

Book Formatting

for
Self

Publishers

A Comprehensive How To Guide

E

asily Format

Books with Microsoft® Word
eBooks for Kindle, NOOK, Smashwords
Convert Book Covers for Lightning Source, CreateSpace

Jennette Green

Praise for *Book Formatting for Self-Publishers*

*Jennette Green proves that she knows her stuff when it comes to sharing her knowledge and experience in her newest book, *Book Formatting for Self-Publishers*, a Comprehensive How-To Guide. This work is truly a comprehensive guide to formatting for both Print-On-Demand (POD) and ebook, which covers the most popular venues for those sources.*

The author combines useful and specific information with clear and simple language to create a handbook for beginners and wanna-bes, as well as being a checklist for experienced writers and self-publishers. What a resource this is! The images of various computer screens as the book progresses makes learning the process even easier.

— Brenda Jenkins Kleager, M

*Efficient, to the point, and easy to follow. It's a concise step-by-step guide that will help you format your own book and have it out on the market in a heartbeat. *Book Formatting for Self-Publishers* is perfect for busy people — from first time authors to small publishing houses — who don't want to spend a lot of time figuring out an instruction manual first. The section on Book Cover preparation was especially helpful, since trying to format that perfect cover can cause many a migraine. Best of all, with Jennette Green's book, you're not only purchasing a very complete instruction book, but you're also receiving the benefit of her years of experience . . . and years of trouble-shooting. This reference book will have a permanent place on my company's bookshelf.*

— Cindy Vincent MAEd, CEO, Mysteriesbyvincent.com

Murder Mystery Party Games & Children's Mystery Party Games

Author, Buckley and Bogey Cat Detective Series, The Daisy Diamond Detective Series

*Excellent book! The topics are organized, detailed, clear and simply put; easy to read. The screenshots are very helpful. The difference in our first book is drastically different from our next one thanks to reading *Book Formatting for Self-Publishers*. You can really see we followed a professional's example. Even though I was a novice, I was able to turn a basic word document into a professional looking book. Thank you for putting all your hard earned knowledge together for the benefit of us. I really appreciate it! This is my reference manual from now on.*

— Janet Lybeck, Author of *Teta's Adventures*

BOOK FORMATTING FOR SELF-PUBLISHERS, A COMPREHENSIVE HOW -TO GUIDE

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for
Self-Publishers**
a Comprehensive How-To Guide
Easily Format Books with Microsoft® Word
Format eBooks for Kindle, NOOK, Smashwords
Convert Book Covers for Lightning Source, CreateSpace

Jennette Green



Diamond Press

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Introduction

Have you written a fiction novel or a nonfiction book that you would like to publish? Would you like your book to be distributed to the major book retailers, such as Amazon and Barnes & Noble? Would you like that book to become available in the popular ebook formats, such as Kindle, NOOK, and Smashwords? You can do it, and it is more simple than you could imagine.

I have spent the last several years formatting and preparing clients' book files for Lightning Source and CreateSpace. All of my clients have been very pleased by the look of their books, and every file was accepted by Lightning Source (LSI), whose rigorous file requirements are well known.

While many people pay book designers (such as myself) to format their books, I'll tell you a secret—it is not hard to turn an ordinary Microsoft® Word® manuscript into a professional looking book. I will show you how easy it is to do, and share the practical tips and tricks I have learned over the years to make the project go smoothly.

This book will give you simple, step-by-step instructions on how to use Microsoft Word 2003 or Microsoft Word 2010 to create a quality, professional looking book, ready for printing with Lightning Source and CreateSpace. In addition, you will learn how to take the Microsoft Word document created for a print book, and turn it into several of the most popular ebook formats. The only software required is Microsoft Word 2003 or Microsoft Word 2010, and Adobe® Acrobat® Professional (version 7 or higher).

You will also learn how to create book covers that will pass the cover standards set by LSI, as well as CreateSpace. Please note that Adobe® Photoshop® is required for LSI covers, as a few of its features are vital in order to adjust the cover images so they meet the 240% ink limits specification required by LSI. Some publishers use the free online program Scribus for their book covers, but the use of Scribus is not covered in this book.

This book includes many links and references for your convenience. As the internet is a fast changing environment, please be aware that some links may change.

Are you ready to publish your book? Open up your Microsoft Word document, save it under a new name (to preserve your original copy), and let's begin!

