



The
Walk-in-the-Park
Guide
to 
Self-Publishing

Step-by-step instructions on how
to publish your own book

Michael J Holley

The
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to
Self-Publishing

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First published in the United Kingdom in 2013 (1)

Beach Hut Publishing
Cowes
Isle of Wight

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Introduction

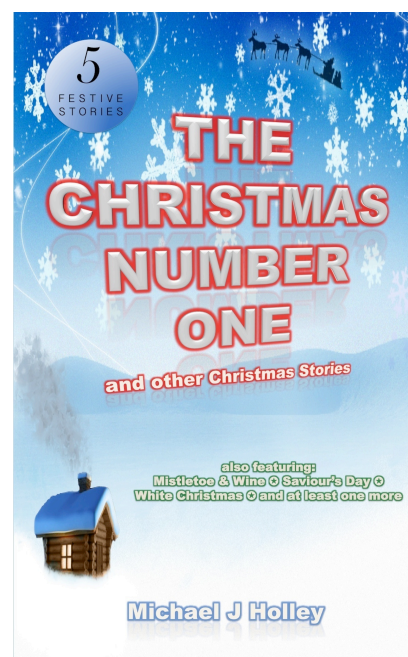
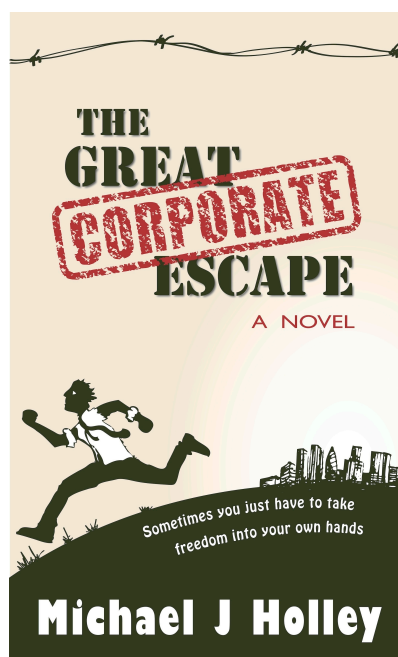


Hello, and welcome to the 'The Walk in the Park Guide to Self-Publishing'. In this book, I'll explain how you can publish your own book, by; 1) the tools you will need, 2) how to use those tools in the best way, and finally, 3) how to publish through the major online channels. The book will take into consideration the differences you need to be aware of

when formatting both eBooks, and Paperbacks; and it will provide blow-by-blow details of the exact values you need to enter on which screen. By the end of it you will believe that self-publishing is truly a walk in the park, and you will suddenly be motivated to run off and produce your own magnum opus.

Who I am?

Before we dive in and get started, I'd like to tell you a little about myself first. I'm Michael Holley and I've been a writer for 2 years. So far I've written three books; two of which are published and the final one is nearing completion. (The links are at the back of this book if you're interested) I write stories that hopefully make people laugh but before I was a writer, I worked as a Global Finance Manager. It was a totally different world and when I left it, to become what I am now, I knew nothing about self-publishing besides the fact that it was gaining popularity.



While I've been writing these books and developing my craft, I've also been learning all about the industry and how's best to publish. I write a regular blog at www.michaeljholley.com which has followed my journey through all of the things I've learnt. I've concentrated on providing useful information to other writers that are just starting out, so that they can share from my experiences and hopefully save some time along the way. I literally knew nothing about publishing when I started and I've now

managed to do it twice. I've read loads of books about being a writer, developing as a writer, believing that you're a writer, the routines of being a writer, the habits of being a writer and everything else to do with writing, but... there's still surprisingly little that exists which tells you exactly how to self-publish.

Self-Publishing

Self-publishing is in fact changing the face of publishing forever. Once upon a time a new writer would have to write their manuscript and then spend forever hawking it around Agents and Publishers hoping for a bite. This antiquated past is thankfully behind us now. Instead, a burgeoning author can now spend their time on creating the best work possible, then simply publish it and move on to the next piece of work. Agents and Publishers are using the self-published charts as a form of 'slush pile' which helps them to filter the good from the bad so therefore the process becomes a win/win for both sides. The traditional industry reduces the risk of taking on new authors because of the commercial evidence that's already there, and new authors can spend their time writing more which, as we all know, should make us better at it.

This publishing landscape has changed radically since I've been involved and I'm sure it will continue to evolve in the meantime, before finally settling in to a regular rhythm at some point in the future. The one thing I've learnt is that you should keep your eye on any advancements that could provide opportunities or just different ways of doing things, but for the time being this book will tell you the way it is.

What do you need?

You need a computer in order to follow the process but that's about all. However, it's important that I briefly tell you about my hardware setup so that we all know what we're talking about from the beginning. I've confused people on the blog by not doing this.

My main computer is an **Apple iMac (21.5inch, 2.7ghz, 12gb memory)**, and I also have an **Apple iPad** which I use occasionally and mention in passing. All of the software applications which need to be downloaded are Mac versions. I believe that the same applications are available for Windows too, but I know nothing about the features on Windows versions and therefore any differences they may have are

unknown to me.

I don't have a computer programmer's background but I am more computer literate than my gran. I know my way around a computer enough to be able to try different things, and with a large amount of trial-and-error, I've been able to figure most of it out. I'm writing this book so that you don't have to go through the same time consuming steps which I've been through. I'm going to lay out exactly what you need to do, using screen prints and exact values, so that you can simply copy what I've done and be confident in the end product. I'm not a computer guy, sorry, let me stress that again... **I'm not a computer guy**... so if some of the technical language is slightly skewed then forgive me. If you're more worried about software, hardware and servers then you might need to look elsewhere.

I suppose I should also state that I'm based in the UK and I think there are fundamental differences between the US and the UK book market in terms of formatting. Please take this into account whilst reading.

The purpose of the book

The ultimate aim for a self-published writer is to publish a book which looks like a traditionally published book. Self-publishing, as I've mentioned, is a great way for new writers to begin their career but it's critical that the product looks no different for the reader. The playing field has been levelled throughout the industry and quality writing can now rise to the surface, and this is why it's so important to make your book look just like theirs. The good news is you can do this quickly and easily without having to spend too much time thinking about it. Then you can move on to your next book and concentrate on what's really important... the writing.

This walk in the park guide will tell you how to create a book that blends in with the industry and give you that piece of mind. I will keep it as short as possible and concentrate on **HOW** to do things rather than commenting on why. Assume that it all goes into creating a book that looks like any other.

It's a How-To guide and therefore the tools are seriously important. The first section explains all of the software which I use, some need to

be downloaded while others are used online. I'll explain which is which when we get there.

So, if you're ready, why don't we get on with it...

Tools

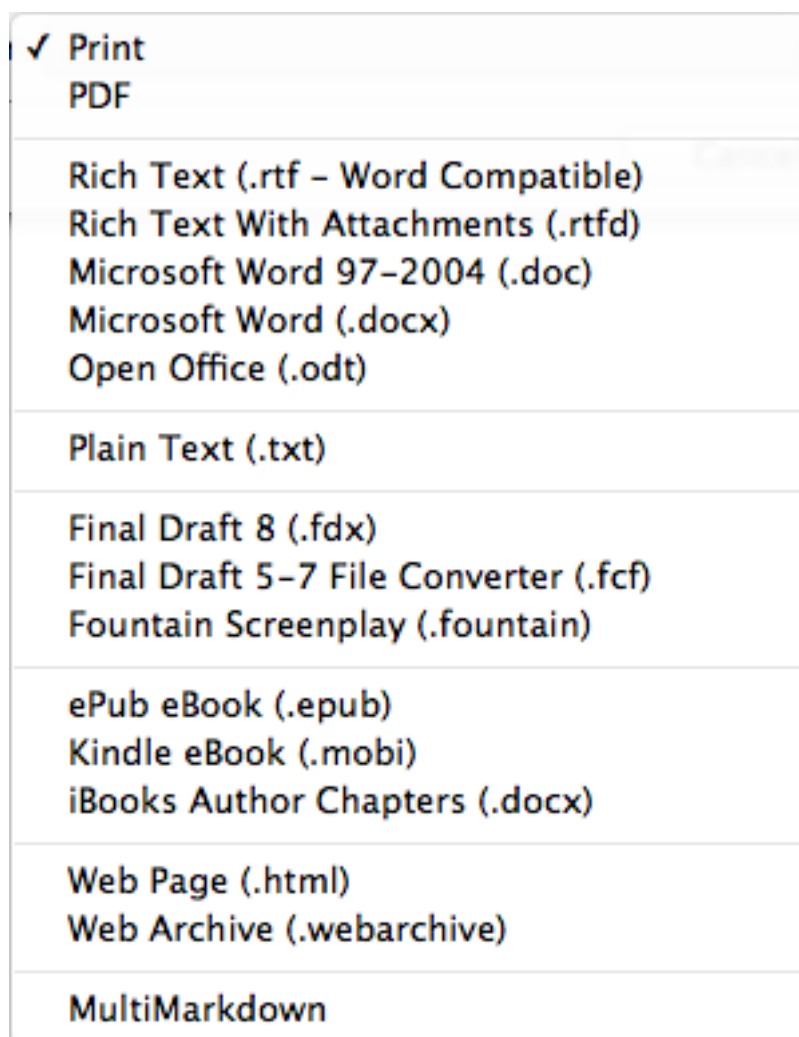
Tools: Scrivener



Initially I began writing in Microsoft Word, because that's what you do, but eventually I began to hear about another tool used by writers - Scrivener. At first when I tried it out it seemed like a clunky version of Word, but then I started to understand where everything is. Scrivener is the perfect tool for writing novels, but I'm also writing this book in it too with images included, so it's versatile.

Scrivener's real advantage though comes at the back end of the process. Once you've put the blood, sweat and tears into writing your masterpiece, Scrivener then makes the rest of it as easy as possible. So easy, in fact, that you'll never be tempted away from it again. It provides you with your work in whichever format you so require and, in a publishing world which looks very disjointed at the moment, this can be a lifesaver.

It has the following formats available for output to:



I recommend using Scrivener from the very beginning of your project because once it's all in there the rest will be a walk in the park. I have even dedicated the entire next section to the features that can be used within Scrivener, so that you're writing can progress with as little obstruction as possible.

[Link to Scrivener Website](#)

Tools: Amazon KDP



In order to publish your eBook on to Amazon worldwide, you must go through the Amazon application for authors called Kindle Direct Publishing (KDP). Given that Amazon makes up the majority of eBook sales for any author, you'd be mad not to.

All you have to do is register online and upload your book. (I'll be going into this in more detail later)

[Link to Amazon KDP](#)

Tools: Kindle Previewer

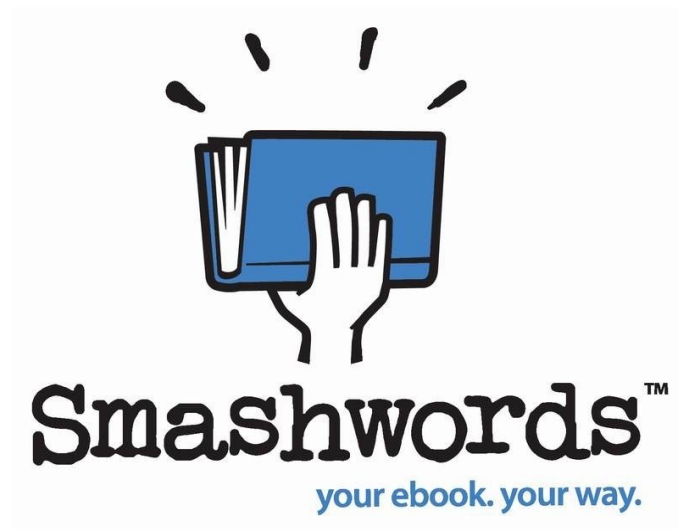


During the process of preparing your file to be uploaded to KDP, wouldn't it be helpful to be able to check formatting against all of the different Kindle devices. Guess what? With the Kindle Previewer you can do just that.

Kindle Previewer has the different eInk devices, the IOS devices and the Kindle Fire devices, so you can see your book in all of these views.

[Link for Kindle Previewer](#)

Tools: Smashwords

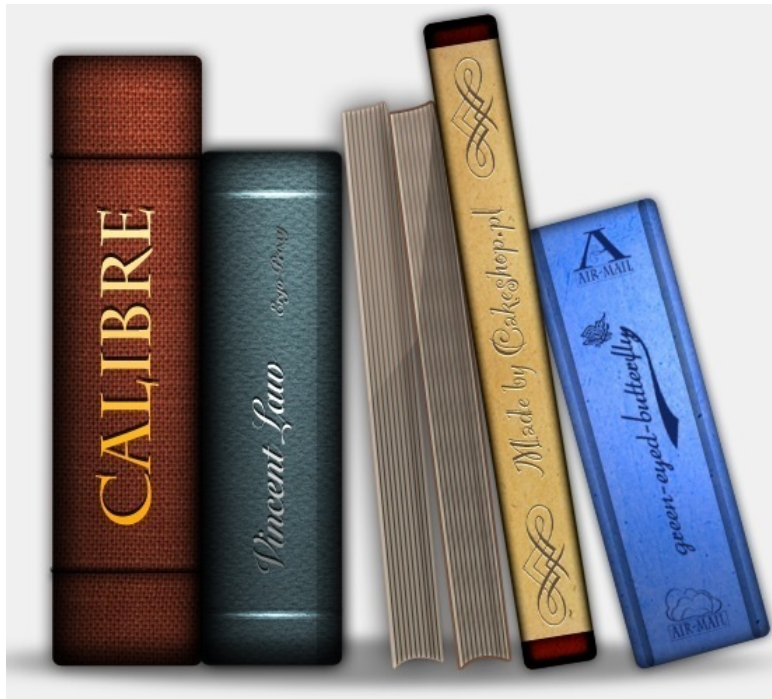


This is the website that will distribute your eBook to all of the other major retailers. By simply registering an account, then uploading a file, your book will then be distributed to:

- Sony
- Barnes & Noble
- Kobo
- Apple
- Diesel
- Page Foundry
- Baker & Taylor
- Library Direct

[Link to Smashwords](#)

Tools: Calibre



I use this program to tweak an .epub file during the upload to Smashwords process.

[Link to Calibre](#)

Tools: Sigil



You may need this if you want to edit an .epub file during the upload to Smashwords process.

