

Polishing Your Prose

Taking the Mystery Out of E-book Production

Larry Edwards
Author, Editor, Publisher

Polishing Your Prose



What Authors Should Know

Format word doc properly:

- For ebook conversion and layout
- To expedite conversion process

E-Book Revolution

Nielson Research projections

- Ebooks will overtake sales of print books in 2014, with total sales expected to rise to 47 million units.
- This will put total ebook sales 300,000 ahead of print equivalents and mean that electronic books account for 48% of the overall fiction market.

E-Book Revolution

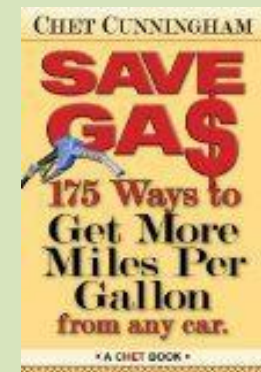
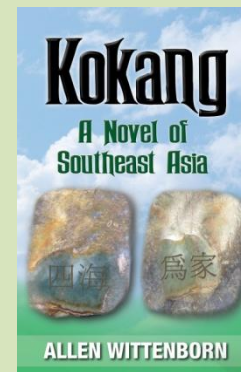
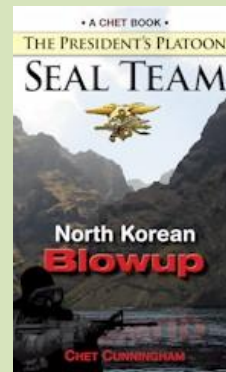
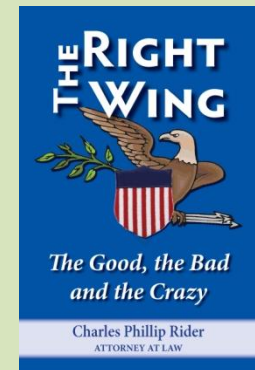
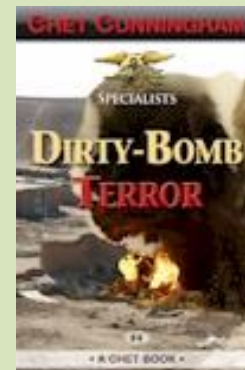
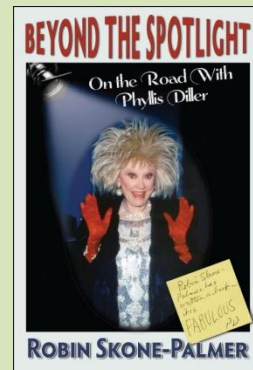
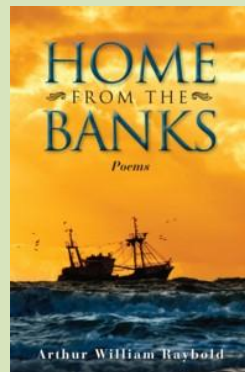
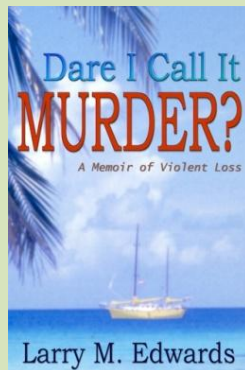
BookStats:

- E-books Now Make Up 1/5 of U.S. Book Sales

Self-Publishing + 287% since 2006
e-book formats driving gains

Polishing Your Prose

E-Books



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

eBook

Basic eBook = primitive website

- Reflowable text
- Images inline, no text wrap
- No tables or multiple columns

Multimedia formats supported in high-end devices (Kindle Fire, Nook HD, iPad) but limits your market.

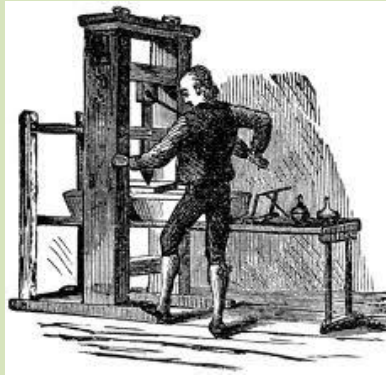
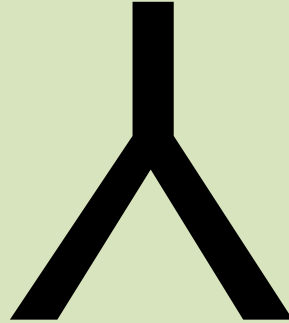
Editing Is Editing

No significant differences between editing for e-books and printed books.

Key difference is formatting.

Divergent Paths

Manuscript



Printer

E-Book



Polishing Your Prose

E-Book Formats

1. Reflowable text



E-Book Formats

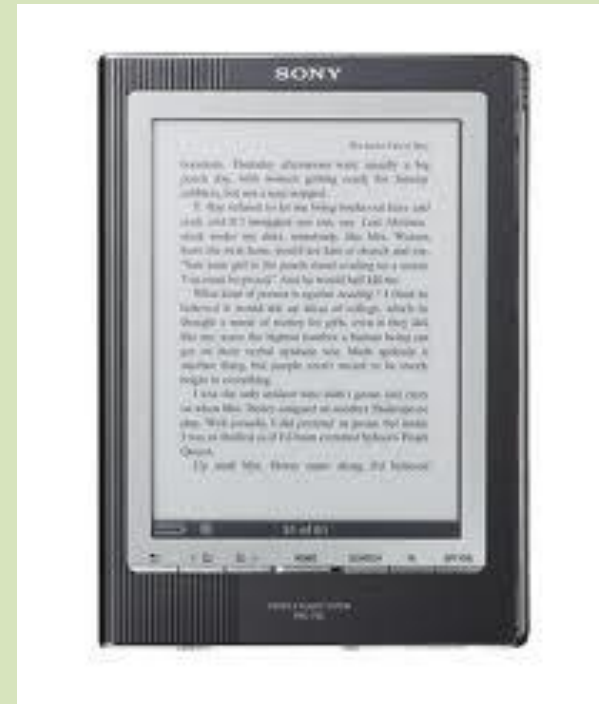
2. Fixed layout



Reflowable Text

Reflowable text

- conventional novels
- narrative nonfiction
- plain text, no fancy fonts
- few illustrations, no tables