Please note: Microsoft Word is best suited for novels or general nonfiction. If you will be publishing specialized nonfiction, with intricate page design, you may wish to consider using a professional page layout program, such as Adobe® InDesign®. The use of Adobe InDesign is not covered in this book.

PART 1

Format a Print Book

Lightning Source and CreateSpace

First, a little bit of background. Since you have bought this book, I assume you know that Lightning Source and CreateSpace are the two major players in the Print on Demand (POD) industry. Just for clarification, “Print on Demand” means that a book is printed only when a customer orders it. In this model, publishers do not need to purchase books, or keep inventory piled up in their garages.

CreateSpace is geared toward authors with single titles, and Lightning Source (LSI) is geared toward publishers (or authors starting their own publishing houses) who will publish multiple books. CreateSpace’s file requirements are simpler to understand and meet than LSI’s. Lightning Source is well known for their complicated requirements for file submissions—especially for cover submissions. But we will get to covers later in this book.

Both LSI and CreateSpace will make your print book available for distribution to major book retailers through their relationship with Ingram. Ingram is a wholesaler/distributor, and Lightning Source is a part of the Ingram Content Group. The main differences between LSI and CreateSpace are the prices they charge for file uploads, proof costs, and the discount you can set for retailers.

By the way, although Ingram makes your book available to major book retailers, such as Barnes & Noble, and your book will be shown as “available” in their online bookstores, getting the retailers to actually stock your book in their “bricks and mortar” stores is another issue entirely.

Lightning Source

At the time of this book’s publication, Lightning Source charges \$37.50 each for the interior book block and the cover file, for a total of \$75 for each book submission. In addition, they charge \$12 per year to include your book in their catalog, which will ensure that your book will be distributed to Barnes & Noble, and will also have access to their worldwide distribution channels.

LSI also offers an option where you can pay \$60 so that your book will be included their *Ingram Advance* catalog for one month. Most POD publishers do not choose this option, because books from LSI are placed at the back of the catalog. As far as I know, no POD publisher has yet documented benefit from paying to be included in the *Ingram Advance* catalog.

Another cost you may pay with LSI includes \$30 for a proof of your book. This includes the cost of overnight delivery to you. (CreateSpace print proofs are cheaper.) Also, as of November 2011, LSI now provides free electronic proofs, which can be viewed instead of paying for a print proof to be sent to you. Please visit the following link for more information:

It is highly recommended that a publisher view either a print proof, or a free electronic proof, for each book uploaded. If you find errors in your document and would like to submit a new book interior or cover file to LSI, the minimum charge is \$40 *per* file. This means that if you want to make changes to both the text and the cover, you will be charged \$80. Ouch! Better to get it right the first time. The cost per file applies even if you disapprove the proof and want to make changes to correct issues.

The LSI costs previously mentioned can also be found in LSI's *US POD Agreement*. General information can also be found here:

<http://www1.lightningsource.com/ops/files/pod/USPODOpsManual.pdf>

Where LSI shines in comparison to CreateSpace is the discount you can set for retailers. For clarification, the term "discount" means the percentage of profit a retailer/wholesaler takes from the book's retail price. The standard discount is 55% of the retail price.

Under the 55% discount model, Ingram, the distributor, takes a 15% discount from the book's retail price for their profit, leaving a 40% discount (profit) for the retailer, which is the minimum that retailers require in order to carry the book in their "bricks and mortar" store. This leaves 45% of the book's retail price for the publisher.

However, unless you manage to get your book accepted by Barnes & Noble's small press department, or unless you have an extremely effective marketing campaign, it is unlikely that Barnes & Noble bookstores will carry your book on their shelves. After all, big name publishers vie for space and often pay hefty prices for end cap displays, and for other featured spots. So, it may not be wise to set a discount of 55% on your book if the major bookstores probably won't carry it in their physical bookstores, anyway.

LSI allows publishers to set the retailer discount as low as 20%. This means that you will receive 80% of the retail price of the book (minus the printing cost for the book). This means more money for you. Another upside of the 20% option is that Amazon will carry your book, and so will Barnes & Noble online, and other online retailers will, too. Even better, customers who visit a "bricks and mortar" Barnes & Noble store can order your book, just like any other book in publication.