[Link to Sigil](#)

Tools: CreateSpace



This is another subsidiary of Amazon and is commonly known as a 'Print-on-demand' service. Even in this digital world it's still important to produce a physical paperback for those that would prefer something more tangible.

With CreateSpace, you can upload your book, proof the insides and the outsides and then publish a paperback that can sit alongside the eBook version on various retailer sites.

This is just another website, where you'll have to register online and then follow the steps to completion. We can go through this later too.

[Link to CreateSpace](#)

Tools: Adobe Reader



You'll just need this to review some .pdf files during the paperback process.

[Link to Adobe Reader](#)

Now you have all of the tools, let's get in there...

Scrivener

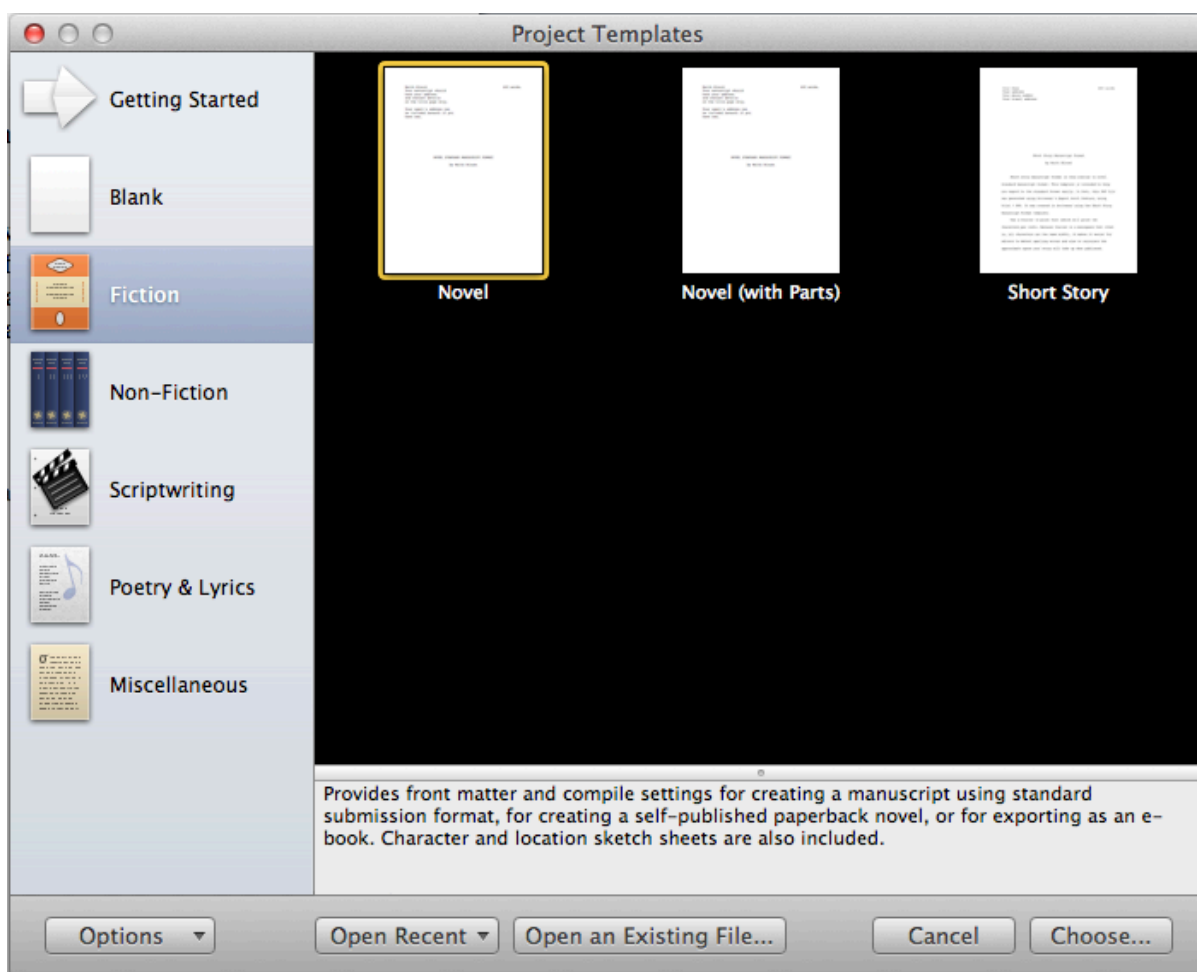
Scrivener: Document set-up

I write in Scrivener and I recommend it to everyone. So, assuming that you have Scrivener loaded up and ready to go, then let's begin.

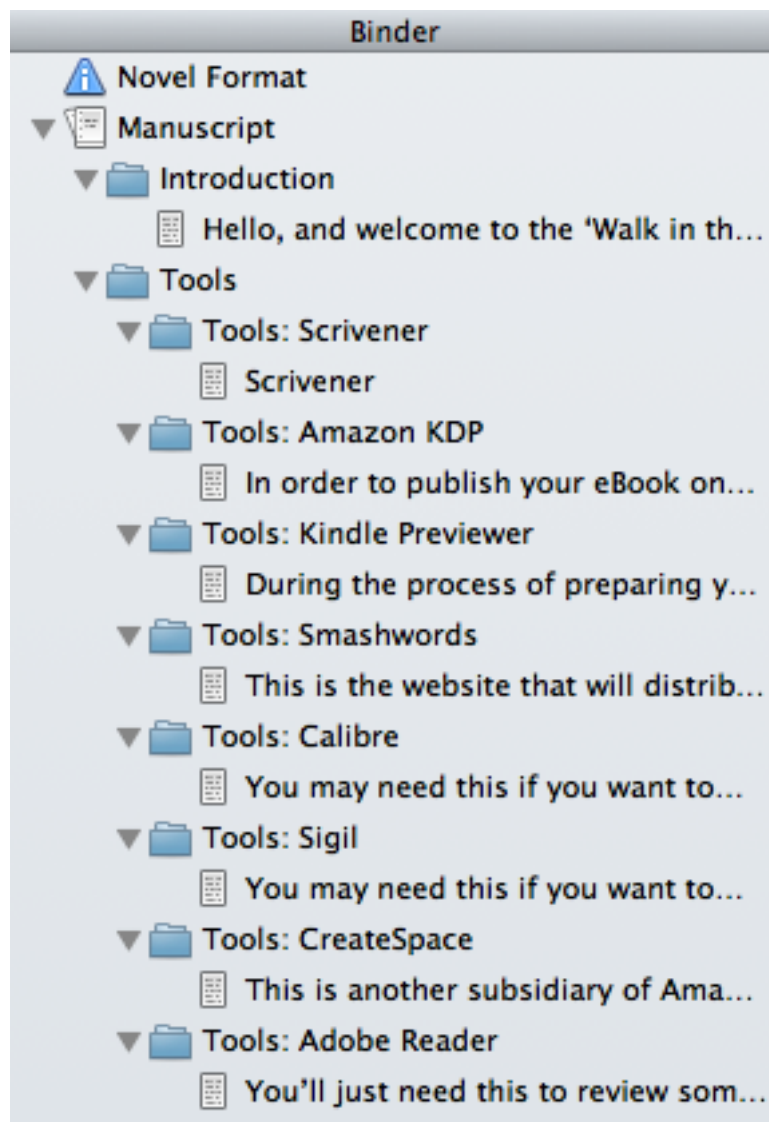
The most important moment in the writing of any book is that first line, but before you can start there's a few things to get set-up first. It's only the general formatting points and getting them right before you start will definitely save you time at the end.

Choosing the Template

Here's the list that's provided, but I always choose Fiction (Novel).

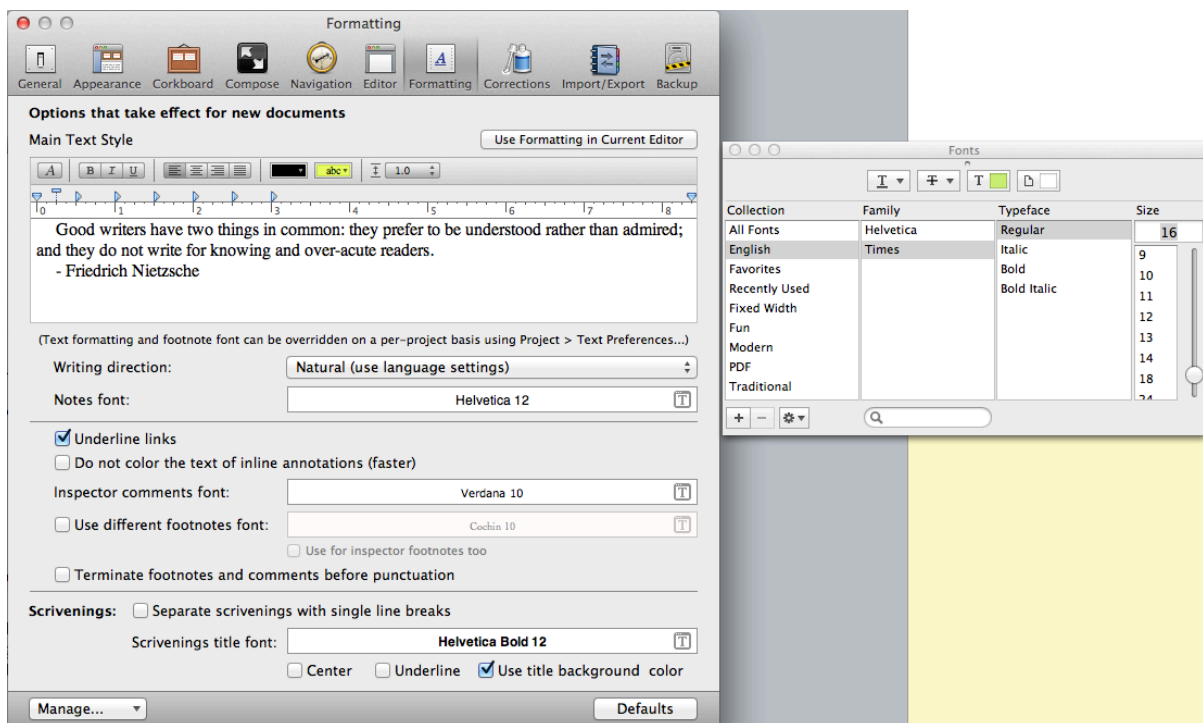


Folder Structure



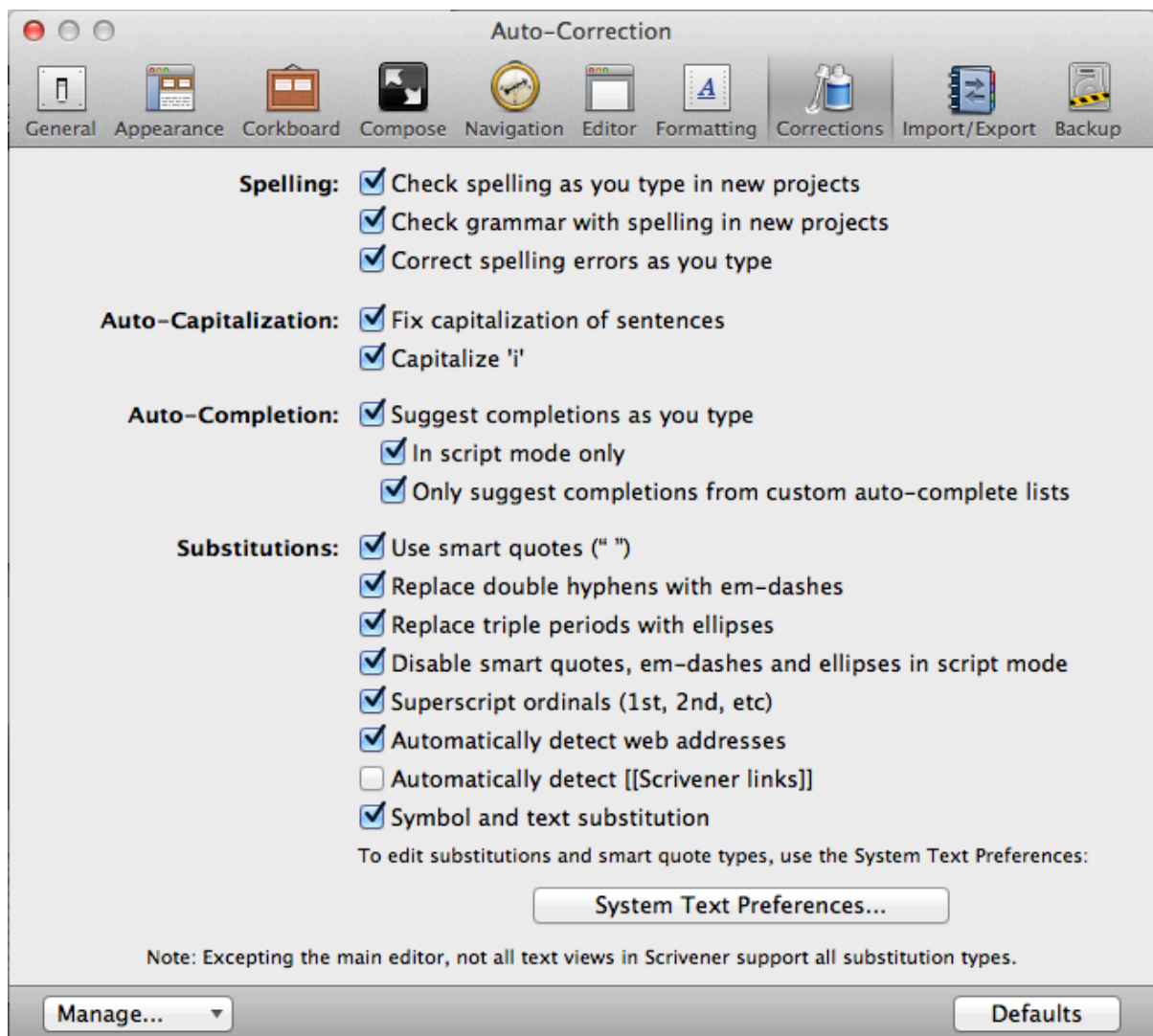
The folders are translated into Chapters when the 'Contents Page' is created, so bear this in mind when creating your structure. The above screen print is the folder structure for this book.