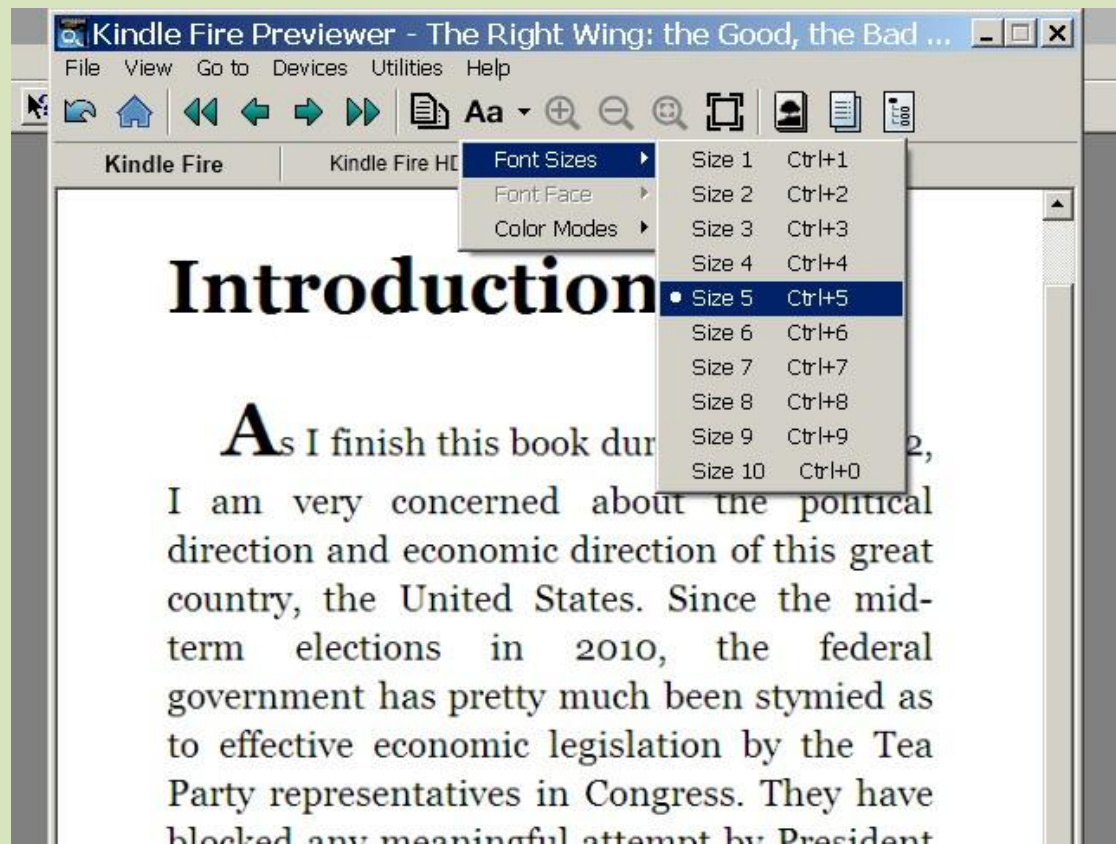
Reflowable Text

Reflowable text

- font size variable
- no headers; no page numbers
- cannot wrap text around images
- does not support columns or tables
- quotation marks, apostrophes, dashes can be problematic in conversion
- indents, page breaks can be problematic



Reflowable Text: Font size



Reflowable Text – Vendors

<u>Vendor</u>	<u>file format</u>
Kindle (Amazon)	.mobi
Nook (Barnes & Noble)	.epub
iPad (Apple)	.epub
Kobo	.epub
Sony	.epub

Fixed Layout

- looks like a normal book
- similar to PDF – but it's not
 - it's HTML5
- wrap text around images
- supports tables, math figures
- font size NOT variable
- zoom in and out



Fixed Layout

Good: The four major eBook retail vendors – [Amazon](#), [Apple](#), [Barnes & Noble](#), and [Kobo](#) – all support fixed-layout ebook displays

Bad: Vendors have not settled on a common and open fixed-layout format

Ugly: E-book production partners kept on their toes in order to support multiple fixed-layout formats



Future Is Now



Embedded multimedia

- Audio
- Video



Key Element: Styles

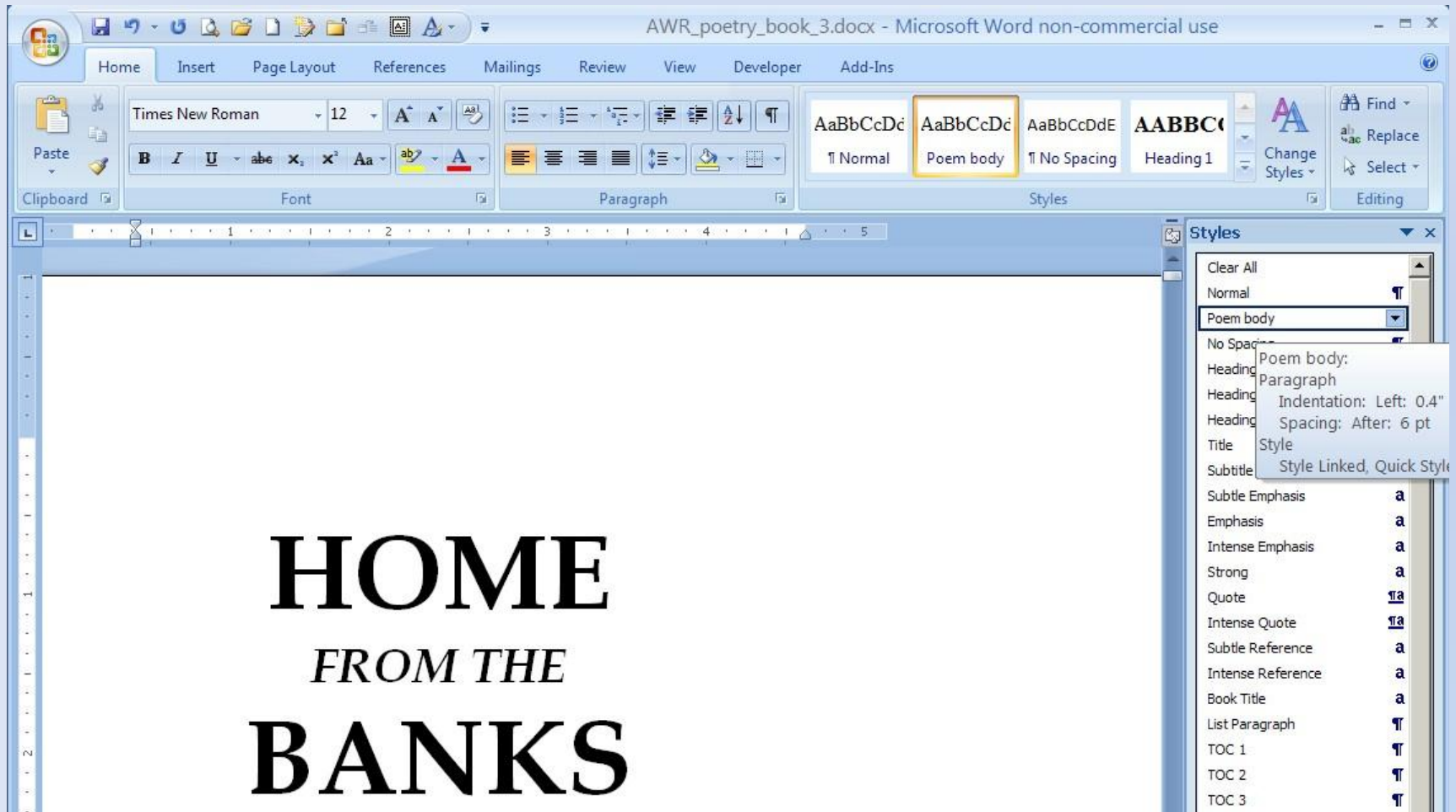
Use **Styles** in manuscript preparation,
regardless of format

- Headings
- Subheads
- Section/scene breaks
- Paragraph – font, indent, line spacing