By putting more money in your pocket by using the 20% discount model at LSI, you also have the ability to competitively price your book with others in the market. (With the 55% discount, your retail price must be higher, in order to net the same profit as with the 20% discount book.)

Example:

1. A \$10 book at 55% discount means that \$5.50 goes to Ingram and the retailer, and \$4.50 goes to you. Out of this \$4.50, you must deduct the cost of printing the book (see the LSI *US POD Ops Manual*, mentioned earlier, for printing prices).
2. A \$10 book at 20% discount means \$2.00 goes to Ingram and the retailer, and \$8.00 goes to you, minus the printing costs.

Which sounds better? With the 20% plan you make more money, and, as previously mentioned, you can even lower your price to more closely match your competition from the big name publishers. In addition, if you'd like to sell books to independent stores, you can contact and sell to them directly and offer them whatever discount you would prefer on your books. Simply order the books from your LSI publisher account at print cost, and ship them directly to your customers. (I'd recommend n

accepting returns—see why in the note at the end of this section.)

CreateSpace is a different story. If you select their Expanded Distribution Channel (EDC), which provides access to the same distribution network as LSI, (EDC also includes libraries and academic outlets), you must set a discount of 60% for retailers, which means considerably less money in your pocket. What's more, the books are not returnable (a necessity required by retailers), so they will not carry your book in their physical stores anyway—not much different than the 20% model, is it? Except with the 20% model you make more money, and have more control over your price. To make a reasonable profit in the EDC program, you must price your book well above your competition, which is a distinct disadvantage for sales.

Note: Although the EDC does not offer returns, many seasoned POD publishers recommend that you do not offer returns with LSI, either. Some publishers have been hit hard with returns a year down the line, after selling a large number of books to a retailer. Their profit turned into a loss.

CreateSpace

While CreateSpace (CS) may not offer the best discount terms, it does supply other advantages to self-published authors. CS will provide you with a free ISBN, if you do not have your own ISBN, and it is free to set up your files with the “do-it-yourself” option. The “do-it-yourself” option includes distribution to 1) your own Amazon CreateSpace eStore (a 20% retailer discount is required), and 2) the option to distribute to Amazon's website (a 40% retailer discount is required).

However, if you would like to include your book in CreateSpace's EDC program, you must pay a \$25, and, as previously mentioned, a 60% retailer discount is required. In addition, CreateSpace's latest literature for the EDC program states that there is a “\$25 book update fee for each new file change request.” Please note that this charge applies only to books opted into the Expanded Distribution Channel program.

The file requirements for CreateSpace are not as rigorous as for LSI, and CS offers various do-it-yourself helps and options on its website. Of course, CS also offers a number of book publishing services. CreateSpace is happy to help you with all of your files—for a price. But why pay them, when you can easily do it yourself?

For more information on CreateSpace and LSI, visit the following links:

Lightning Source:

<http://www.lightningsource.com>

CreateSpace:

<https://www.createspace.com/Products/Book>

Also, for more comprehensive information on the Print on Demand industry, I highly recommend Aaron Shepard's book, *POD for Profit*.

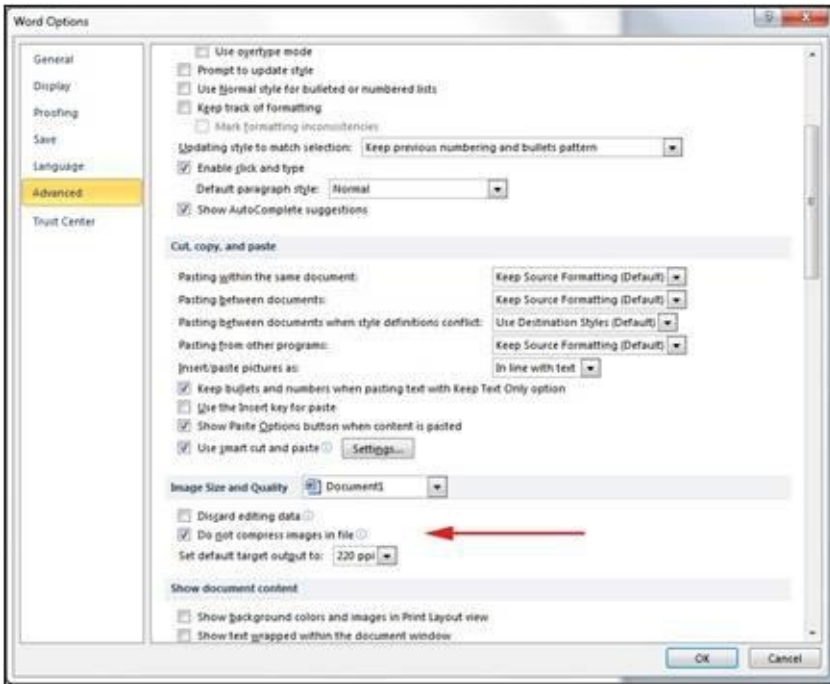
Microsoft Word 2003 and 2010 vs. Microsoft Word 2007 – the Image Problem