Font



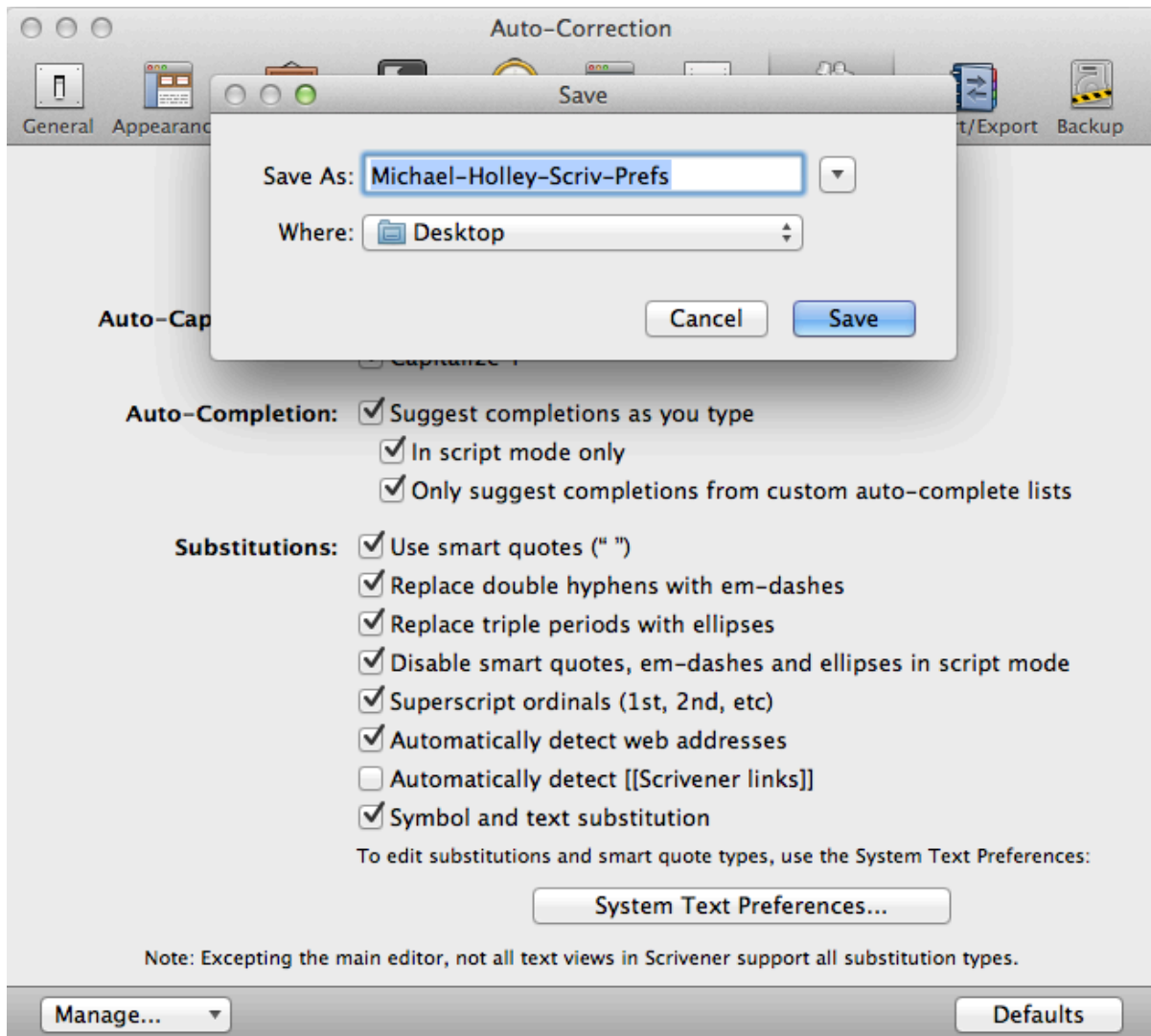
Within the overall Preferences/Formatting section I select the font size for the Main Text Style. I prefer Times New Roman because it's recognised in all digital formats and I choose 16pt because I like it to be slightly bigger. The size will change though when I compile the eBook at the end.

Spelling and Grammar



The only other option I touch in the Preferences section is to make sure that the Spelling and Grammar boxes are all ticked.

Saving the Preferences



I don't touch any of the other options, instead I would now save the changes you have made by going to 'Manage...' in the bottom left-hand corner and then clicking on 'Save All Preferences...'

First Line Indents

Make sure you're happy with the First Line Indent at the beginning before writing. I once had to plough through a 90,000 word manuscript and change this for every paragraph. Simply go to, Format/Text/Increase/Decrease Indents and change it accordingly.

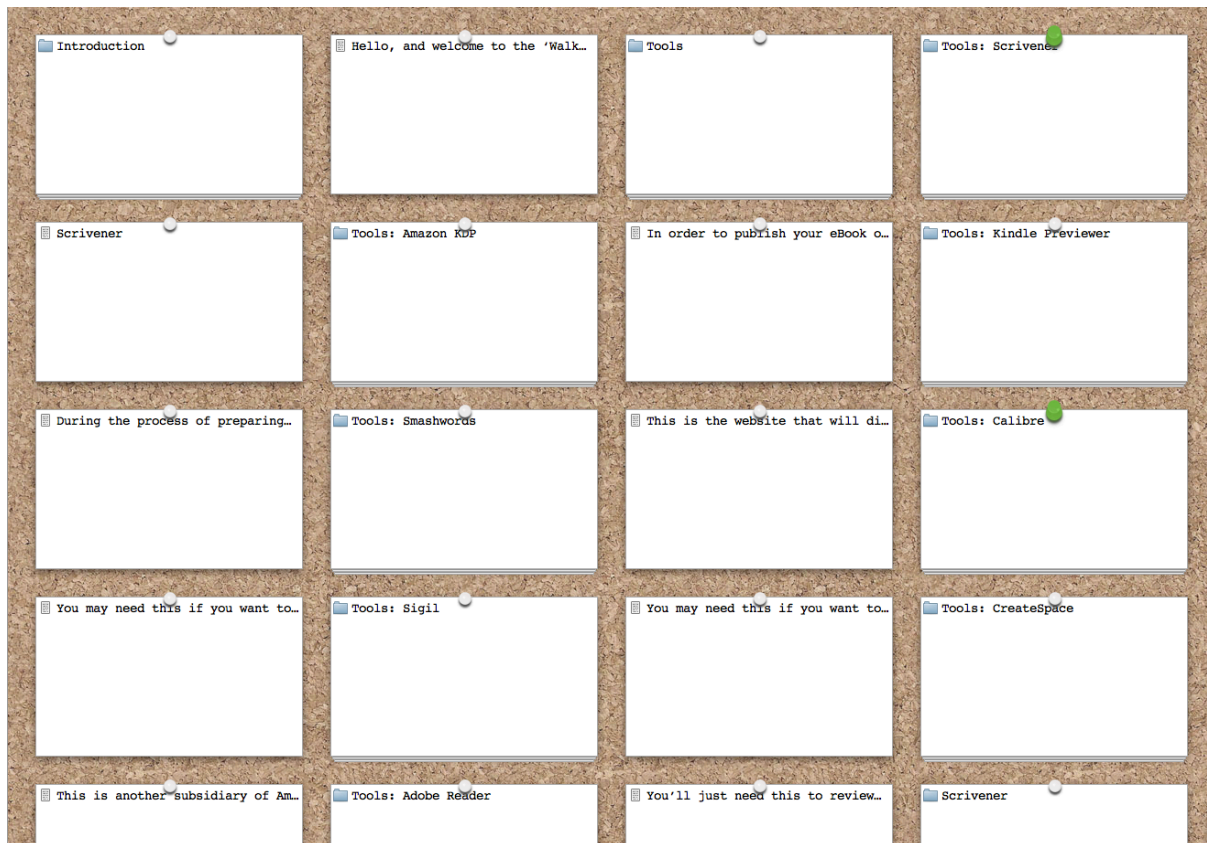
Justify Margins

A book looks neater and tidier if the margins are straight down on both sides. If you set this at the beginning then you don't have to worry about it ever again.

That's it for the Set-Up

That is literally all I change. Obviously you can play around and make as many changes as you feel are necessary but I wouldn't over-complicate things. Once you're ready to begin typing, here are a few more nice features that I make use of within Scrivener which I think enhance the writing process.

Scrivener: Corkboard



For ages I refused to use the corkboard in Scrivener. It looked great but given that I was absent of a corkboard at home it seemed surplus to my online requirements. I ignored it for a long time until I became curious once again about the attractive aesthetic of the corkboard.

I was thinking about buying a whiteboard for my writing room. Why not? It would look professional and I'd be able to scrawl things on it and then wipe them off. But then I started thinking that probably the writing would stay up for a long time, which would then stain the board. I've had experience before with stained boards - painful.

My thought process then led me to the idea of using the whiteboard as a clean bit of wall that I could stick Post-it notes to. Brilliant. I could write whatever I wanted on them and then move them around. If they stayed in the same place for ages then it wouldn't matter, but then I

realised that what I was really after was a corkboard. That's how quickly things work in my mind.

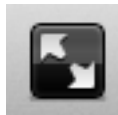
I then began to reacquaint myself with the joys of the Scrivener corkboard and, as with every other feature of Scrivener, I finally get it. I keep discovering as I develop as a writer that as soon as I work out a great way to do something in the future, Scrivener has the perfect feature for it.

So, anyway, I will now share the wisdom of using the Scrivener corkboard.

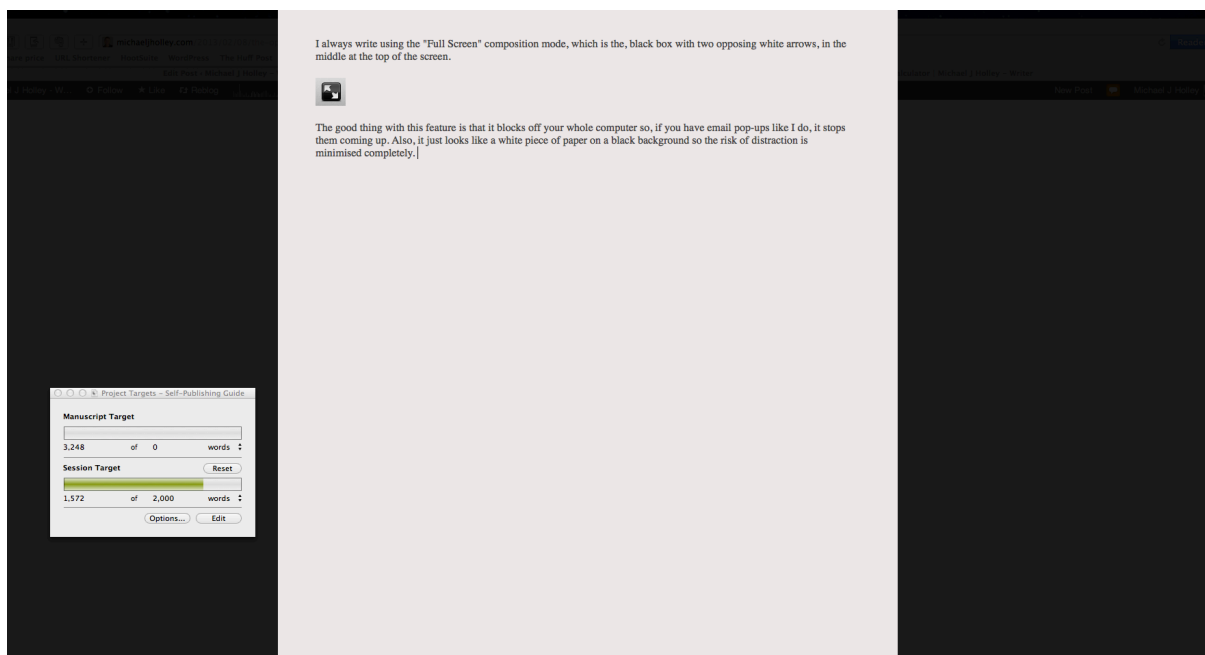
1. It is obviously used for a high-level overview
2. It is best used to map out chapters, or pieces of action, much like your book probably will be
3. You can have multiple corkboards per novel, so you can use them for character development, etc. Having a corkboard per character and dragging in the chapters they're in to build up a picture is a great overview
4. Similarly you can do this for various plot lines
5. If you're a planner then you can whittle off a load of future chapters with a description of what is going to happen in each one. This will then build up the correct structure in your manuscript.
6. If you're a seat-of-the-pants type of guy then you can annotate what has happened in each scene so that you can move it all around at the end once the pace has taken shape.
7. Change the size of the cards so you can see more of them on your screen. Get the whole book on there.
8. Split the screen and get two different corkboards up at the same time.
9. If cork reminds you of wine too much then change the background. You can even put a relevant image of your book there.
10. In fact, you can even put images on your cards.

Scrivener: Full Screen

I always write using the "Full Screen" composition mode, which is the black box with two opposing white arrows in the middle at the top of the screen.



The good thing with this feature is that it blocks off your whole computer so, if you have email pop-ups like I do, it stops them coming up. Also, it just looks like a white piece of paper on a black background so the risk of distraction is minimised completely.



Scrivener: Target Tracker



'A Journey of a thousand miles begins with a single step,' - Lao-Tzu

Word targets are the life-blood of the full-time writer. A novel is a big piece of work and if your only milestone is the completion of it, then you're going to get lost up your own fountain pen. The only sensible way to track progress is by setting yourself a daily word target and, as usual, Scrivener provides the perfect tool.