Makes for easy global format changes

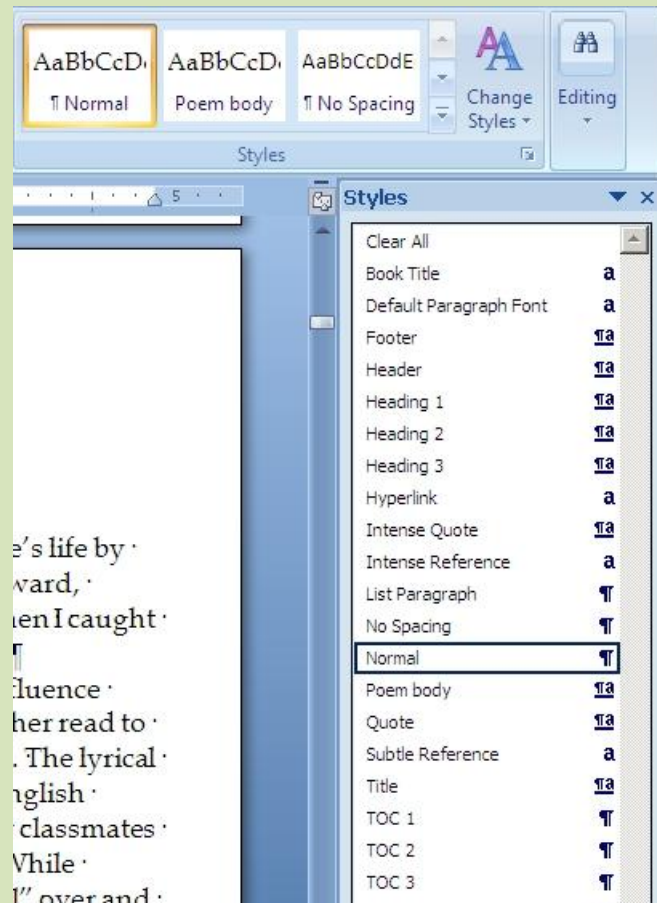
Polishing Your Prose

MS Word: Styles

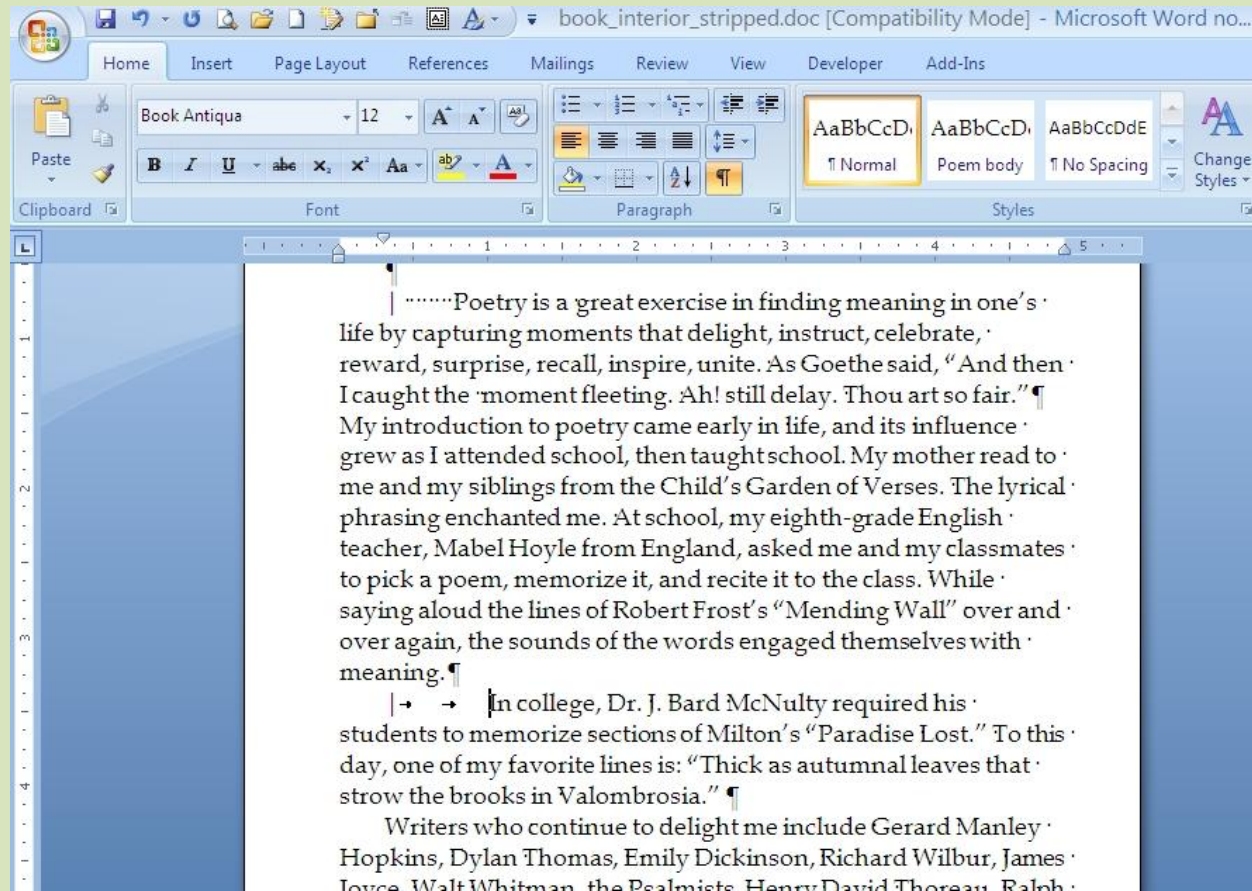


Polishing Your Prose

MS Word: Styles

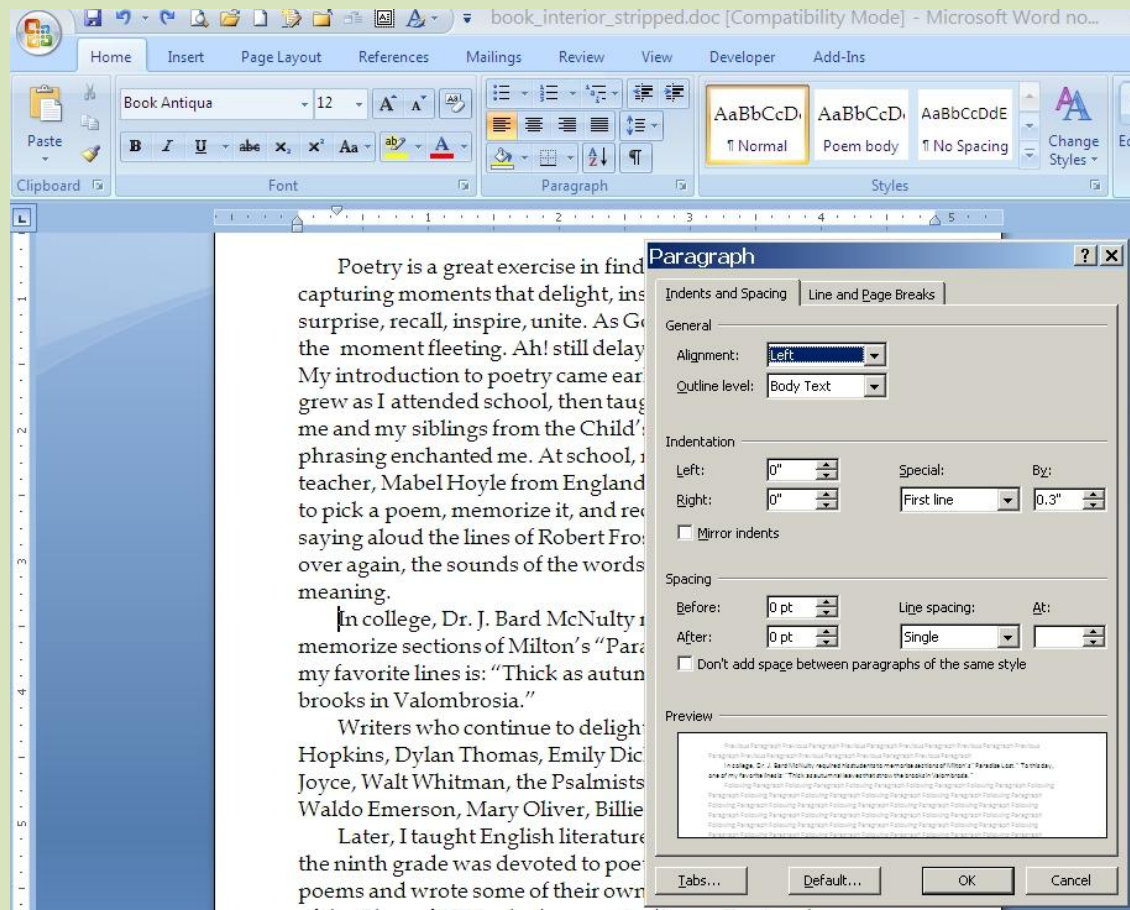


MS Word: Paragraph Format



Polishing Your Prose

MS Word: Paragraph Format



MS Word: Page Break

Do NOT use Space Bar

It is my hope that you, too, through poetry, find greater
meaning in your life and capture moments that delight, in-struct,
celebrate, reward, surprise, recall, inspire, unite. ¶

Arthur W. Raybold ¶