Throughout this book, I will primarily refer to Microsoft Word 2003 and Microsoft Word 2010 when explaining how to format a book for LSI and CreateSpace. Why the exclusion of Microsoft Word 2007? The reason for this is simple—Microsoft Word 2003/2010 software leaves your images alone.

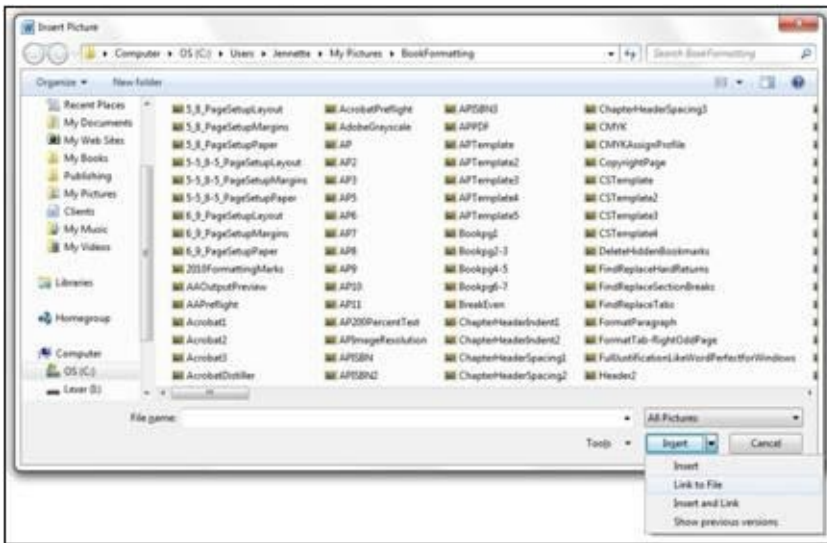
What do I mean by this? Both LSI and CreateSpace require that the images in your file be 300 dpi (Line drawings should be 600 dpi at LSI.) However, the graphics driver installed in Word 2007 automatically downsamples the image resolution to 220 dpi or less! The Microsoft Word 2003 and 2010 word processing programs do not downsample image resolution. If you want to retain your image quality, you will need to do one of three things:

1. Use Microsoft Word 2003 or 2010. (Not “save as Microsoft Word 2003” in the 2007 version, as the downsampling will still occur.)
2. Use Microsoft Word 2007. It is possible to work around the image quality issue. The best forum I have found on the subject is here:
<https://wwwcreatespace.com/en/community/thread/15922>
3. Use Microsoft Word 2007, and instead of inserting the images into the document, link to the images within the document. Here is how to do it:
 - First turn off Image Compression. In the 2007 version click the Office logo, then *Word Options*. In the 2010 version, go to the *File* tab, and beneath *Help*, click *Options*. Next, for both versions of Microsoft Word, click *Advanced*, and scroll down to “Image Size and Quality.” Check the box next to “Do not compress images in the file.” See the image after the next paragraph.
 - Then access the “Link to File” option by going to *Insert, Picture*. In the next dialogue box select the file you would like to insert, and click on the little drop down arrow on the “Insert” button. Select “Link to File” or “Insert and Link.” When you need to produce a PDF, *print* to Adobe PDF from the Print menu. Then open your PDF in Adobe Acrobat and check to make sure the resolution of your images have remained 300 dpi, as explained in the section entitled “[Check Image DPI](#),” located near the end of *Part One* of this book. While I have never personally tried linking to images in a Microsoft Word 2007 .doc, this is the best information I have gleaned from other professionals in the field. It is certainly worth a try.

Turn Off Image Compression in Microsoft Word 2010



Link to Image



To be on the safe side, it would be a good idea to turn off the image compression in Microsoft Word 2010, as well. See the preceding instructions to learn how to turn off image compression in both Microsoft Word 2007 and 2010.