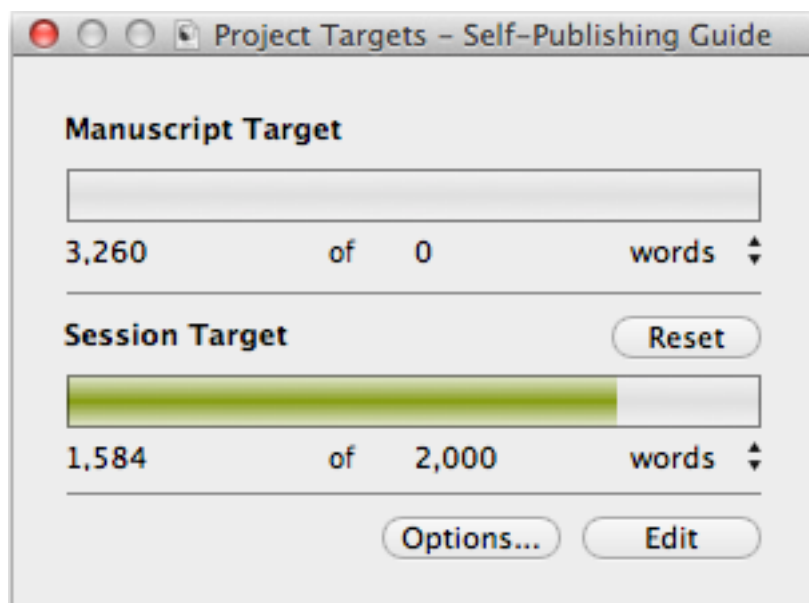
Like most writers, I have struggled with the concept of word targets. You come to writing with delusions of sitting outside French cafes with a Gitane in one hand and a Creme de Menthe in the other, waxing lyrically about the hem of an exotic ladies dress and, life waits patiently until you have finished your musings... or was that just me? Anyway, reality is seldom as exciting as our dreams.

I started writing with an expectation of being able to write a whole book in a month. That then changed to 6-weeks and then 2 months, and so on. Writing is an art form like no other. If you're a painter then you

finish a picture, the canvas stays the same size throughout and you just add flourishes to it. Writing is about the nitty-gritty of getting words down on paper, if you get enough words down then you end up with a book. But first thing's first, you have to get the words down on paper.

You need to be able to set yourself a word target everyday if you can. It has to be low enough that it won't get in the way of your life otherwise you won't stick to it, but it has to be high enough that you get through your book within this lifetime. I've played around with a number of aspirational targets but I've found that 2,000 words is my personal sweet spot. ([In this post I calculate the optimal word targets for you](#))

Writing is a manual job and for this you need a toolbox, fortunately Scrivener is like a B&Q Depot for writers. Now the target is working well for me, I've started using the target tracker in Scrivener. Here's how you do it:



1. In the Project menu at the top, select 'Show Project Targets'
2. Within here you can edit the manuscript target or the session target, or both.
3. Once you have applied your target, keep the box open and click on the 'full screen composition' mode.
4. It keeps the box open and you can move it to a place that does not distract you.
5. The bars then change colour the closer you get to your target.

There is another target you can set for each individual text file.



1. For this, click on the target in the bottom right-hand corner of the screen.
2. Set your target.
3. An indicator will now show at the bottom of the document, again changing colour the closer you get.

I tend not to use this one because I find it hard to know how long a chapter's going to be at the beginning.

Scrivener: Sync With Another Device



I love to write in coffee shops, and I especially find that editing in a different place is beneficial. I find that one of the great advantages of working in Scrivener is the ability it has to be synced. Although Scrivener does not have its own iPad app *yet*, there is a clever workaround which will give you the same result.

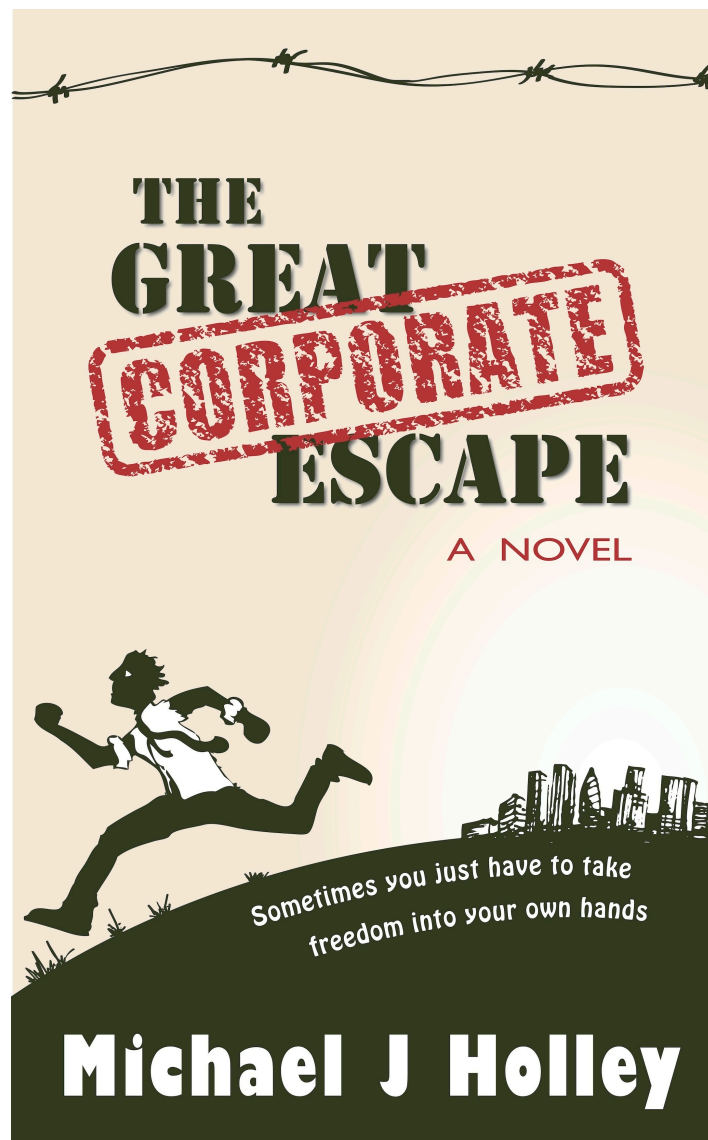
It's dead easy and if you don't believe me then just take a look at [this from the nice people at Scrivener](#). (There's a video at the bottom called Folder Sync) I'm going to run through a very quick step-by-step guide but watch the video if you run in to trouble.

1. Get Plain Text App on iPad
2. Get Dropbox linked between your computer and iPad
3. Sync Plain Text to Dropbox
4. Create a folder in Dropbox/Plain Text. Dropbox is free for 2gb and unless you've got War and Peace you'll be fine for storage space. I created a folder especially for my novel.

5. Click in File/Sync/With External Folder in Scrivener. Link your newly created Dropbox folder in the Shared Folder choice.
6. Click 'Sync all other text documents in the project'.
7. Change the format to Plain Text. Just easier.
8. Sync.
9. Open up Plain Text on the iPad and voila there's your book.
10. Make a change to it, go back into Scrivener and File/Sync/with External Folder now.

Formatting

Formatting: Cover Requirements



For someone who is not a graphic designer, getting your front cover into the right format to be accepted on to KDP and, for it to not look totally amateur, is a challenge. It put me fully outside my comfort zone and there was a lot of trial and error before I finally managed to wrestle it into some kind of an acceptable state. However, I would always recommend that you employ the services of a professional cover designer for this part of your book.

'You can't judge a book by it's cover'... but everyone does, so what a

stupid phrase. If your cover looks completely amateur then the book will not sell. Simple. I think something like 80% of the sales decision is based on the cover in 3 seconds. Assume you spend 6 months writing and editing a novel, then just under 5 months worth of work is based on the cover in 3 seconds. So, it has to be right.

The design of your front cover is incredibly important and my [blog post here](#) tackles the ins and outs, thanks also to my man at [Humble Nations](#). But it's the quality of your cover which is the subliminal part that tackles the readers unconscious mind. That's the part that a customer picks up on immediately before their brain has even registered the image. If it's pixelated, or grainy, then it tells them that the quality of the writing inside is equally as amateur.

If you do attempt this stage on your own then here's a step-by-step guide.

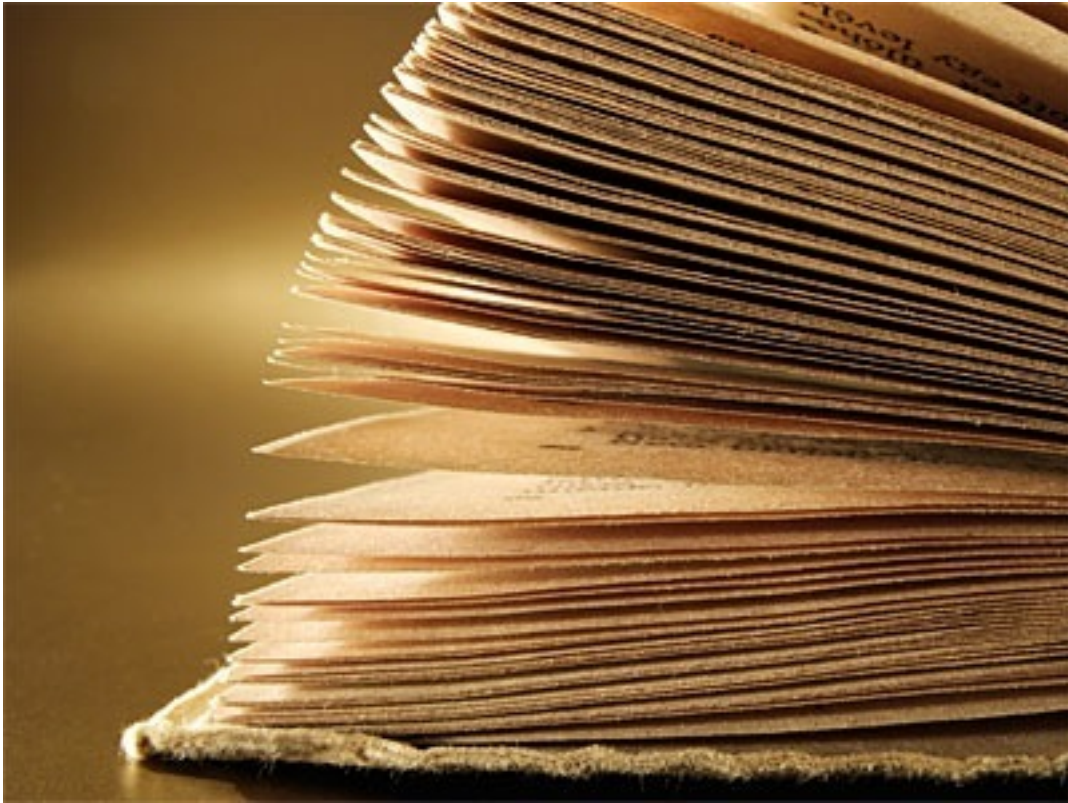
I used Powerpoint for Mac, Preview on the iMac and Scrivener. I know that professionals would be using Photoshop etc but I'm not a designer. These are the tools I had in my box, so I used them. Also, I want to explain that I'm still not happy with the look of my cover but in the interest of time I had to go with what I had.

1. In powerpoint. Change the Page Setup in the File menu. Size the page accordingly: Portrait, Width=39.7cm, Height=63.54cm. This is the exact dimensions of your cover required by Amazon. I make it large so that the image can be scaled up if needed and viewed better on eReaders eventually.
2. Once your cover is finished make sure you group all objects and text boxes etc together so that your cover is one entity, then File/Save as Picture. Save it as a JPEG image.
3. Open the JPEG from your file directory, mine opens in Preview.
4. Trim the white line around the image by dragging the rectangle selector around the edges of your image and then cropping.
5. Within Tools/Adjust Size; you should see the same width and height measurements in cm's that you set the page as in Powerpoint. Then change the resolution to 300 pixels per

- inch making sure that 'Scale Proportionally' is ticked.
6. You then end up with an image that is a big file (over 3 or 4 mb). This is the image that I use to insert in to Scrivener as the big front cover. Just drag it into the Front Matter/Front Cover section. (Point for Scrivener: you then need to update the Front Cover in the Compile facility so that it will use the right image) This is the image that readers will see on their eReaders.
 7. This is too big for KDP to accept so you need to go back into the image in Preview. Tools/Adjust Size. This time change the measurements to Pixels instead of cm's. Amend the pixels of the width to 1563. You should find that if 'Scale Proportionally' is ticked the height will change to 2500. This is the exact size that KDP states is best quality for it's website.
 8. You should notice that the file size then drops to under 1mb and then save as something different.
 9. Eventually upload into KDP. The preview did not update for a while when I did it so don't worry. Also when it finally did show in the preview, the quality was awful but again this is not the finished quality so don't worry.

IMPORTANT NOTE: This process is incredibly amateur and I strongly recommend that you use the services of a professional for this part.

Formatting: Front and Back Matter



The Front and Back Matter is the name given to the elements of a book that, as a reader, you would flick past without paying much attention to. For novels, they get in the way of the story but they can still help you to associate with the reader and heighten the enjoyment that the reader takes from your book.

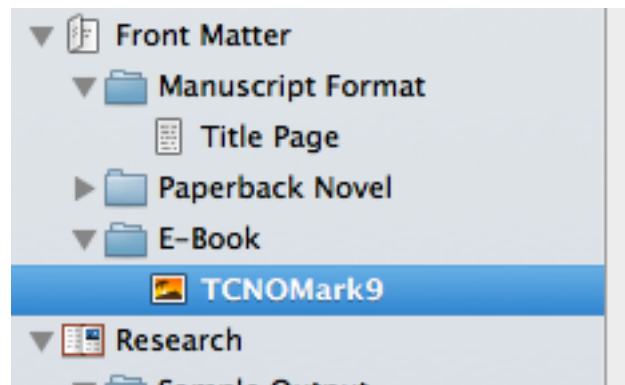
In this post I will briefly explain the reasons behind the Front and Back Matter that I used in my book [The Christmas Number One](#).

Scrivener allows you to add the Front Matter, and the Back Matter, to the elements of the Manuscript by just creating another page in the page hierarchy.

Front Matter

Front Cover

Obvious, but I hold this in the front matter section of the menu tree on the left hand side, as below. All other Front and Back Matter is included in the Manuscript section.



Title Page

This happens to be the page that the eBook automatically opens on when viewing on an eReader. It should just show the book's title, Author's name, and Publishing Company.

Copyright

Below is the template that I used in my book. If you have an ISBN number then this would be the page you would include it on.

Copyright © 2010 by Wily E. Coyote
All rights reserved. This book or any portion thereof
may not be reproduced or used in any manner whatsoever
without the express written permission of the publisher
except for the use of brief quotations in a book review.

