grammar errors. While we do offer unlimited free revisions to the book file for issues that relate to the conversion itself, proofing of the book is your responsibility (unless you are purchasing our Full Editing Services package). As a result, we can accommodate editorial changes but it might incur additional fees.

What is Amazon KDP Select?

KDP Select is a program offered by Kindle Direct Publishing where your book is placed on a specific list that allows Prime members and subscribers to borrow your book. In return, you are paid a percentage of a monthly fund. In addition, you get access to promotions that are reserved only for those who join KDP Select. The catch is that you must agree to make the digital edition of your book available only on Kindle. You can learn more by following this link:

<https://kdp.amazon.com/select>

Will I be able to preview my book after it's converted so that I know what my readers will see?

Of course! The converted eBook can be viewed on all compatible eReading devices. If you don't own an eReader then you can download one of the following FREE programs to preview the book.

- MOBI – [Free Kindle Previewer](#)
- ePub – [Adobe Digital Editions](#)



Helping Every Step of the Way

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