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- Make your book available online

Ali Luke



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Table of Contents

[Introduction](#)

[About This Book](#)

[Conventions Used in This Book](#)

[Foolish Assumptions](#)

[How This Book is Organized](#)

[Part I: Getting to Know E-Books](#)

[Part II: Creating Your E-Book](#)

[Part III: Creating Your Website](#)

[Part IV: Selling Your E-Book](#)

[Part V: Marketing Your E-Book](#)

[Part VI: The Part of Tens](#)

[eCheat Sheet](#)

[Icons Used in This Book](#)

[Where to Go from Here](#)

[Part I: Getting to Know E-Books](#)

[Chapter 1: Introducing E-Book Basics](#)

[Creating a Successful E-Book That Readers Will Love](#)
[Publishing Your E-Book on Different Platforms](#)

[Hosting your e-book with E-junkie](#)
[Selling your e-book from your own website](#)
[Getting your e-book onto Amazon](#)
[Distributing your e-book to other stores via Smashwords](#)

[Marketing Your E-Book Online](#)
[Comparing Different E-Book Readers](#)

[Amazon Kindle](#)
[Barnes and Noble NOOK](#)
[Kobo eReader](#)
[Sony Reader](#)

[Chapter 2: Joining the E-Book Revolution](#)

[Choosing Between Traditional Publishing and Self-Publishing](#)
[Self-Publishing Case Studies and Success Stories](#)

[Following the example of established authors who are embracing self-publishing](#)
[Following the lead of new authors who are embracing self-publishing](#)

[Making Your E-Book a Bestseller](#)

Choosing genre fiction or popular
nonfiction for a wider potential audience
Choosing specialist nonfiction for a higher
price point

Chapter 3: The Minimum You Must Do to Write an E-Book

Discovering What Your Audience Wants

Researching popular e-books in your
genre or field
Getting help from your existing audience
while you write

Planning and Plotting Your Way to Success

Mind mapping
Index cards
Chapter outline

Finding Your Motivation for Writing an E-Book Setting Aside Time Regularly to Write Your E- Book

Choosing the right place and time to
write
Avoiding distractions while you're writing

Solving Common Problems in Writing E-Books

Part II: Creating Your E-Book

[Chapter 4: Formatting Your E-Book Manuscript in Word](#)

[Fixing Inconsistent Formatting in Your Current Manuscript](#)

[Viewing formatting marks](#)

[Fixing punctuation marks](#)

[Applying Styles in Microsoft Word](#)

[Using headings and subheadings to represent chapters and subsections](#)

[Modifying a style to change all instances in your document](#)

[Indenting the first line of a paragraph without using tabs](#)

[Creating a custom style for your manuscript](#)

[Adding Headers and Footers](#)

[Creating Sections with Different Header and Page-Numbering Schemes](#)

[Using Page Breaks to Separate Your Chapters](#)

[Fixing a Disaster of a Manuscript by](#)

[Reformatting the Entire Document](#)

[Setting Up Formatting from Day One](#)

[Chapter 5: Designing a Professional E-Book Cover \(Without Spending a Fortune\)](#)

[Planning the Cover If You're Designing It Yourself](#)

[Knowing which elements to include on the cover](#)

[Knowing what not to include on the cover](#)

[Buying stock images](#)

[Using Paint.NET to Create the Cover](#)

[Downloading and installing Paint.NET](#)

[Creating the canvas at the correct size](#)

[Constructing the cover with separate layers](#)

[Adding an image to the cover](#)

[Adding your name and the e-book title](#)

[Saving the cover](#)

[Finding and Working with a Cover Designer](#)

[Asking for recommendations from other writers](#)

[Knowing whether a designer is right for you](#)

[Supplying the cover designer with vital design information](#)

[Chapter 6: Creating an Instant E-Book Using a PDF File](#)

[Turning Your Microsoft Word Document into a PDF File](#)

[Deciding Whether to Use Only the PDF Format](#)

[Illustrating your e-book in full color](#)

[Selling your e-book on Amazon or in other online stores](#)

[Giving readers the format they want](#)

[Chapter 7: Creating an Interactive E-Book with iBooks Author](#)

[Installing the iBooks Author App on Your Computer](#)

[Importing the Text and Images of Your E-Book](#)

[Adding Multimedia Elements to Your E-Book](#)