Printed in the United States of America

First Printing, 2010

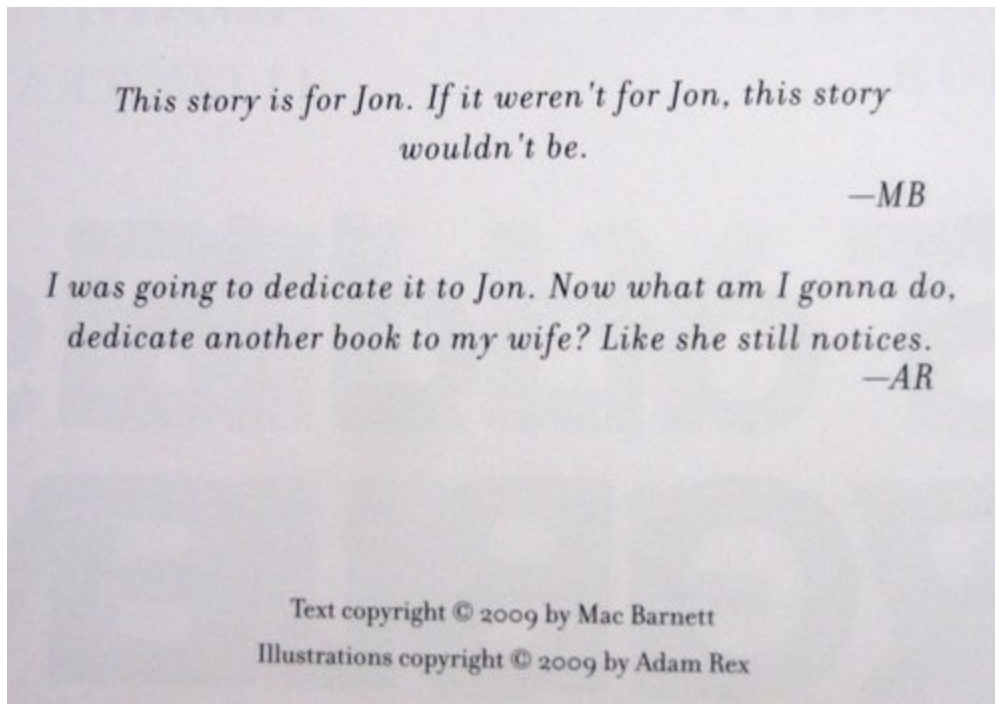
ISBN 0-9000000-0-0

Falling Anvil Publishing
123 Mesa Street
Scottsdale, AZ 00000

www.FallingAnvilBooks.com

Dedication

You can either go sentimental and heartfelt, or tongue in cheek; a person you know or the world in general. It doesn't matter who you dedicate it to but it's a rare opportunity for the reader to really get to know the Author. One of the best I've seen is below:



Epigraph

This is just another name for a quote at the beginning to put the book in to some sort of context, or to put the reader in the right frame of mind. Everyone loves a good quote and it's always easy to find one that relates to anything you want.

Preface

This is often written by the Author and explains how the book came into being and frames the context of the story, the message etc. Another rare opportunity for the reader to get to know the Author.

Back Matter

Note from the Author

I've only included this page at the back of [The Christmas Number One](#). It briefly talks to the reader and more importantly passes on my details so that they have all of the information at hand in order to continue the relationship with me. The best time to sell to a reader is when they've just finished enjoying one of your books.

Acknowledgements

You can add any people in this section who you'd like to thank.

In the future, when I have more books, I will include a page for each book I have written. The beauty of eReaders is that they are connected to the internet. You can attach a link that means that the reader can simply click and buy the next one. Very useful.

For a definitive list of all the elements you could include, read [this fantastic guide on The Book Designer](#). The next post of my 'How to Self-Publish a Book' Guide will cover ISBN codes.

Formatting an ebook for KDP

One of the best reasons for using Scrivener to write, edit and complete your book is the functionality it has to compile your work into whichever format you require. As self-published authors we have a few advantages over the big boys and one of those is speed to market. We can finish our novels and over the weekend we can publish them across the world. This would take months, even years, with traditional publishers.

However, with great power comes great responsibility. Publishing is now easy, fast and you're in complete control, but this is where perceived quality kicks in. If your book looks cheap and nasty, formatted like a car crash and smelly then you've just wasted all that writing time. Formatting is the key to a book looking like all other books or looking like a school project. Let me tell you how I format using Scrivener.

So many options

Scrivener is great for its flexibility. You can pretty much have your book looking anyway you want but herein lies a potential pitfall. If you don't know what it should look like then you have a massive opportunity to ruin it.

Most books look the same on the inside. Don't over complicate, or make it cluttered with creative ideas that will set it apart. Setting apart may not always be a good thing.

Ebooks vs Printed Books

The font in ebooks is manipulated by the reader, so as a writer all you can do is give them the words as simply as possible.

Best Format

This comes down to personal preference, genre expectations etc. However, I'm going to tell you what I've used and I believe this to be relatively standard for most people.

1. Font: Times New Roman 12pt
2. Chapter Headings: Times New Roman 18pt
3. Page Padding: 2 lines
4. First line indent: 1 indent

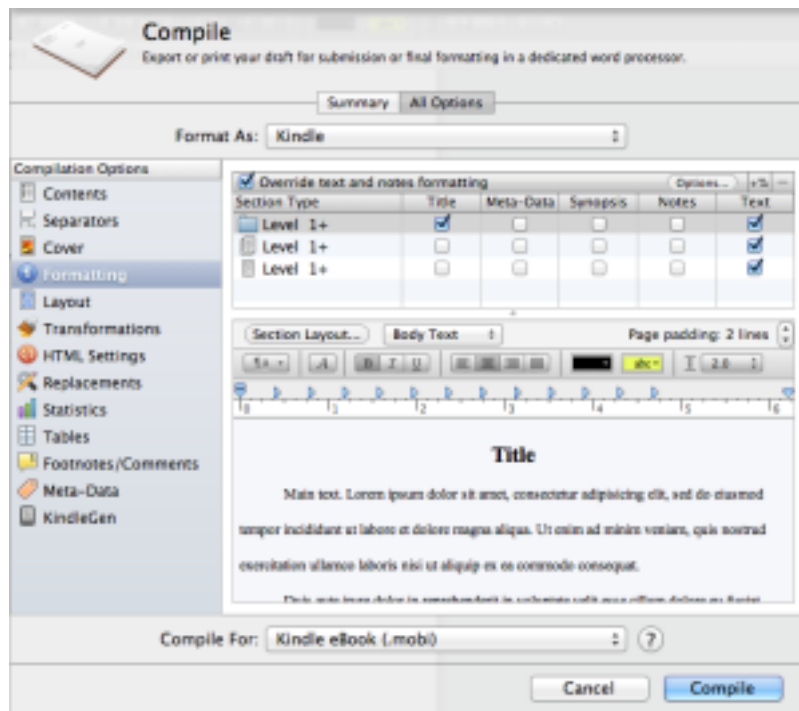
(For ebooks you can ignore the margin sizes)

How to make these adjustments in Scrivener

1. When you are in the manuscript itself make sure that you have set the first line indent for the entire document by highlighting it all and then going Format/Text/Increase/Decrease Indents/Increase or Decrease First Line Indent
2. Then you need to open the Compile for Export or Print option at the top of the screen.



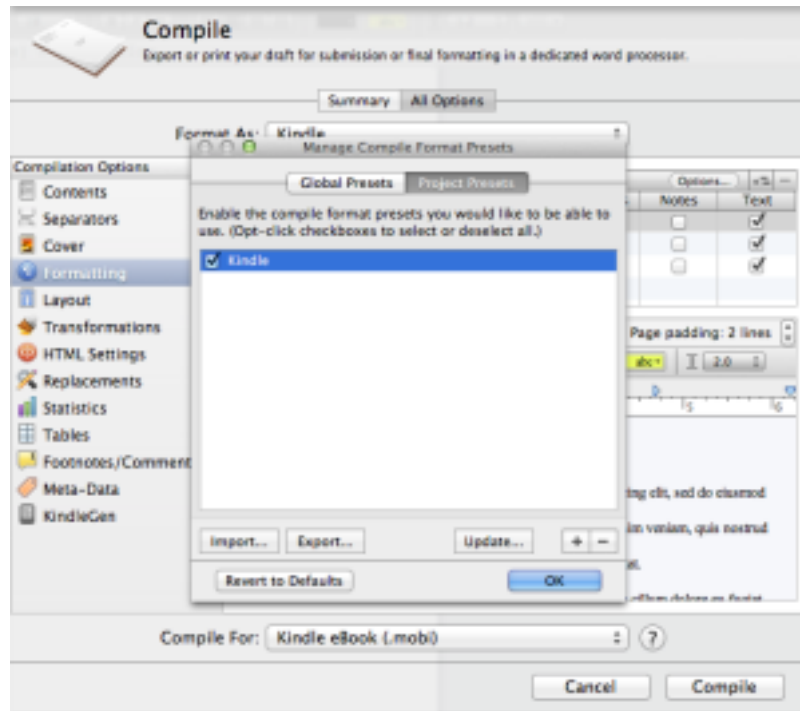
3. The first step is to use a Preset Format in the Format As box at the top. Select 'Times 12pt with Bold Folder Titles'.
4. A couple more changes then need to be made on the Formatting option on the left hand side.



5. Put your cursor next to the Title in the bottom half of the box and then click on the capital A on the toolbar directly above. This is where you can change your title to 18pts.
6. Also, on this screen you can increase your page padding to 2 lines, halfway up on the right hand side.
7. Then you're done.

Using Format Presets

Once you have carried out these few changes once, I recommend that you then save these settings as your own Format Preset.



Click into Format As again. Then choose Manage Compile Format Presets... at the bottom. Click on to Project Presets tab. Then the + button. Name it something like 'ebooks format' or 'Kindle' and then save.

Making sure you can use this preset for all future books

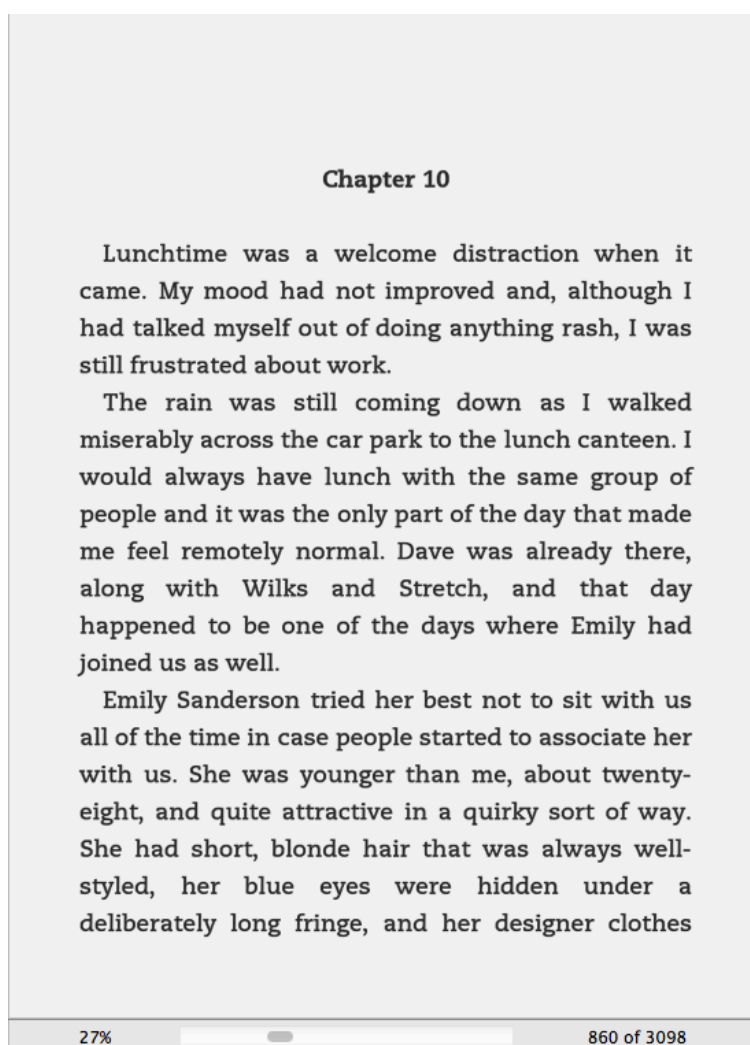
The best thing about writing lots of books is that you should be able to reduce the learning curve, or at least the time consuming parts of publishing. By saving these presets as Global Presets you will be able to use them time and time again. Here's how to do it.

1. Select your preset format under Project Presets tab and then click on Export
2. Save it somewhere on your computer
3. Go into the Global Presets tab and then click on Import
4. Choose the file you've just saved
5. Now you have your format in the Global Presets

6. It also appears in the initial drop down under a section called My Formats

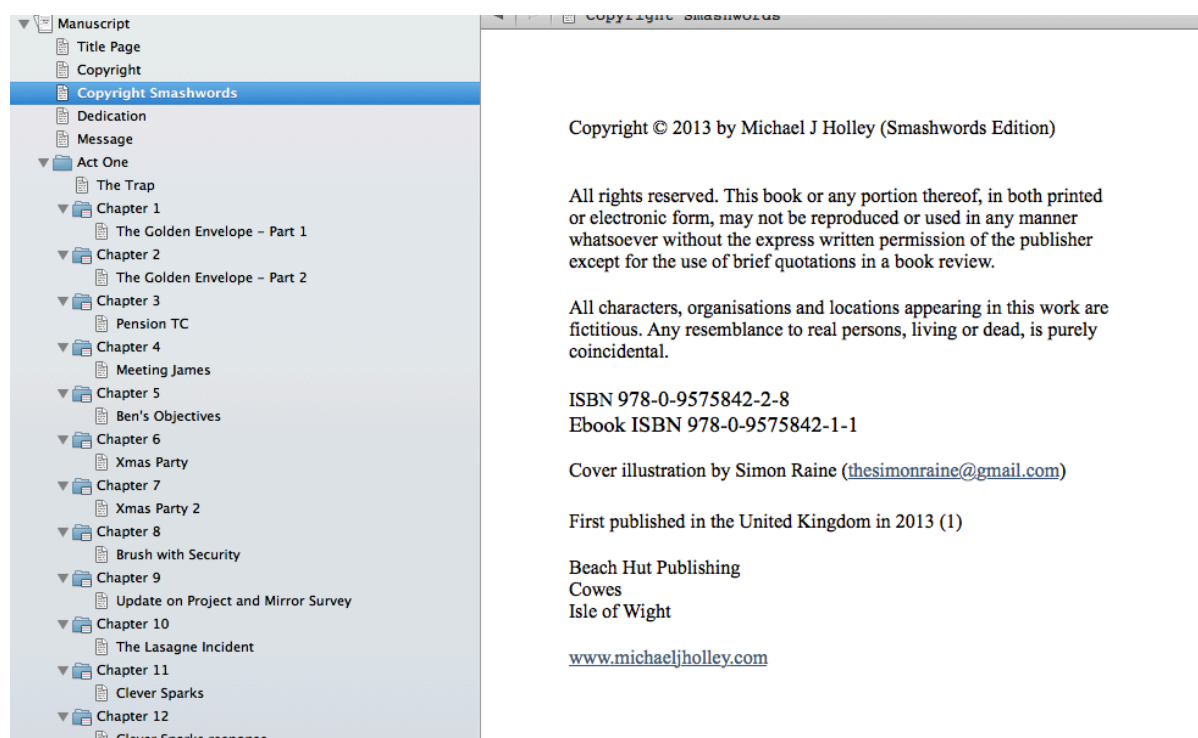
This will save you so much time in the future that it's definitely worth doing

I know how much time I've wasted in compiling files on a trial and error basis just to see what they look like in various formats. These options work and will hopefully save you some of your time. This is an example of how these settings look on a Kindle Paperwhite.