La Mesa, California ¶

¶
¶
¶
¶
¶
¶
¶
¶
¶

MS Word: Page Break

Do use Page Break (Cntrl + Enter)

It is my hope that you, too, through poetry, find greater
meaning in your life and capture moments that delight, in-struct,
celebrate, reward, surprise, recall, inspire, unite. ¶

Arthur W. Raybold ¶
La Mesa, California ¶

.....Page Break

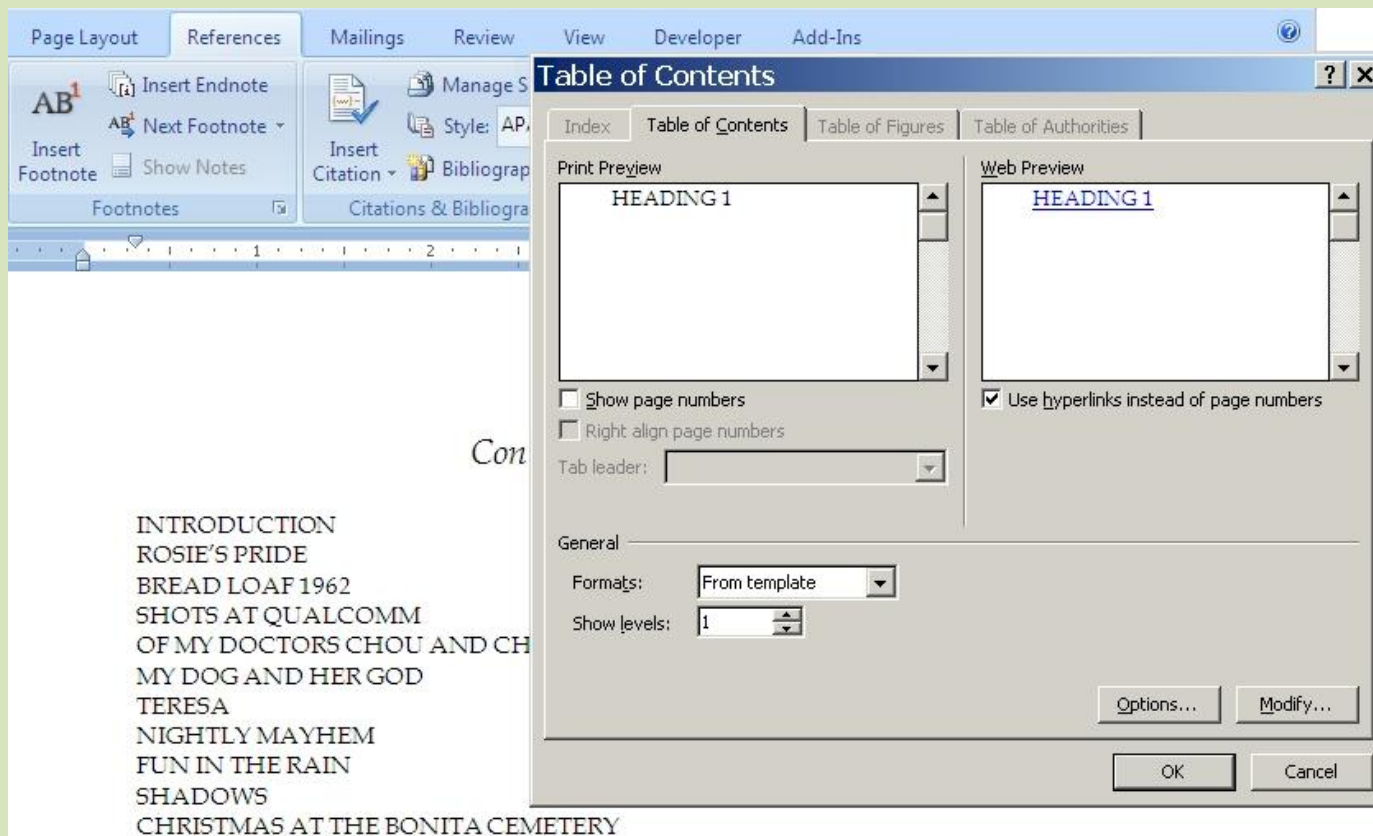
MS Word: Paragraph Format

Do NOT use Space Bar or Tab to:

- indent paragraph
- center text
- create new page

Polishing Your Prose

MS Word: Table of Contents



E-Book Conversion

No magic wand.



