How to create an
EBOOK

CBCP group

CONTENT

INTRODUCTION

The rise of eBooks has revolutionized the publishing world, empowering authors to share their stories with a global audience at the click of a button.

This document is intended to act as a simple and easy to understand how-to guide to e-book formatting.

eBook is a digital version of your manuscript. eBooks consist of text, images, or both. They can be read on most mobile devices; including smart phones, like the iPhone or Android; tablets, like an iPad or Surface; and eReaders, like a Kindle or Nook.

eBooks can be sold through major retail outlets, like Amazon and Barnes & Noble; in app stores like Apple Books and Google Play.

With eBooks, readers can customize their experience by changing the format, like font styles and line spacing. That means eBook content needs to be flexible within readers' preferences and devices.

EBOOK
FILE TYPES

EPUB and MOBI are the most commonly used file types for eBooks.

1 EPUB

EPUB is an open industry ebook format.

- This is the format distributing to Apple, Barnes & Noble, Kobo, Oyster, Scribd, and others.
- If your book is available in EPUB, it can be read on the most popular ebook readers and ebook reading software applications (Like iBooks or Bluefire on the iPhone or Aldiko on Android devices) and will gain the widest distribution.
- Accommodate graphics and multimedia better
- Larger file size

2 Mobipocket (MOBI)

- Mobipocket (MOBI) allows your books to be read on the Amazon Kindle.
- It is supported on many handheld devices and e-reading applications. Mobipocket is a requirement for distribution to Amazon.
- Usually plain-text
- Lower file size

EBOOK
FILE TYPES

3 Palm Doc (PDB)

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

4 RTF

Rich Text Format (RTF) is a cross-platform document format supported by many word processors and devices.
- It is not efficient with lots of images.

5 Portable Document Format (PDF)

PDF is a file format readable by most devices, including handheld e-readers, PDAs, and personal computers.
- It's a good format if your work contains complex layout, charts or images. It is also a good option for readers who may want to print out your book on their home computers.
- On the negative side, PDF is a rigid, inflexible format because it's not reflowable. Readers cannot easily change the font size or style to match their preferences, the text isn't reflowable, and the readers are forced to read page by page.

6 Plain Text

Plain text is the most widely supported file format. It works 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 images or fancy formatting.

EBOOK
DESIGN LAYOUT

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What's the difference between a fixed layout eBook and a standard eBook?

1   Standard eBook (EPUB and MOBI)

Standard eBooks (EPUB and MOBI) feature a dynamic ("flowable") layout for text and images.

- This means that your eBook will look different when viewed on different reader devices.

2   Fixed Layout eBook

Fixed Layout eBooks quite literally "affix" images and text to exact spots on each electronic page – just like their printed book counterparts

- This means that the page layout looks the same, regardless of which reader you use.
- Your book only needs a fixed layout if it's important that the images and text appear in a specific and consistent way. For example:
  - Illustrated children's books
  - Cookbooks
  - Coffee table books
  - Graphic novels
  - Books that rely on a heavily-designed, static presentation, full-page images, or text that overlaps with images.

E B O O K
F O R M A T T I N G

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Page Size

- Standard 8.5 x 11'' page size ensures any included images will be large enough for an iPad.

Cover Formatting

- High-res JPG – 2560 pixels on longest side, minimum 1600 pixels on shortest side (350 dpi)
- File must contain front cover only, without full-spread print book jackets that include spine and back cover

Interior Images

- Include an internal cover image
- No single image greater than 3.2 million pixels

Manuscript

- Do not use the tab key or spacebar to indent paragraphs in your eBook manuscript Microsoft Word document.
- Instead, use the paragraphs settings in the formatting palette in Microsoft Word to set indents to the first line of each paragraph.

EBOOK
DISTRIBUTION

Where can you sell your eBook?

Amazon

- Reach millions of readers by publishing in Amazon's Kindle store. Amazon is the largest online retailer in the world and the Kindle is by far the most popular eReader on the market. Your eBook will be available for sale and able to be enjoyed on the Kindle and many other readers through the Kindle reader app.

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EBOOK
DISTRIBUTION

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Strategic Communications where customers & community meet brands & business.

With over 15 years of global experience, the consultants at CBCP Group have worked with some of the world's largest enterprises, as well as start-up entrepreneurs, writers and creatives to ensure each harnesses the unique power of their daily conversations and communications inside and outside of their business, offering a comprehensive range of interdisciplinary communications, marketing, publishing, public relations and creative services.

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