Another piece of advice about images in a file: in Microsoft Word 2003, be sure to place the images into the file via the *Insert* menu (*Insert*, *Picture*, “From File”). This method works well for Microsoft Word 2010, too (go to *Insert*, *Picture*, and then click “Insert” to insert the file). Inserting a picture in this manner is an important step for most ebook files, as well.

If Your File has Very Dark (or Light) Black & White Images

If *large* portions of one or more black and white photos in your book are very dark, or alternately, very light, it may be best to adjust the ink percentages a bit in Photoshop before inserting each 300 dpi image into your Microsoft Word document. Otherwise, the very dark areas may print simply as black with little variation of color, and the light grays may not print as clearly as you would like.

Instead of Photoshop, you could use your favorite image software program to adjust the lighting/contrast of the picture, as well. The output may not be as exact as it would be if the percentages were adjusted in Photoshop, but if you follow the general rule of thumb as written in the following paragraph, it may work out just fine. A tech from LSI stated the following:

“I would suggest that they adjust the levels of gray, using the Photoshop ‘Levels’ and/or the ‘Brightness and Contrast’ tools, so that the mid-range grays fall between 15% [of 300% ink percentage resolution] for light grays and 85% for darker grays. Anything below 15% may be too light for our press to hold and anything over 85% gray may cause the dot to spread and the ink could appear as black.”

Based upon the tech’s recommendation, a good rule of thumb, for images with large sections that are either very light and/or very dark, would be:

1. Light Images: 15% of the maximum allowed 300% ink percentage saturation would equal a minimum ink percentage of 45% for light areas that need to be printed (excluding white, of course).
2. Dark Images: 85% would equal an approximate maximum ink saturation of 255%.

Adobe Photoshop’s “Levels” and “Brightness/Contrast” dialogue boxes can be found by going to *Image*, and then *Adjustments*. Some professional photographers recommend using an adjustment layer before making changes to your original photo. More technical information on Photoshop levels can be found if you type “Photoshop Levels” into the Google search engine. In general, you will need to adjust the white and black ends of the histogram spectrum.

While you are adjusting the brightness/contrast or levels of your black and white photo, you can keep an eye on the overall ink percentages of the photo via the *Info* panel. Access the *Info* panel in the Photoshop program by clicking on *Windows*, and then clicking on *Info*. In the *Info* panel’s “Panel Options,” choose “Total Ink” for the “Second Color Readout.” (Make sure that “Actual Color” is selected for the “First Color Readout.”)

When you adjust your photo, mouse over the image and note the numbers in the “Total Ink” section of the *Info* panel. Two sets of numbers will appear as you adjust the color. For example, if you mouse over a black area, it might show “300/292.” This means that the original color was 300 percent ink saturation, and the new color is 292%.

For more information about determining the ink percentages of your image, go to the section entitled, “[Check the Ink Percentages in Your Cover Image](#),” which is located in *Part Three* of the

book.

Print Preview

Microsoft Word's *Print Preview* is a wonderful, vital feature that you will consult often when formatting your book. This is especially true after you learn how to designate certain pages in your book to be either odd or even.

When you then pull up *Print Preview* (instructions on how to do this are in the next paragraph) and choose the "Two Pages" option, your book will automatically show up onscreen exactly as it will print in the real book. For example, the even-numbered pages will be on the left side of the screen, and the odd-numbered pages will appear on the right. This visual tool helps tremendously, for you can see immediately if your book pages will print correctly. I absolutely love this feature, and cannot live without it when I format a book.

Print Preview can be accessed in Microsoft Word 2003 via two routes: 1) *File, Print Preview* or on the toolbar, click the icon of the magnifying glass hovering over a sheet of paper. Choose the "Two Pages" view.

Print Preview may be accessed in Microsoft Word 2010 by: 1) *File, Print* or 2) "Ctrl + P." Adjust the zoom level in the bottom right corner so that two pages show up on the screen.

Note: In order for *Print Preview* to display odd and even pages correctly, either the "Different odd and even" or the "Mirror Margins" setting must be turned on in the *Page Setup* dialogue box. More on the *Page Setup* dialogue box can be found in the chapter entitled, "[Set Up Your Book Trim Size and Margins.](#)"

Print View, Normal View and Formatting Code

Several other tools that I automatically turn on when I format a book are either *Normal* or *Print* view and I always display the *Formatting Marks* within a file.