[Video](#)

[Presentations](#)

[Chapter 8: Creating MOBI or EPUB Files with Calibre](#)

[Turning Your Document into an HTML File](#)

[Installing Calibre on Your Computer](#)

[Converting Your E-Book Using Calibre](#)

[Getting to know the Calibre tabs](#)

[Previewing your new file](#)

[Saving and Viewing Your E-Book File on Your E-Reader](#)

[Part III: Creating Your Website](#)

[Chapter 9: Using WordPress to Set Up a Website or Blog](#)

Establishing a Strong Author Platform with a Website

Turning website readers into e-book customers

Keeping readers involved after they've finished your e-book

Setting Up Your WordPress.com Account Changing the Design of Your Website

Switching to a new WordPress theme

Adding a new page

Arranging your WordPress menu

Modifying your sidebar

Planning and Writing Your Website's Pages

An About page with details about you and your e-book

A sales page for your e-book

A Contact page so that readers can get in touch

Deciding Whether to Include a Blog

Calling your blog by a different name

Removing the blog element from your site

Chapter 10: Crafting an Effective Sales Page for Your E-Book

How Sales Pages Help You Sell Your E-Book Overcoming Common Myths and Misunderstandings About Sales Pages

Myth 1: All sales pages are scams

Myth 2: I need to be an expert copywriter
to create a sales page

Myth 3: A good sales page has to be long
and give lots of details

Myth 4: I don't need a sales page — I'm
selling my book on Amazon (or B and N or
a related site).

Including Crucial Elements on Your E-Book's Sales Page

A clear explanation of your e-book

A Buy button so that customers can buy
your e-book

Reviews or testimonials

Designing and Creating Your Sales Page

Drafting the copy for your sales page

Explaining the benefits of your e-book

Finding images and graphics for your
sales page

Using formatting to make your sales page
look good

Considering Selling Your E-Book Only via Your Website

Part IV: Selling Your E-Book

Chapter 11: Pricing Your E-Book Effectively

Pricing Your E-Book As a Self-Publisher

Charging what you want (or nothing at all)

Changing the price of your e-book as frequently as you want

Working Out How Much Money You'll Make

Knowing how much per sale your retailer will keep

Giving a portion to PayPal for payment processing

Paying taxes on your sales

Pricing Your Nonfiction E-Book

Looking at competing products

Realizing that size doesn't matter (much)

Asking potential customers for the amount they would be willing to pay

Pricing Your Fiction E-Book

Looking at other books in your genre

Pricing your e-book lower than a standard paperback

Pricing Your Book for Maximum Profit on Amazon

Aiming for the \$2.99—\$9.99 sweet spot
Experimenting with the \$0.99 “bargain” price point

Chapter 12: Using E-junkie to Sell and Deliver Your E-Book

Joining PayPal So That You Can Receive Payments

Signing up for a personal PayPal account
Adding a bank account so that you can withdraw money

Signing Up for an E-junkie Account Getting Your E-Book onto E-junkie

Adding a new product in E-junkie
Uploading your e-book file

Adding the Buy Button to Your Sales Page

Getting and using the Buy Now button code from E-junkie
Replacing the default Buy Now button graphic with your own
Letting the shopping cart handle multiple items

Considering Other Shopping Cart Options

[WP e-Commerce](#)
[1ShoppingCart](#)
[Infusionsoft](#)

[Chapter 13: Listing Your E-Book on Amazon's Kindle Direct Publishing](#)

[Deciding Whether to Sell Your E-Book at Amazon](#)

[Creating Your Kindle Direct Publishing \(KDP\) Account](#)

[Filling In Your E-Book's Information Correctly](#)

[Setting the Rights and Pricing of Your E-Book](#)

[Reviewing Your E-Book After Publication](#)

[Checking your e-book sample for errors](#)

[Reviewing your e-book's page](#)

[Viewing your e-book's page in other Kindle Stores](#)

[Viewing your e-book's page from a Kindle](#)

[Using Amazon's Author Central to Increase Sales](#)

[Signing up for Author Central](#)

[Filling out your Author Central profile](#)

[Chapter 14: Using Smashwords to Distribute Your E-Book to Other Retailers](#)

[Getting an ISBN for Your E-Book](#)

[Purchasing your own ISBN](#)