E-Book Conversion/Publishing

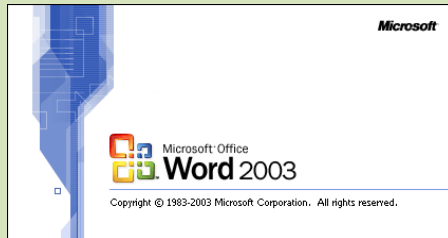
For Free and For Fee

- KDP (Amazon Kindle) free + %
- Nook Press (B&N) free + %
- Kobo free + %
- SmashWords free + %
- Book Baby (CD Baby) \$99/\$149 +
- Misc., esp. for fixed layout \$\$\$\$\$

Polishing Your Prose

Tools: Software

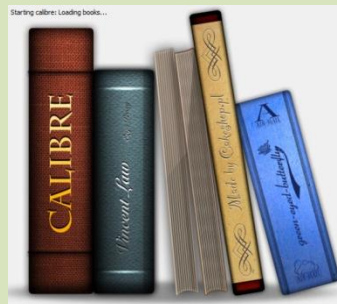
MS Word 2003



InDesign



Calibre



Sigil



HTML editor

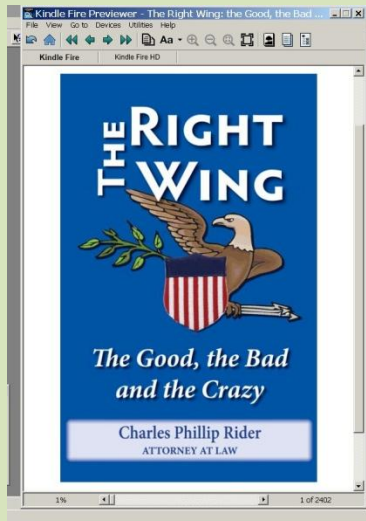


WebEdit

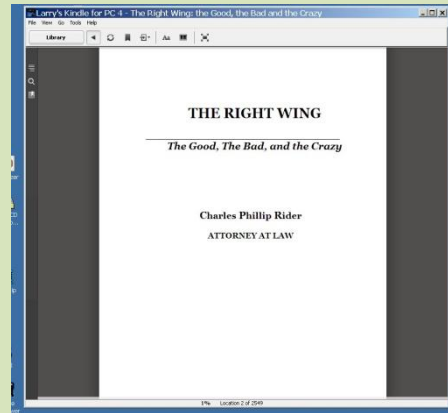
Polishing Your Prose

Tools: Software

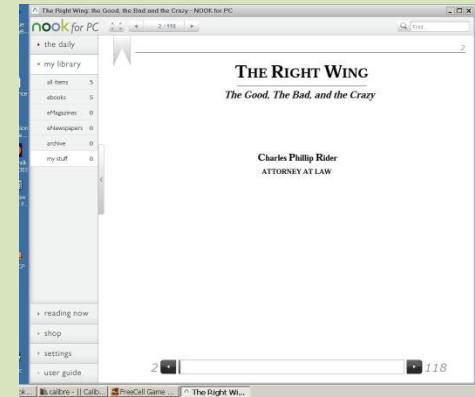
Kindle Previewer



Kindle for PC



Nook for PC

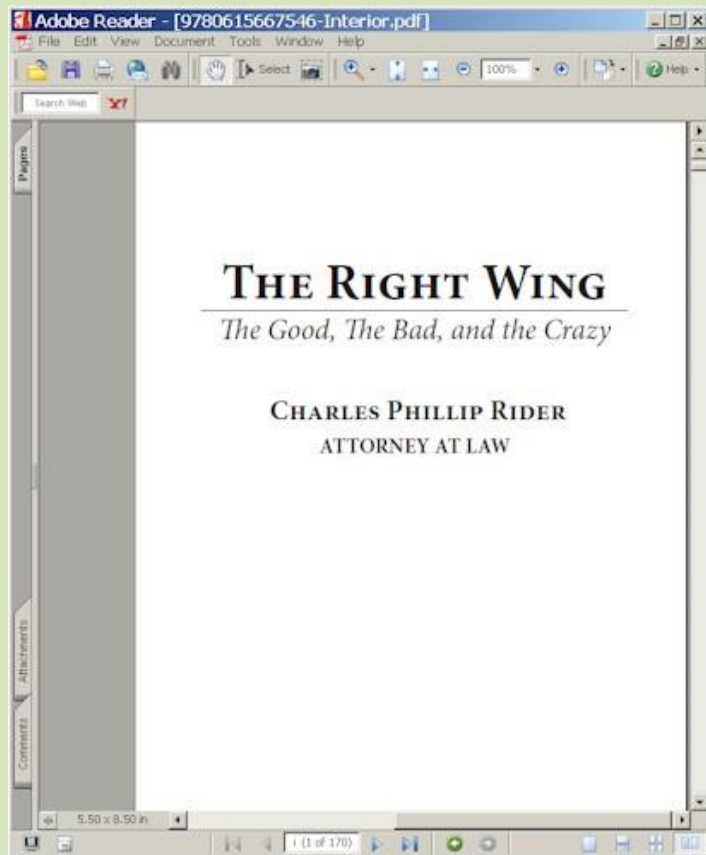


Conversion Process

NOT recommended

- Do Not upload to vendor as Word doc (unless you fully understand inner workings of Word and Word Styles)
 - If you do, use Word 2003 (.doc, NOT .docx)
 - Save as Word 2003

Printer File: PDF



- PDF format NOT recommended:
- Fixed layout
 - Text not reflowable
 - Zoom in and out
 - Horizontal scrolling

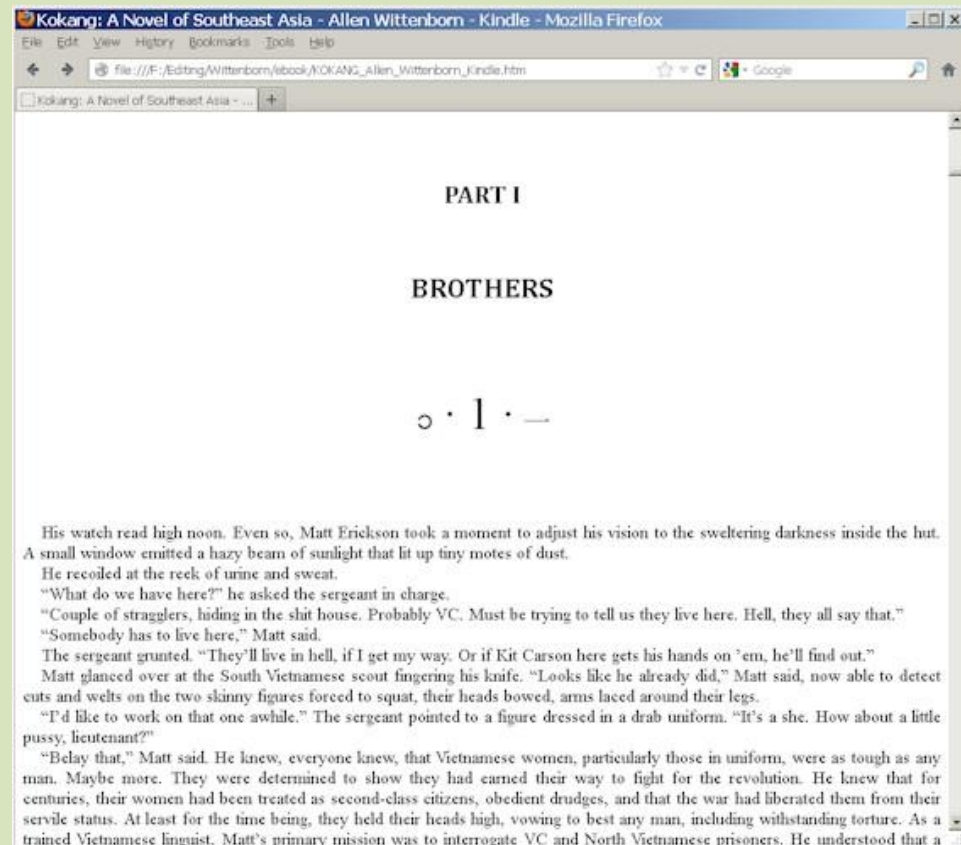
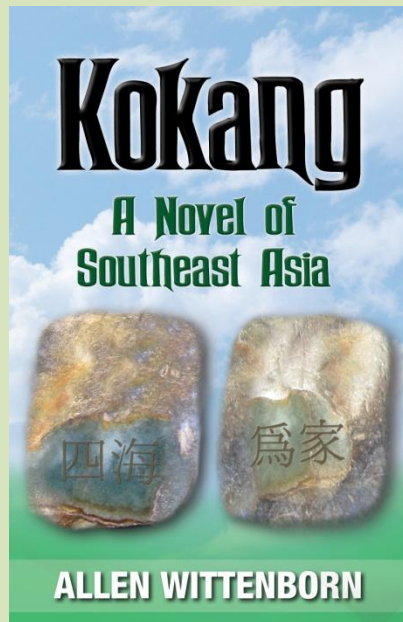
Conversion Process