I find *Print* view to be the easiest to work with when I'm formatting a book, because then I can see what the changes will look like in a medium that looks like an actual book page. However, *Normal* view can be very helpful when dealing with section breaks, as well as when working with a few other specialized details. Some publishers use only *Normal* view. You can determine which view works best for you.

Display Print or Normal view

1. In Microsoft Word 2003, go to *View*, and then choose either *Print Layout* or *Normal* whichever works best for you.
2. In Microsoft Word 2010, go to *View*, and then choose either *Print Layout* or *Draft*. Both views can also be accessed by clicking on either the *Print Layout* or *Draft* icon on the *Status Bar*, which is a horizontal bar located at the bottom of the document window.

Normal View in Microsoft Word 2003



Display the Formatting Marks

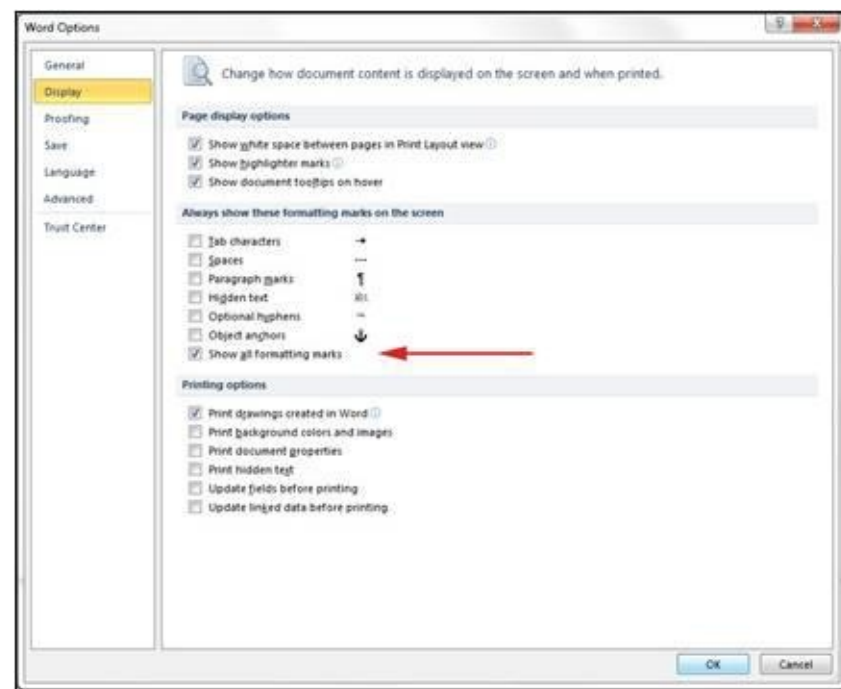
The simplest way to reveal the formatting code is to press the *Show/Hide* “¶” sign on your toolbar (it's under the *Home* tab in Microsoft Word 2010). To instead display formatting marks via dialogue boxes, do the following:

1. In Microsoft Word 2003, go to *Tools*, then *Options*, choose the “Views” tab, and then check/select “All” under the heading “Formatting Marks.”
2. In Microsoft Word 2010, go to *File*, and under *Help* click *Options*. Under “Display” check the box “Show all formatting marks.”

Microsoft Word 2003 Dialogue Box



Microsoft Word 2010 Dialogue Box



The formatting marks that show up will now reveal all of the paragraphs, tabs, page and section breaks, and various other marks that you will need to see in order to accurately format your book. Viewing the visual “guts” of the code will help tremendously when you apply formatting changes to your document. In addition, this view helps to troubleshoot problems that will arise—and problems will arise. They always do.

Set Up Your Book Trim Size and Margins

Finally, it is time to choose the trim size of your printed book. Will it be 5" x 8", or 5.5" x 8.5", or 6" x 9", or a different size? Whatever the case, now is the time to make your choice.

1. In Microsoft Word 2003, go to *File*, then *Page Setup*.
2. In Microsoft Word 2010, click on the *Page Layout* tab. The bottom portion of that ribbon says *Page Setup*. To the right of the words "Page Setup" is a tiny square box with a little arrow inside. Click on that, and the dialogue box for *Page Setup* will appear.

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