[Opting to use a Smashwords ISBN](#)

[Creating Your Smashwords Account](#)

[Adding Your E-Book to Smashwords](#)

[Following the Smashwords guidelines](#)

[Creating or amending your copyright page](#)

[Filling out the details of your e-book and uploading your manuscript](#)

[Previewing your EPUB file](#)

[Distributing Your E-Book via Smashwords](#)

[Joining the Smashwords premium catalog](#)

[Opting in and out of different channels](#)

[Assigning an ISBN after publication](#)

[Getting Paid by Smashwords](#)

[Part V: Marketing Your E-Book](#)

[Chapter 15: Marketing Your E-Book via Amazon and Other Online Stores](#)

[Crafting a Compelling Blurb That Helps Sell Your E-Book](#)

[Letting Great Reviews Encourage New Readers to Buy](#)

[Finding readers to review your e-book](#)

[Dealing with negative reviews](#)

[Categorizing Your E-Book Correctly at Amazon.com](#)
[Modeling the Success of Other Authors in Your Genre or Niche](#)
[Using Price Pulsing to Boost Sales](#)

[Chapter 16: Promoting Your E-Book on Facebook and Twitter](#)

[Setting Up a Facebook Page for Your E-Books](#)
[Encouraging People to Like Your Facebook Page](#)
[Using Your Facebook Page to Engage with Your Readers](#)

[Asking questions to start a conversation](#)
[Creating polls for quick feedback](#)
[Sharing news, updates, and interesting links](#)

[Connecting with Fellow Writers on Twitter](#)
[Spreading the Word to Readers on Twitter](#)

[Encouraging your readers to follow you](#)
[Engaging with your readers on Twitter](#)

[Chapter 17: Promoting Your E-Book on Goodreads](#)

[Setting Up a Goodreads Account](#)

[Adding your own e-books to Goodreads](#)
[Joining the author program](#)

[Finding Readers Who Might Enjoy Your E-Book](#)

[Making friends on Goodreads](#)

[Joining Goodreads groups](#)

[Getting the Word Out About Your E-Book Without Stepping on Toes](#)

[Crafting your message to a group](#)

[Encouraging readers to review your e-book](#)

[Responding to Reviews of Your E-Book on Goodreads](#)

[Chapter 18: Using Blogs and E-Mail Lists to Promote Your E-Book](#)

[Selling Your E-Book via Your Own Blog or E-Mail List](#)

[Comparing blogs and e-mail lists](#)

[Using your blog or e-mail list — or both](#)

[Approaching Book Bloggers for a Review of Your E-Book](#)

[Creating an e-book information sheet](#)

[Finding book bloggers who cover your genre or niche](#)

[Writing Guest Posts for Relevant Blogs](#)

[Crafting your guest post carefully](#)
[Using your bio effectively](#)
[Responding to comments on your guest post](#)

[Being Interviewed on a Blog](#)
[Being Interviewed on a Podcast](#)
[Advertising on Blogs and E-Mail Lists](#)

[Preparing your e-book before buying advertising](#)
[Planning ahead with advertising campaigns](#)

[Part VI: The Part of Tens](#)

[Chapter 19: Ten Common E-Book Problems — and How to Fix Them](#)

[I Have So Many E-Book Ideas That I Don't Know Where to Start](#)
[I'm Only Partway Finished, and Now I Have Writer's Block](#)
[I'm Struggling to Edit My E-Book](#)
[I Have No Design Skills and No Money to Pay a Designer](#)
[The Formatting of My E-Book Has Gone Wrong](#)
[No One Is Buying My E-Book](#)
[No One Is Reviewing My E-Book](#)
[Reviews of My E-Book Are Critical](#)
[No One Is Reading My Blog](#)