Recommended

1. Format in Word 2003: Styles, TOC (or InDesign)
2. Export as Webpage (html, filtered) (or .epub)
3. View/test HTML in Web browser
4. Edit HTML: stylesheet, formatting errors
5. Convert to .epub in Calibre
6. Preview in Kindle Previewer, K/PC, Nook/PC
7. Final edit (HTML editor or Sigil)
8. Sideload into e-reader
9. Upload to vendor

Polishing Your Prose

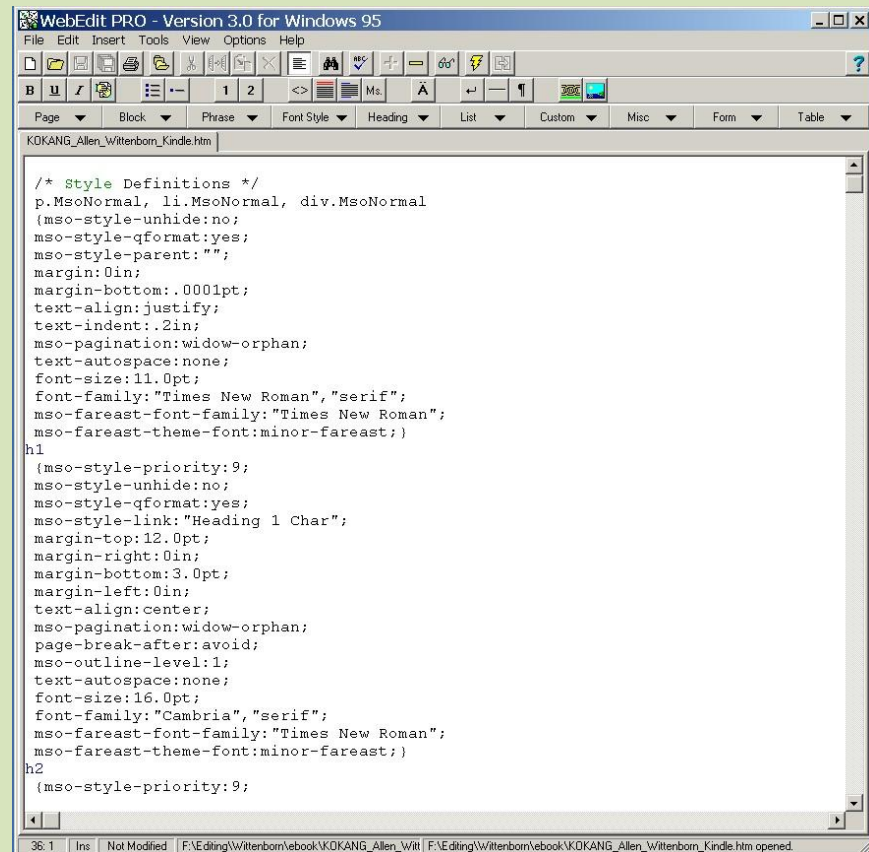
First Look: Web Browser



Polishing Your Prose

Editing: HTML

HTML Editor: Styles



```
/* Style Definitions */
p.MsoNormal, li.MsoNormal, div.MsoNormal
{mso-style-unhide:no;
mso-style-qformat:yes;
mso-style-parent:"";
margin:0in;
margin-bottom:.0001pt;
text-align:justify;
text-indent:.2in;
mso-pagination:widow-orphan;
text-autospace:none;
font-size:11.0pt;
font-family:"Times New Roman","serif";
mso-fareast-font-family:"Times New Roman";
mso-fareast-theme-font:minor-fareast;}

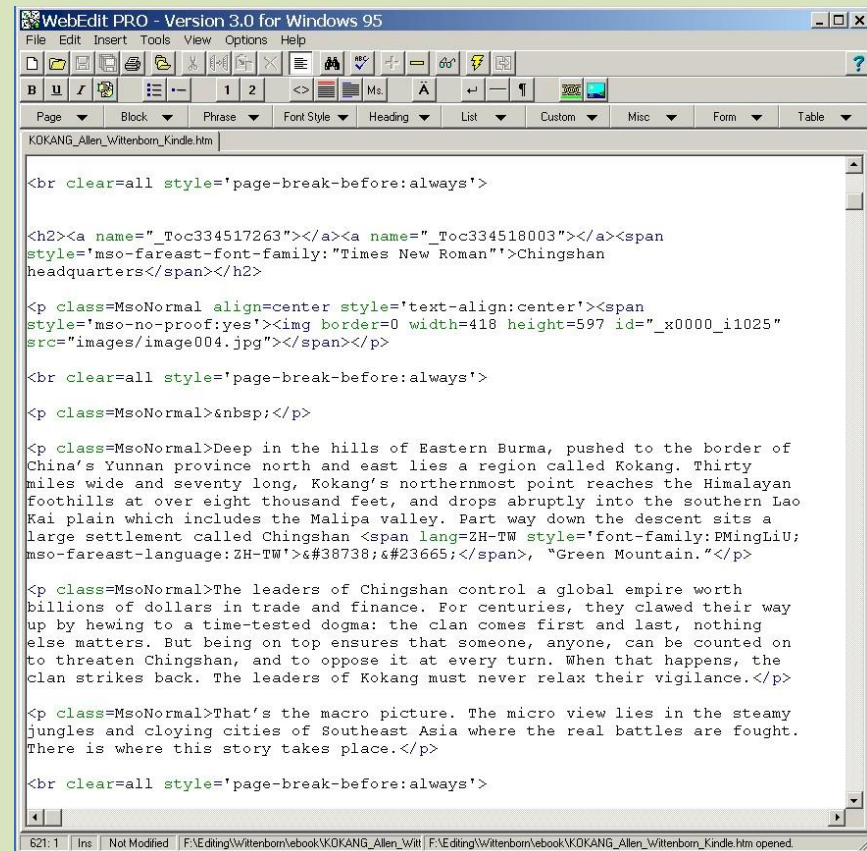
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mso-style-unhide:no;
mso-style-qformat:yes;
mso-style-link:"Heading 1 Char";
margin-top:12.0pt;
margin-right:0in;
margin-bottom:3.0pt;
margin-left:0in;
text-align:center;
mso-pagination:widow-orphan;
page-break-after:avoid;
mso-outline-level:1;
text-autospace:none;
font-size:16.0pt;
font-family:"Cambria","serif";
mso-fareast-font-family:"Times New Roman";
mso-fareast-theme-font:minor-fareast;}

h2
{mso-style-priority:9;
```