Formatting an ebook for Smashwords

The only difference you need to make to the document in order for it to be accepted by Smashwords is to include a separate Copyright Page.



As you can see above, I have two Copyright Pages in my folder tree. One of them has 'Smashwords' included after it.

The reason you have to do this is because Smashwords insist that you include 'Smashwords Edition' somewhere on the Copyright Page. If you don't have these words included somewhere on the Copyright Page then it won't be accepted.

It's easy enough to do and in the 'Compile' that we'll cover in the Publishing section, all we have to do is tick this Copyright Page, instead of the other one, when we're producing the Smashwords file.

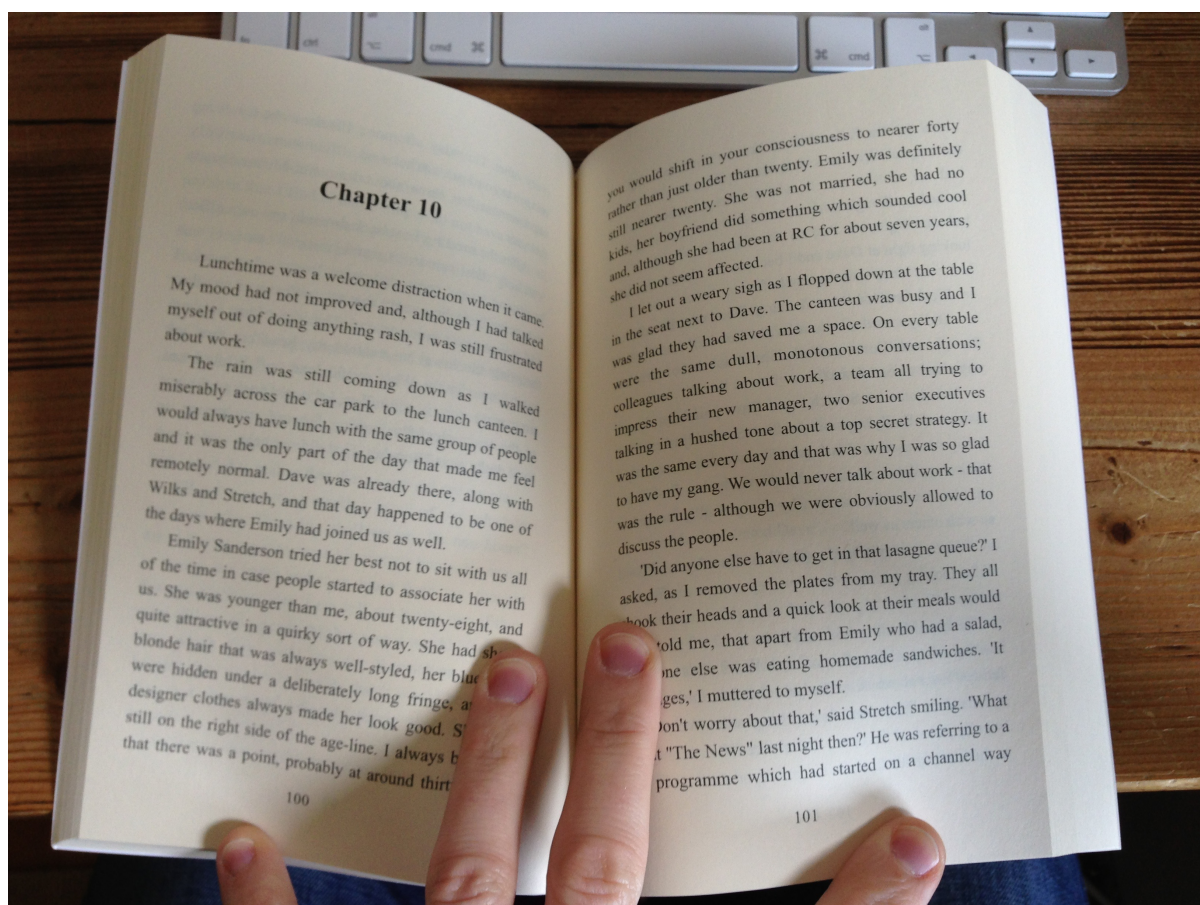
Formatting a paperback for CreateSpace

Ebooks are the future... but paperbacks are still half the market. I've found that at least half of my readers still want the book in paperback, it's so much of a proportion that I've chosen to wait until the paperback is ready before I officially launch my new novel. CreateSpace is the obvious platform to use because of its connection with Amazon.

CreateSpace is a 'print-on-demand' service which enables you to hold your book on their system and when someone orders a copy, CreateSpace will print one off and distribute it. The print and distribution costs are covered per book and form the inflated overhead that you expect to pay with a paperback. So, what do you have to do in Scrivener to get your book in the right shape for CreateSpace?

It will certainly help if you have a collection of traditionally published paperbacks next to you when preparing the file. You can check how things *should* look and try to imitate them. I'm working off the assumption that my paperback should be looking exactly like any other paperback. Uniqueness is all very well and good, but readers have certain expectations. Ask yourself, 'when have you ever noticed the front matter in a book?' The answer is probably never and this is because you instinctively know where to begin reading. If something stands out then it makes people notice, and this is bad.

The following settings look like this in print...



So, on to the formatting...

Start with the eBook version

Start with the ready-formatted ebook version when you move on to the paperback. However, make sure you save another version of the file and include 'paperback' at the end of the name.

PDF File

The format you need to produce is a .pdf file. This is straight-forward from Scrivener's comprehensive list of output formats. The .pdf will allow you to review the book in Adobe Reader (or whatever) to make sure it looks right before you get anywhere near CreateSpace. There's a lot of unavoidable trial-and-error in making sure the pdf looks right because of

the nature of a paperback. It's a one-off snapshot of your book so it has to look right. You'll end up exporting quite a few pdf files from Scrivener, and this is ok.

Underlined Links

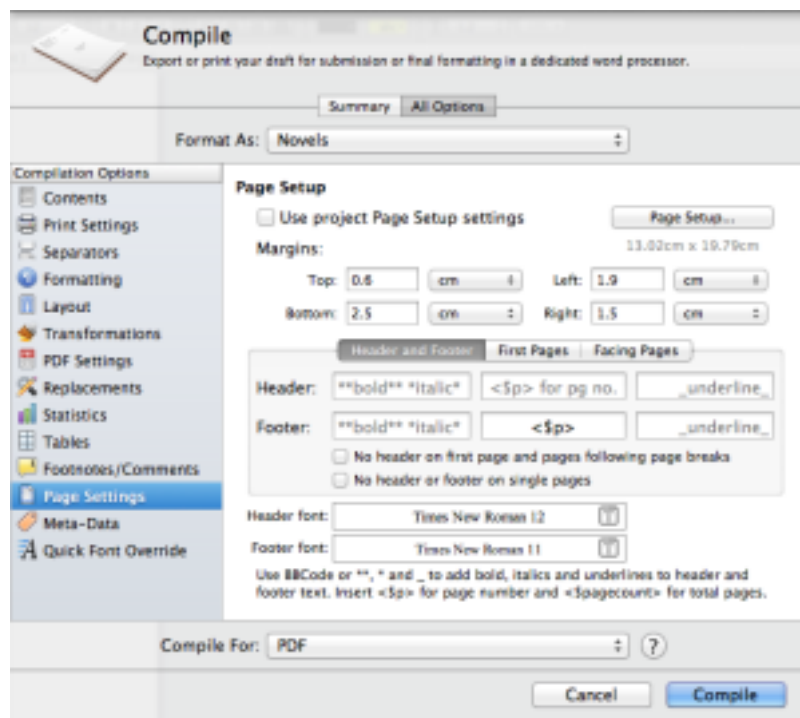
In an ebook it makes perfect sense to make any links to websites, or email addresses, live so that the reader can press the link and it performs an action. In a paperback this is obviously not the case however much you want to press the page. So, you need to go through your manuscript and remove the link to all of your links so that they are not underlined. You don't want that line appearing in your book.

Margins

Before you export the first .pdf file from Scrivener, you can save a lot of time by getting the margin measurements right at the beginning. This took me a long time to work out, using rulers and uploading pdf files into CreateSpace to check. The good news is that you can just take my word for it.

Before I tell you the measurements I need to mention the size of my book. I live in the UK and the accepted size of a paperback novel in the UK is 5.06" x 7.81". This is different in the US, I believe, so take this into consideration when looking at the next bit.

You need to click on to the Page Settings option of the Compile screen.



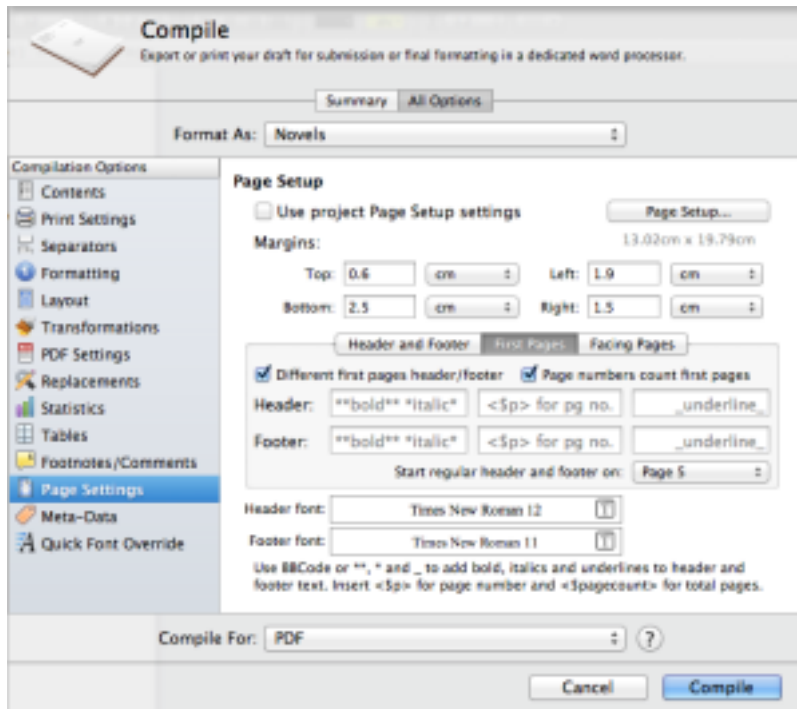
As you can see on the left, I've changed the margin dimensions. These result in the type sitting nicely in the dimensioned page that I mentioned above.

If you have a different sized book then you will need to change these margin sizes for yourself.

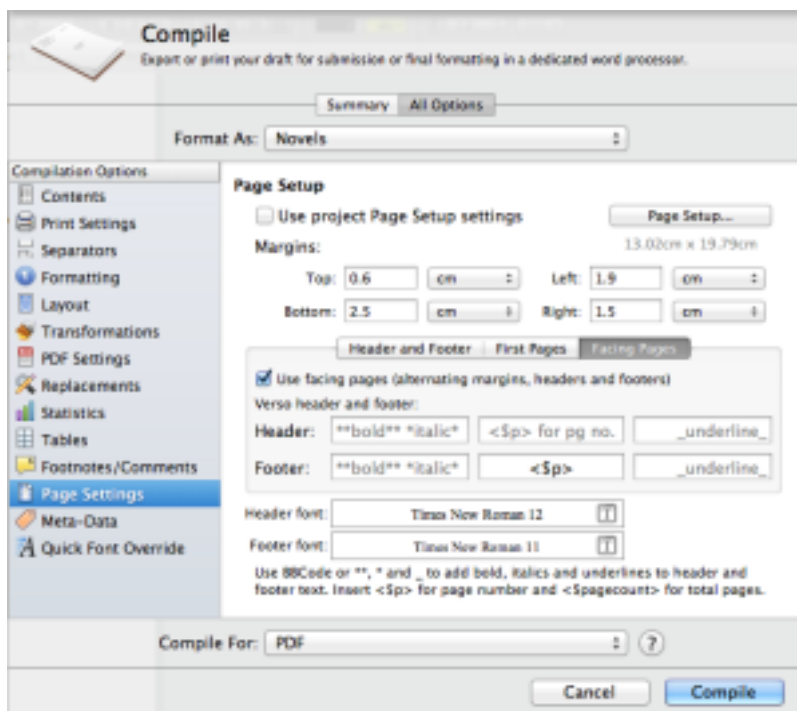
Page Numbers

The grey section of the Page Settings view refers to page numbers. I've opted for numbers in the middle of the page on their own in a slightly smaller font. You can see this by the `<$p>` value in the screen print above, and the Times New Roman 11 footer size.

But also, you need to think about when your page numbers will begin. They don't usually appear before the actual book starts.



I've changed the value in the 'Start regular footer on' to Page 5 because this is my Chapter 1.



The Facing Pages option also needs to be thought about. I've opted for 'Use facing pages' because actually the way a paperback is set up means that the margin on the side of the page, nearest the spine, is wider than that on the edge of the book. So, I wanted my type to be in

the opposite position of the facing page. Just look at any book and you'll know what I mean.