I Want to Write My E-Book — Not Market It

Chapter 20: Ten Tips for Editing and Proofreading Your E-Book

Finding Free Editing Help

Ensuring That Your E-Book Flows from Chapter to Chapter

Keeping Paragraphs Short and Clear

Fixing Confusing or Awkward Sentences

Cutting Unnecessary Words

Spell-Checking Your E-Book Carefully

Avoiding Common Spelling Mistakes

Printing Your E-Book Before Proofreading

Hiring a Professional Editor or Proofreader

Letting Go of Editing to Make the Leap to Publishing

Chapter 21: Ten Ways to Enhance Your E-Book Sales — or Your Career

Updating Your E-Book After Receiving Feedback

Writing a Sequel to Your First E-Book

Creating Audio and Print Versions of Your E-Book

Launching a New Career As a Coach or Consultant

Approaching Agents (Or Publishers) to Represent Your E-Book

Using Your E-Book As the Basis of a Digital Product

Partnering with Another Writer to Sell E-Books Together

Becoming a Freelance E-Book Writer

Creating Merchandise Based on Your E-Book

Turning Your Nonfiction E-Book into an Online Course

Cheat Sheet

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As well as publishing e-books on behalf of clients, **Ali Luke** has published much of her own work in digital form — ranging from specialized non-fiction guides to a novel trilogy-in-progress. She has an MA (Cantab) in English Literature from Cambridge University, and an MA in Creative & Life Writing from Goldsmiths College, University of London. Her blog Aliventures.com covers writing, blogging, and self-publishing, and she can also be found writing for many large writing- and blogging-related sites. She lives in Oxford in the UK with her wonderfully supportive husband Paul.

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We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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Introduction

Over the past few years, e-books have established a firm position in the mainstream market: Amazon is now selling more electronic editions than paperbacks, and in the United States, net revenue from e-book sales has exceeded net revenue from hardback sales. Whether you want to make your short stories available to online shoppers, find an audience for your novel, or sell a nonfiction book, the e-book world is ready and waiting for you. You can even publish your e-book and spend *no* money. Many authors are turning to self-publishing — and doing it well. *Publishing E-Books For Dummies* holds everything you need to know to get your e-book written, published, and marketed to a worldwide audience.

About This Book

This book is the one that I wish had been on my desk four years ago. I had to find out the hard way how to publish an e-book, by tracking down bits and pieces of information online, trying out different strategies, and making a fair number of mistakes. I've collected in one handy location everything I know about e-book publishing so that you can get your e-book in front of readers with a minimum of fuss and expense.

This book is designed so that you can dip in and out. Every chapter stands on its own, and you can use the table of contents (or index) to find whatever you need to know right now. I write in a down-to-earth, friendly style, as though we're chatting (over a pot of tea — I'm British) about your plans to write and publish an e-book. I hope you'll enjoy *Publishing E-Books For Dummies*, but most of all, I hope that before long, I'll see your finished e-book on the virtual bookshelves.

Conventions Used in This Book

To help you understand the information you see in this book, I use a couple of simple conventions — **bold** text for characters you type and *italics* to highlight definitions. (I explain these definitions as we go along, too.) Every piece of HTML code and every URL (web address) are presented in “old-school” monofont:

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Foolish Assumptions

I’ve made a few assumptions about you:

- ✓ You write English capably, and you aren’t seeking advice on grammar, spelling, or sentence structure. You’ve already written a few short stories or articles, though you need a hand in completing an e-book.
- ✓ You’re comfortable with using computers, and you have basic experience in using word processing and e-mail. Though you definitely don’t need to be technically minded, you need to be willing to try out new programs.
- ✓ You’re publishing your own e-book, under your own steam. You may or may not be willing to hire freelance editors, designers, or technical experts to help.

Of course, even if all these assumptions don’t quite fit you, you can still benefit from *Publishing E-Books For Dummies*. Use the table of contents (or the index) to find the parts or chapters that apply to your specific situation. For example, if you’re

setting up as a contractor working with independent e-book authors, you can find plenty of useful tips on formatting and publishing e-books in Parts II and III.

How This Book is Organized

Publishing E-Books For Dummies is split into six parts, and each one is divided into chapters. The parts guide you through the entire e-book publishing process, from your first inkling of an idea to marketing your engaging finished product. Here's the lightning-fast tour.

Part I: Getting to Know E-Books

Part I walks you through the basic tasks involved in publishing e-books, giving you a quick overview followed by case studies and success stories to inspire you — and to give you some workable ideas of your own. You also get a few crucial tips for writing your e-book — an important prerequisite to publishing it.

Part II: Creating Your E-Book

Part II, which shows you how to turn your manuscript into an e-book file, covers every step you need to take, from creating a clean manuscript in Microsoft Word to producing EPUB, MOBI, and PDF files. (Don't worry if those file formats look like gobbledygook now. I describe them in Part II.) This part also