Polishing Your Prose

Editing: HTML

HTML Editor: Body



```
<br clear=all style='page-break-before:always'>

<h2><a name="_Toc334517263"></a><a name="_Toc334518003"></a><span
style='mso-fareast-font-family: "Times New Roman"'>Chingshan
headquarters</span></h2>

<p class=MsoNormal align=center style='text-align:center'><span
style='mso-no-proof:yes'></span></p>

<br clear=all style='page-break-before:always'>

<p class=MsoNormal>&nbsp;</p>

<p class=MsoNormal>Deep in the hills of Eastern Burma, pushed to the border of
China's Yunnan province north and east lies a region called Kokang. Thirty
miles wide and seventy long, Kokang's northernmost point reaches the Himalayan
foothills at over eight thousand feet, and drops abruptly into the southern Lao
Kai plain which includes the Malipa valley. Part way down the descent sits a
large settlement called Chingshan <span lang=ZH-TW style='font-family:PMingLiU;
mso-fareast-language: ZH-TW'>&#38738;&#23665;</span>, "Green Mountain."</p>

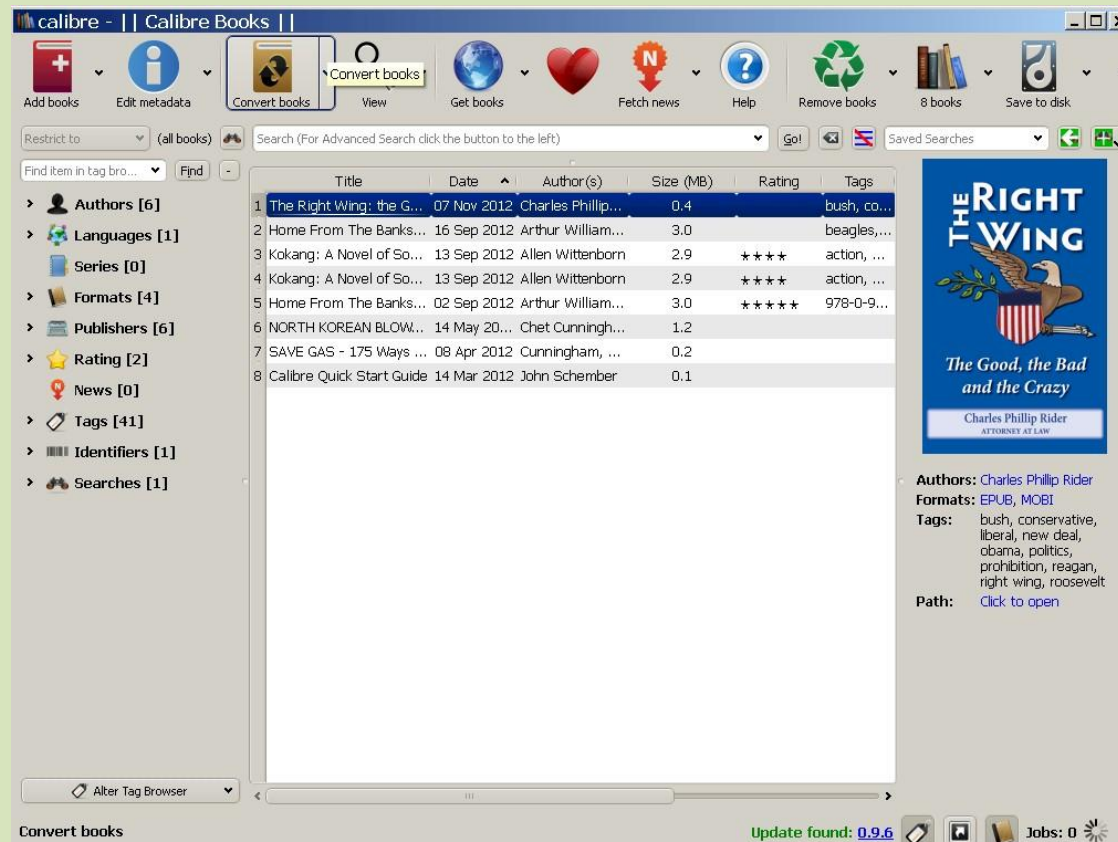