Export the pdf File

Once all of this is completed you can let it fly. Export a pdf file and look at it in a pdf reader. It will still look a mess but that's what the next stage is for. I did say it was going to involve *some* trial-and-error. :)

Line Spacing

Check to see if you're happy with the number of lines per page that you have ended up with. Count the number of lines in the paperbacks around you and assess whether the genre that you write in expects a dense number of lines per page or spread out 'lightness'. If you need to change it then go back into Scrivener and change the line spacing in the manuscript itself.

Blank Pages

All through the paperback you will need blank pages strategically inserted to make sure that the book flows properly. For instance, the Copyright page is always on the verso of the Title page. The dedication is always on the right-hand side. The beginning chapter is usually on the right-hand side. Any separation in the book between sections means that the next section usually starts on the right-hand side. This is just the way it is, so you'll need blank pages to ensure your book follows suit. Just keep pressing enter at the end of the page before the blank, in your Scrivener manuscript, thus creating a blank page.

Chapter Endings

Nothing looks worse in a book than one word at the top of a page and the remainder blank. You need to play around with the line spacing or the font size so that you can squeeze that word on to the previous page. I used a rule of two lines or less, and if this happened then they would need to be squeezed on to the previous page. Again, this is just trial and error, so keep exporting the pdf and taking a look at the result.

A paperback will forever look the way in which you format it at the beginning, whereas an ebook can be changed by the reader for their own preferences. It's important that you get the formatting right, so make sure you don't rush it. If you follow the same size specification, and the other advice, then you should end up with a rather natty looking book. But make sure you check the CreateSpace online reviewer thoroughly to satisfy yourself that it's ok, and then order a physical proof-copy as well.

Formatting: How to Export From Scrivener

Within the 'Compile' settings you will need to adjust a number of items in order to have your .mobi file looking like it should.



The Contents Section

Below you can see the Contents options for one of my novels in a Kindle format.

The screenshot shows the 'Compile' dialog box in Scrivener. The 'Format As' dropdown is set to 'Kindle'. The 'Contents' section is expanded, showing a list of items to be included in the export. The 'Include' column has checkboxes for each item, and the 'As-Is' column has checkboxes for items that should be exported as-is. The 'Compile' dropdown is set to 'Included documents'. The 'Filter' dropdown is set to 'Include', and the 'Add front matter' dropdown is set to 'E-Book'. The 'Compile For' dropdown is set to 'ePub eBook (.epub)'. The 'Compile' button is highlighted in blue.

Include	Title	Pg Break Before	As-Is
<input checked="" type="checkbox"/>	Title Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Copyright	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Copyright Smashwords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Dedication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Message	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Act One	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	The Trap	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Chapter 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	The Golden Envelope - Part 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Chapter 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	The Golden Envelope - Part 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Chapter 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Pension TC	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Check the 'As-Is' Box

On the 'Contents' page you must put a tick in the 'As-Is' box for all of your text pages. You must do this to keep the justified margins included in the compile.

'Pg Break Before'

If you have chapters, ensure that you tick 'Pg Break Before' on the folders in the manuscript otherwise you'll have chapters starting straight after the previous one on the same page. If this is your preference though then keep them empty.

Meta-Data Title

This caught me out when I was compiling and I managed to catch it with the next tip because it only shows up on certain devices. Once you have chosen "Compile for... Kindle eBook .mobi" at the bottom, a Meta-Data option appears on the left hand side. This holds the general data for your document. The title of my document in Scrivener was not the same as the title I wanted for the book, so I needed to change it here. This field appears as a header on every page of the new Kindle Fires so it needs to be right.

Compile
Export or print your draft for submission or final formatting in a dedicated word processor.

Summary All Options

Format As: Kindle

Compilation Options

- Contents
- Separators
- Cover
- Formatting
- Layout
- Transformations
- HTML Settings
- Replacements
- Statistics
- Tables
- Footnotes/Comments
- Meta-Data**

Title: The Great Corporate Escape

Authors: Michael J Holley

Contributors:

Subject: Humour

Description:

Publisher: Beach Hut Publishing

Rights: Michael J Holley

Date: 2013-04-15

Language Code: en

Use custom unique identifier: 978-0-9575842-1-1

Compile For: ePub eBook (.epub) ?

Cancel Compile

Kindle Previewer



This simply does as it says. You can view your document in the Kindle format before finalising your document. The beauty of this tool is that you are able to look at your book as if it were on all of the different Kindle devices; straight Kindles, Fires, iOS', etc. I advise that you methodically go through them all after compiling just to make sure that the changes look exactly how you wish them to be.

Publishing

Publishing: Last Minute Editing



You've written your book, you feel pretty good, and now you're going to publish your book. You've put the front cover together, included all of the front and back matter, made any formatting changes that you needed to and it looks beautiful. But there's still one last thing to do before you even start to type the 'K' of KDP. You now have to read through the thing.

This feels like the worst idea imaginable. Not only have you spent god-knows how long on the bloody thing, writing and editing, but now you're going to have to go through it again. Why?

Once you've published the book, that's it. It's out there to be judged. There's nothing worse than spotting obvious errors while you're reading. When you read, especially fiction, you want to escape in to your imagination but each error pulls you back to reality. It brings you round, it takes you away from the story. It's distracting and it looks bad.

You should have attempted to get as many eyes as you could to have

looked at it by now but still that one last look can spot something. At the end of the day, you need the readers of your book to be entertained and engrossed in your characters, your story, your locations and busy thinking about what's going to happen next. But if you put put two words repeated next to each other then you're going to look like a clown. This will mean a revision and then a re-publish or if it's a printed book then tough.

For your own peace of mind you need to do this. You need to take your time, don't rush, and read it aloud if you can. It sounds crazy but the errors are more likely to jump out if you do. Set yourself some time aside to concentrate on this before pushing the big button. You'll be grateful that you have when you start correcting those errors.

ISBN's



To those that are unaware of the ISBN number, it stands for International Standard Book Number and it's the long code that you see on the back and the inside of all books in print. It's the same thing as the barcode and it's always mentioned on the Copyright page in the Front Matter.

It allows your book to be recognisable and searched for. It holds the title, the author, the publishing company, and even which format. The following conversation happened between me and the internet while I was publishing my book, [The Christmas Number One](#).

Q. Do I need an ISBN?

A. Yes, you do if you want your book to be a proper book.

Q. Where can you get them from?

A. There is one licensed agency that provides official ISBN numbers per country. Here are some links; [the US Agency is called Bowker](#), [the UK Agency is called Nielsen](#), and for other countries you can find the agency [here](#).

Q. How much do they cost?

A. They are expensive for single ISBN numbers but exponentially cheaper if you buy them in bulk. Current UK prices: 10 for £126, 100 for £294, 1,000 for £774.

Q. How many do I need?

A. You need a different ISBN for every format of every book you publish. So, an eBook and a paperback will need 2 ISBN's. Theoretically you should have a separate ISBN for every format of eBook, so 1 for a .mobi file, 1 for an .epub file etc. But I've seen enough evidence out there to go with just 1 ISBN for all eBooks and 1 for the paperback. To clarify, that means 2 per book.

Q. You don't need an ISBN to publish on KDP, so what's the point?

A. For Kindle publishing they provide a unique identifying number called an ASIN but you can also attach your ISBN if you have one. I have not purchased my ISBN's yet because I realised too late but when I do I will update my book on Amazon with the appropriate ISBN number. If all you're ever going to do is publish an eBook on Amazon then maybe there's no point, but I want to publish in paperback, and in other outlets too, so it's a necessity for me.

Q. How long do they take to process?

About 10 days for standard prices. You can fast track it though, at an extra cost, if you need to.

Q. Does it matter if I don't get my own?

Other companies that publish your book for you, offer the ISBN as included in the price. However, according to [The Book Designer](#) there are 2 reasons why you need your own ISBN number:

1. "The ISBN contains within it a "publisher identifier." This enables anyone to locate the publisher of any particular book or edition. If you use a "free" ISBN from an author services company or a subsidy publisher, that company will be identified in bibliographic databases as the publisher."
2. "Owning your own ISBNs gives you the ability to control the bibliographic record for your book. This is an important part of your book's metadata, and is a key component in your book being discoverable by online searchers. This has a powerful influence on your efforts to attract search engine traffic to your title."

Publishing an ebook to Amazon

When I was planning out how much time I would need to publish my Christmas book, [The Christmas Number One](#), I assumed I would need 2 days to publish on Amazon through KDP (Kindle Direct Publishing). That was thankfully over-estimated by a long way. It's easy, quick, and if you have everything ready, which I'm going to tell you about now, then you can do it in 30 minutes maximum.

It was so easy, in fact, that I was worried that I had done something wrong. In order to use KDP you must register first. This doesn't take too long and it's the usual stuff. (Make sure that you have your bank statement to hand in order to complete the international codes for your bank account) After you have registered, there are only 9 Sections to complete, and I'll go through all of them here with you.

1. Enter Your Book Details

Book name

The Christmas Number One (and other Christmas Stories)

Please enter the exact title only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

This book is part of a series [\(What's this?\)](#)

Series title

Volume

Edition number (optional) [\(What's this?\)](#)

2

Publisher (optional) [\(What's this?\)](#)

Beach Hut Publishing

Description [\(What's this?\)](#)

John Lennon claimed that war was over, Wham were lamenting about giving their hearts away and Shane McGowan was being called a cheap lousy faggot, but whichever way you look at it, Slade had it right when they announced, 'IT'S CHRISTMAS!'

The Christmas Number One is a collection of short stories that promises to entertain you during the cold nights.

Each of the stories included in this book have a theme of morality and

2068 characters left

Book contributors: [\(What's this?\)](#)

Michael J Holley (Author)

Add contributors

Language [\(What's this?\)](#)

English

Publication date (optional)

12/16/2012

ISBN (optional) [\(What's this?\)](#)

Assuming you've managed to write the book yourself, I think you should be able to complete most of this. The one area that takes a little thought is the Product Description section. You actually have space to write quite a bit here but I don't think you need to fill it. After a while it

would be a good place to put leading reviews in, but when you first publish just keep it to the Synopsis. Don't forget that you're selling your book here. It needs to attract the type of reader you're after and don't play it down either.

2. Verify Your Publishing Rights

Publishing rights status: [\(What's this?\)](#)

- This is a public domain work.
- This is not a public domain work and I hold the necessary publishing rights.

If you've written it yourself then number 2's the option. Easy.

3. Target Your Book to Customers

Categories [\(What's this?\)](#)

Humorous, Short Stories

[Add Categories](#)

Search keywords (up to 7, optional): [\(What's this?\)](#)

Christmas, Stories, Short, Number, One, Best, Quality

0 keywords left

Categories and keywords. Easy.

4. Upload Your Book Cover

Upload image (optional)



Your book cover will be used for:

- the book cover inside your book
- the product image in Amazon search results
- the product image on your book's detail page

A good cover looks good as a full sized image, but also looks good as a thumbnail image. If you do not upload a cover image, a placeholder image will be used. [See placeholder image example.](#) You can change or upload a new cover image for your book at any time.

> [Product Image Guidelines](#)

[Browse for image...](#)

As long as you follow my advice from earlier then you'll be fine.

5. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

- Enable digital rights management
- Do not enable digital rights management

Book content file:

[Browse for book...](#)

> [Learn KDP content guidelines](#)

> [Help with formatting](#)

[Upload book](#)

 **Upload and conversion successful!**

This is where you upload your book file. Look at [this post for compiling via Scrivener.](#)

6. Preview Your Book

Previewing your book is an integral part of the publishing process and the best way to guarantee that your readers will have a good experience and see the book you want them to see. KDP offers two options to preview your book depending on your needs. [Which should I use?](#)

Online Previewer

For most users, the online previewer is the best and easiest way to preview your content. The online previewer allows you to preview most books as they will appear on Kindle, Kindle Fire, iPad, and iPhone. If your book is fixed layout (for more information on fixed layout, see the [Kindle Publishing Guidelines](#)), the online previewer will display your book as it will appear on Kindle Fire.

[Preview book](#)

Downloadable Previewer

If you would like to preview your book on Kindle Touch or Kindle DX, you will want to use the downloadable previewer.

[Instructions](#)

- > [Download Book Preview File](#)
- > [Download Previewer: Windows | Mac](#)

Have a good look, just to make sure.

7. Verify Your Publishing Territories

Select the territories for which you hold rights: [\(What's this?\)](#)

- Worldwide rights - all territories
- Individual territories - select territories

Select: All | None

- United States
- United Kingdom
- Guernsey
- Isle Of Man
- Jersey
- Canada
- India

Selected territories (0 of 246)

Usually you'll own Worldwide Rights.

8. Choose Your Royalty

Please select a royalty option for your book. [\(What's this?\)](#)

- 35% Royalty
 70% Royalty

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ <input type="text" value="2.99"/> USD Must be between \$2.99 and \$9.99	35% (Why?)	n/a	\$1.05
		70%	\$0.03	\$2.07
India (sold on Amazon.com) (What's this?)	<input checked="" type="checkbox"/> Set IN price automatically based on US price \$2.99	70%	\$0.03	\$2.07
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price £1.85	70%	£0.02	£1.28
Amazon.de	<input checked="" type="checkbox"/> Set DE price automatically based on US price €2.6	70%	€0.03	€1.80
Amazon.fr	<input checked="" type="checkbox"/> Set FR price automatically based on US price €2.6	70%	€0.03	€1.80
Amazon.es	<input checked="" type="checkbox"/> Set ES price automatically based on US price €2.6	70%	€0.03	€1.80
Amazon.it	<input checked="" type="checkbox"/> Set IT price automatically based on US price €2.6	70%	€0.03	€1.80
Amazon.co.jp	<input checked="" type="checkbox"/> Set JP price automatically based on US price ¥250	70%	¥1	¥175
Amazon.com.br	<input checked="" type="checkbox"/> Set BR price automatically based on US price R\$6.24	70%	R\$0.07	R\$4.32
Amazon.ca	<input checked="" type="checkbox"/> Set CA price automatically based on US price \$2.99	70%	\$0.03	\$2.07

Your book file size after conversion is 0.23 MB.

9. Kindle Book Lending

Allow lending for this book ([Details](#))

What ever you want to do here. I can't advise what to do for the best.

Publish

By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP [Terms and Conditions](#).

[<< Back to Your Bookshelf](#)

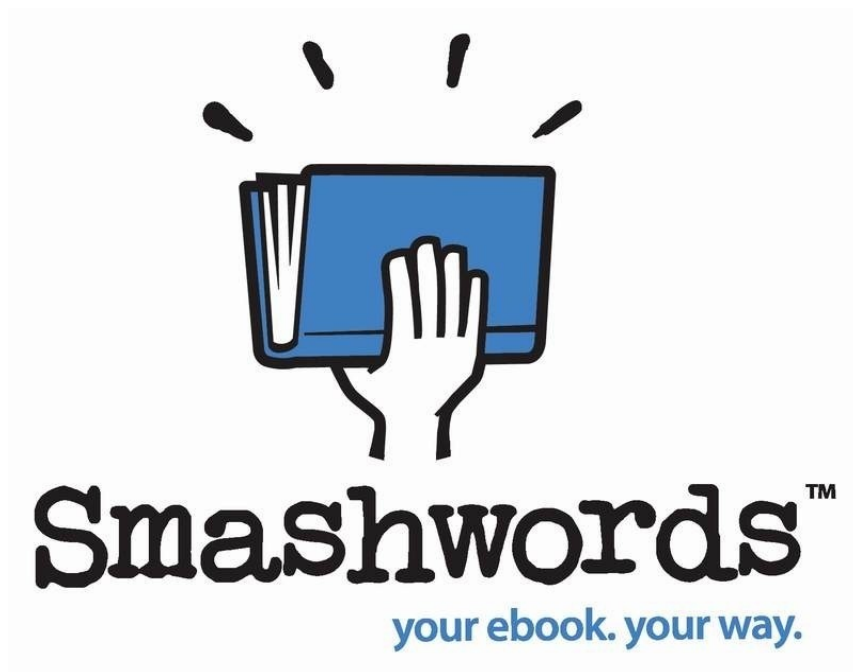
Save and Publish

Save as Draft

BOOM!!! All of that work, all of that worrying, all of those days spent staring at keyboards... it's over. Let it fly, baby, let it fly.

So, that's it, a piece of cake, right? It really is that easy and it took me about 30 minutes the first time because I was paranoid that I'd get something wrong. Within about 12 hours it was up on the Amazon sites and we were off.

Publishing an ebook to Smashwords



Smashwords is compulsory for any writer that wants to sell their books anywhere else online except for Amazon. They distribute to Apple iBookstore, Barnes and Noble's Nook, Kobo, Sony and others. It's very useful but in order for them to be able to distribute your work so far and wide, they need to bend and twist your file into a very specific format.

They've only accepted Word .doc files up until the end of 2012 but they've now started to take .epub files through Smashwords Direct. This was the answer that I'd been looking for due to my love affair with all things Scrivener. I haven't written a manuscript in Scrivener, formatted it for Kindle and CreateSpace, only to then have to put it all into Word and reformat the thing again. So, how did I do it?

Copyright Page

For Smashwords to accept it, you must have the term 'Smashword's Edition' included on your Copyright page. Just stick it next to the normal copyright bit. I copied the whole Copyright page, added the extra text

and then just included the new page instead when I did the compile.

Create the .epub File

This is easy if you're up and running with Scrivener. It's the same as the process for getting it into a Kindle format. (Take a look at the 'How To Compile and Export From Scrivener' chapter) Once you've chosen .epub at the bottom, let it fly.

Convert the .epub to an .epub

If you directly upload the .epub file from Scrivener then there will be an issue with an error relating to iTunes Artwork. So you will have to do something else with the .epub file first.

Sigil is a free piece of software that enables you to edit the code of an .epub file. If you are comfortable and familiar with programming code then this maybe the best option.

But, Calibre is also a free piece of software and it converts your .epub file into whichever other format you need. Just upload your .epub file into Calibre and convert it to, wait for it, another .epub file. The Calibre version is cleaner and it does something with the iTunes Artwork which means the problem disappears

Upload into Smashwords

This is a simple exercise of following the on-screen instructions.

1

Title and synopsis

Title:

The title of your book.

Short description:

The short description of your book appears in summary views and on your Smashwords book page, and is distributed to some [retailers](#).

0 characters so far, 400 remain.

Instructions: Your short description will be used to market your book throughout the Smashwords site, and shared with some retailers. **Avoid all caps**, and do not enter e-mail addresses, hyperlinks, or promotions. Your description should be a single paragraph in complete sentences, limited to 400 characters or fewer. To be eligible for the Premium Catalog, your book must have a short description of **at least 50 characters** excluding spaces (typically about ten or more words).

Long description (optional):

The long description of your book appears on your Smashwords book page, and is distributed to most [retailers](#).

Instructions: Your long description will be used to market your book on your Smashwords book page, and shared with most retailers. **AVOID ALL CAPS**, and do not enter e-mail addresses, hyperlinks or promotions. Limited to 4,000 characters or fewer.

Language of book:

Adult content:

In order to protect minors from viewing inappropriate material, please let us know whether this book contains language, situations or images inappropriate for children under 18 years of age.

My book does not contain adult content.

My book contains adult content.

2

Pricing and sampling

Price:

- Make my book free
- Let my readers determine the price

Note: As of December 2010, Barnes & Noble no longer accepts books that are listed as "reader sets the price".

- Charge a specific amount for my book: \$ USD (minimum: \$0.99 USD)

Sampling:

Sampling allows readers to read part of your book for free. Choose what percent of the book people will be allowed to read, starting from word one, before they are asked to purchase it. Smashwords recommends at least 15% for full-length books and 30% for short stories. Sampling is a requirement if you want your book distributed in major mobile app catalogs such as Stanza and Aldiko, which collectively have over 5 million users.

- Enable Sampling

Make the first % of my book free.

3

Categorization

Choose a category for your book. Select the most appropriate sub-categorization in the boxes as they appear. The primary category is required; the secondary category is optional.

Primary category

Essay >
Fiction >
Nonfiction >
Plays >
Screenplays >

Secondary category (optional)

Add a secondary categorization to your book. [↗](#)

4 Tags

Enter one or more keywords with which to tag your book. Enter each tag, one at a time, into the field below and click the "Add Tag" button to add it. (You may also remove tags by clicking the "Remove" link that appears next to them.)

As you type each keyword, suggestions for common tags used by other Smashwords authors may pop up below the field. You may click one to add it to your book's tags. Tagging this way creates 'folksonomy' that will make it easier for readers to find books about subjects they're interested in. (*Tags may contain letters, numbers and spaces.*)

(No tags set)

5 Ebook formats

If you're uploading a Word .doc, you can select the formats below in which you'd like to make your book available. The more formats you allow, the more choice you allow your readers.

If you're uploading a pre-formatted ebook file, then the selections below will be ignored. With direct ebook upload, your book will only be made available in that format (then, at a later time, you may upload a Microsoft Word .doc file and let us generate your ebook in any of the other formats listed below!)

epub

Your most important format. This is the format Smashwords distributes to the Apple iBookstore, Sony, Kobo, B&N, Stanza, Aldiko and others. Also very popular with Smashwords.com customers. EPUB is an open industry format.

Sony Reader (LRF)

LRF is the format used on older Sony Reader ebook devices. The newer Sony Readers use EPUB.

Kindle (.mobi)

This is one of the most popular formats for Smashwords.com customers. Mobipocket is an eBook format supported on the Kindle, as well as Windows PCs and many handheld devices. **DO NOT** disable this format.

Palm Doc (PDB)

PalmDoc is a format primarily used on Palm Pilot devices, but readers are available for PalmOS, Symbian OS, Windows Mobile Pocket PC/Smartphone, desktop Windows, and Macintosh.

PDF

Portable Document Format, or PDF, is a file format readable by most devices, including handheld e-readers, PDAs, and computers. A good format if your work contains fancy formatting, charts or images.

RTF

Rich Text Format, or RTF, is a cross-platform document format supported by many word processors and devices. Usually pretty good at preserving original formatting from Word documents.

Plain Text

Plain text is the most widely supported file format, working on nearly all readers and devices. It lacks formatting, but will work anywhere. For best results with plain text, your source document should not contain fancy formatting or images.

If there's a format you want that you don't see listed, please [let us know!](#)

6 Cover Image



Choose File no file selected

Optional but recommended: Do not upload your book without a professional cover image. Books without covers will not receive homepage exposure upon publication and will not be eligible for Premium Catalog distribution to our retail partners. Upload a JPEG or PNG file. Image should be at least 1,400 pixels wide with a height greater than width. See our [cover FAQ](#) or [special blog announcement](#) which explains recommended dimensions (maximum file size: 20MB).

7 Select file of book to publish



Choose File no file selected

You have two upload options.

1. **Recommended: Upload a Microsoft Word .doc file**, formatted per the instructions in the [Smashwords Style Guide](#). This will allow us to generate multiple file formats, plus enable browser-based sampling, which will make your book more accessible to more e-reading devices.
2. **Optional: Upload an .epub file**. This feature is in beta. The file should be DRM-free, and adhere to the best-practices in the [Smashwords Style Guide](#). The file must also be 100% EPUBCHECK compliant. If you upload an .epub, note that, at present, there will be no online sampling, and no additional formats for customers. However, after uploading your epub, you may upload a Microsoft Word .doc file and let us generate the additional ebook formats listed below.

(Maximum file size: 10MB.)

Do not upload anything until you have carefully formatted your manuscript per the requirements in the [The Smashwords Style Guide](#).

Note: If you upload a new revision of your book, the older version(s) will remain available to users who bought them, so that they can still read them, if they desire. (As the author or publisher, you will see all revisions.)

And remember: Don't use *this form* to change an existing book! Go to your [Dashboard](#) and use the "Settings" and/or "Upload New Version" links next to your book!

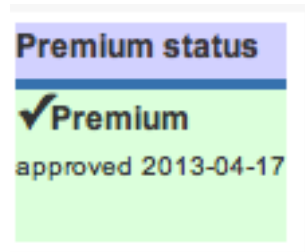
8 Publishing agreement

By clicking "Publish" below:

1. You represent this written work does not violate [Smashwords' Terms of Service](#) (last updated 2013-04-05) and you either own all copyrights to this work or are authorized by the copyright owner to publish it on Smashwords.
2. You authorize Smashwords, Inc. to publish and distribute your work on [Smashwords.com](#) and [Smashwords partner sites](#), per the pricing terms you set forth above.
3. You authorize non-commercial distribution, with attribution, of limited samples of your work, per the sampling percentage you have specified above.

Publish

The Premium Catalog



This is where you want to be accepted into because without it your book is only available on Smashwords and not all of the other distributors. Keep going until you get all of the errors out of your file and it has a status of Pending for this 'catalog'.

I hope this helps you in some way, if like me, you struggle in the spaghetti world of file extensions, formats and forums. I can't tell you how much time I've wasted with these things, but once you've cracked it - you've cracked it. It should be plain sailing the next time.

Publishing a paperback to CreateSpace



It's a straightforward exercise to publish your paperback, once you have formatted the document in the right way.

Again you must register an account with CreateSpace first but then it's just a simple case of following the steps and uploading the correct files that you already have.

Create What's This? Join the Community Create a Preview Editorial Services Illustration Services	Setup What's This? ✓ Title Information ✓ ISBN ✓ Interior ✓ Cover ✓ Complete Setup Setup Instructions	Review What's This? ✓ File Review ✓ Proof Your Book Proofed Digitally	Distribute What's This? ✓ Channels 3 more available (3 selected) ✓ Pricing ✓ Description 📁 Publish on Kindle Distribute Instructions	Sales & Marketing What's This? Track Sales Marketing Services Get Ideas in Resources
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[Contact Member Support](#)

Icon Legend

- ✓ Complete
- ⊖ Incomplete
- ⚠ Action Required
- 🕒 In Process
- 🗑 Skipped

[More Information](#)

Project Summary

The Great Corporate Escape: A Novel
 Authored by Michael J Holley



List Price: **\$11.99**
5.06" x 7.81" (12.852 x 19.837 cm)
 Black & White on Cream paper
 356 pages

Beach Hut Publishing
 ISBN-13: 978-0957584228
 ISBN-10: 0957584229
 BISAC: Humor / General

Ben Jenkins's corporate career is killing him slowly with boredom whilst his boss, Rupert Savage, has the potential to kill him quickly with his bare hands.

It seems as though he has everything; a good job, a loving family and great friends, but the thought of spending the next thirty years in the corporate world is making him desperately, desperately miserable.

He's lost but dreams of escape, and the only refuge he has is his imagination. The more obsessed he becomes the more his imagination takes hold, until he's only left with one option...

... to take freedom into his own hands...

[+ Entire Description](#)

CreateSpace eStore: <https://www.createspace.com/4244774>

Your paperback is then automatically linked to your Kindle version and is visible to see on Amazon.

Expected Timings for Publishing

The way in which I've just described the process makes it sound as though it all happens instantly, so in order to manage your expectations, here's a list of the lead time you can expect for each distribution channel.

- KDP - 24 hours

- Smashwords website - Immediate
 - Apple iBookstore - up to 2 weeks
 - Sony Reader - up to 2 weeks
 - Barnes & Noble - usually a few days
 - Kobo - usually a few days
 - Diesel - ships once a week

- CreateSpace
 - Initial review from CreateSpace takes 24 hours
 - Ordering a physical proof takes a week, minimum
 - Any online changes take a subsequent 24 hours
 - A further week after approving the proof in order for the paperback to appear on Amazon websites.
 - CreateSpace Total - at least 2 weeks minimum

You're done

So, that's it. I told you it was easy. Now sit back and watch your book travel up the rankings.

The stigma attached to self-publishing is now disappearing as more and more authors use this approach to get their work out there. Please don't let a bit of technology stop you from joining in and building a new career.

The hardest bit about writing is the writing, not the publishing. Go ahead with confidence, continue to write, concentrate on the quality, and then just get it out there and move on.

About the Author

Michael J Holley is the author of the comedy novel, [The Great Corporate Escape](#), and the collection of short stories, [The Christmas Number One](#).

He was born in Southampton, England in 1977, and then moved up to Liverpool in the mid-90's to go to university. He started a band and moved across to Manchester where he tried to be a Rock n' Roll Star for quite a while. He now lives in Cowes, on the Isle of Wight, looking out to sea.

His second novel, Plaster Scene, is due out later in 2013.

Please visit his website www.michaeljholley.com

Contact him by email writer@michaeljholley.com

Or follow him on:

Twitter - [@mjholleywriter](#)

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Thank You