<p class=MsoNormal>The leaders of Chingshan control a global empire worth
billions of dollars in trade and finance. For centuries, they clawed their way
up by hewing to a time-tested dogma: the clan comes first and last, nothing
else matters. But being on top ensures that someone, anyone, can be counted on
to threaten Chingshan, and to oppose it at every turn. When that happens, the
clan strikes back. The leaders of Kokang must never relax their vigilance.</p>

<p class=MsoNormal>That's the macro picture. The micro view lies in the steamy
jungles and cloying cities of Southeast Asia where the real battles are fought.
There is where this story takes place.</p>

<br clear=all style='page-break-before:always'>
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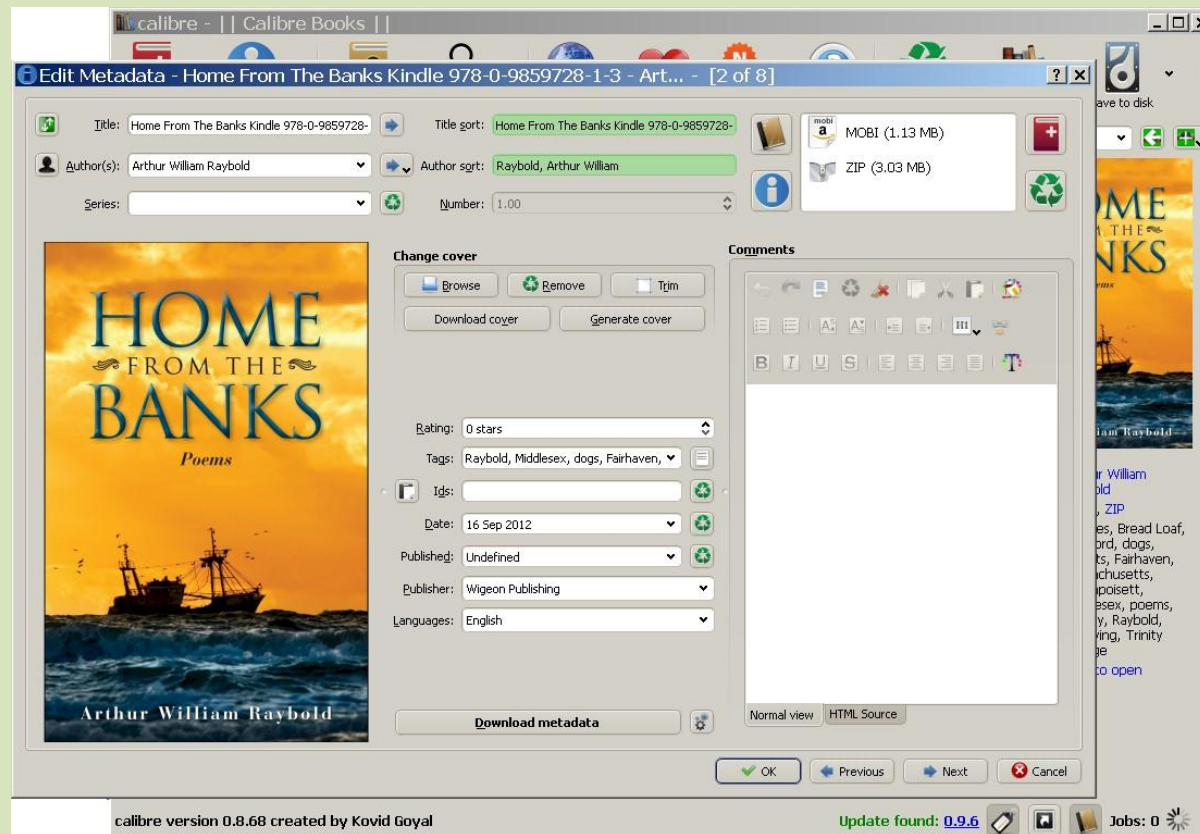
Polishing Your Prose

Conversion: Calibre



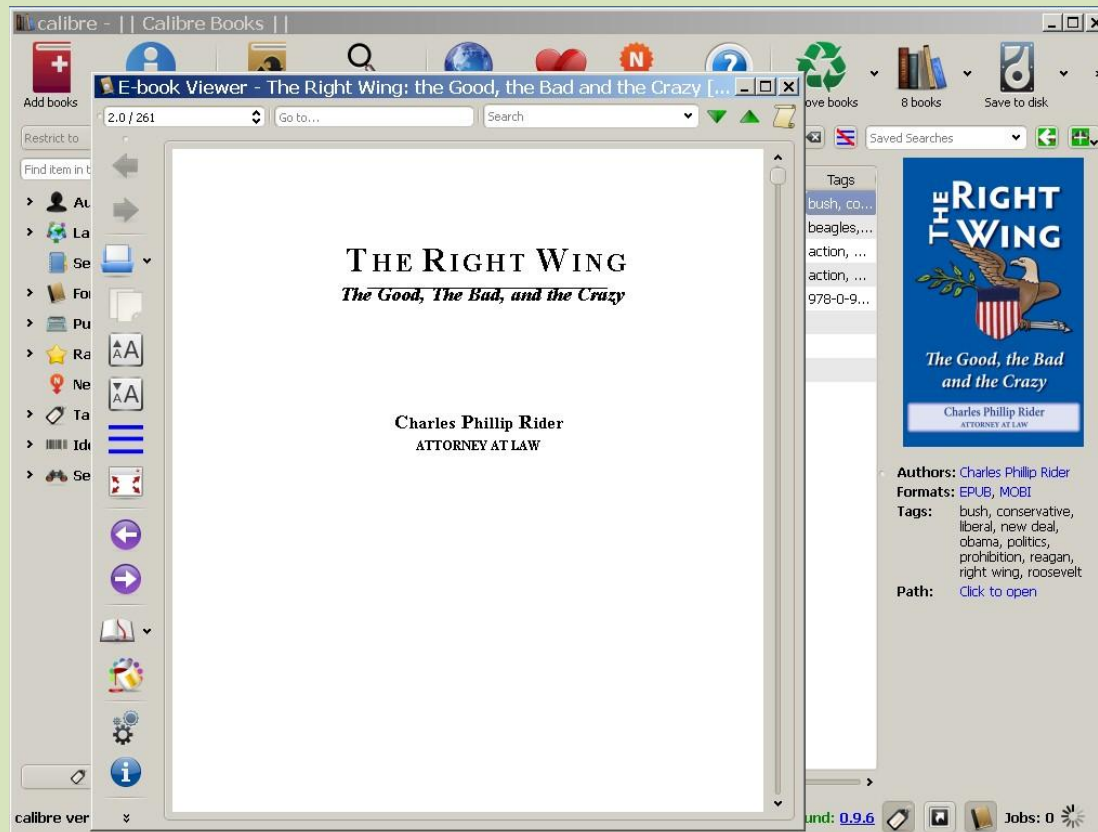
Polishing Your Prose

Calibre: Metadata



Polishing Your Prose

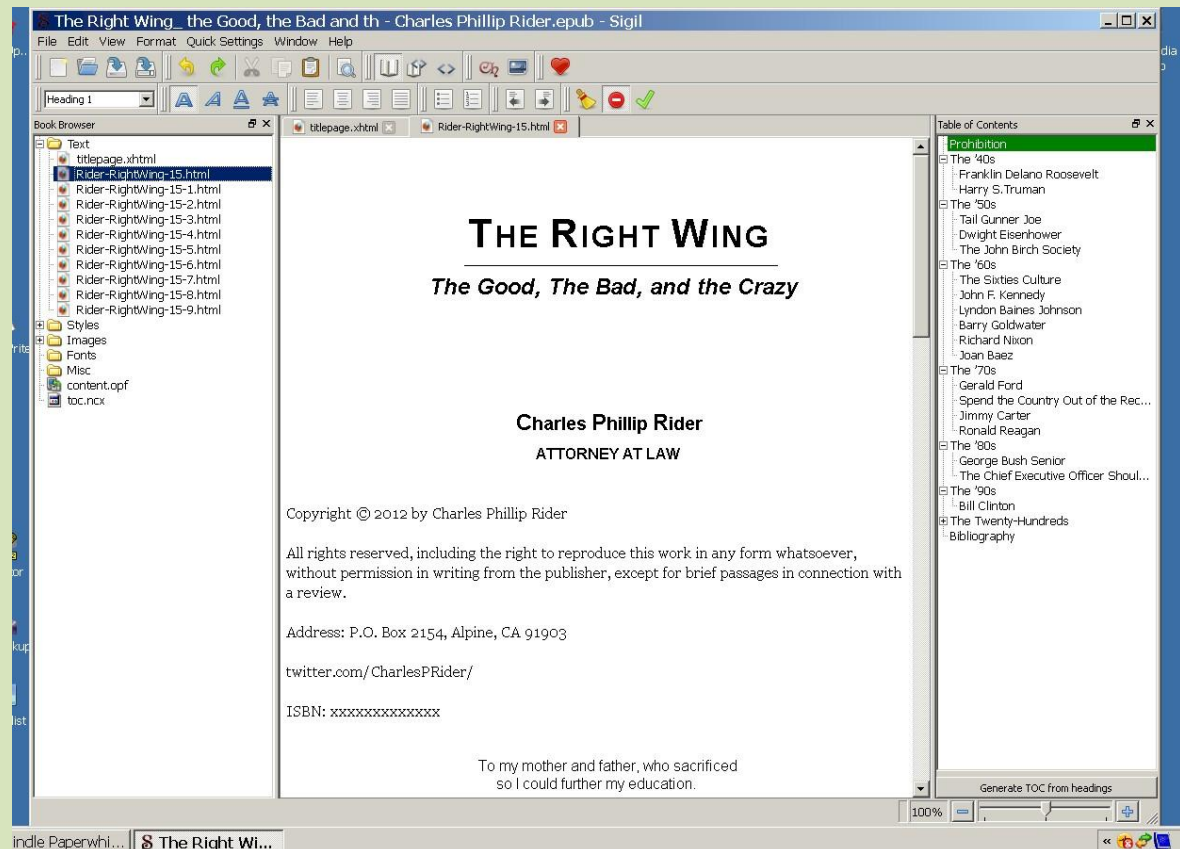
Calibre: Viewer



Polishing Your Prose

Editing

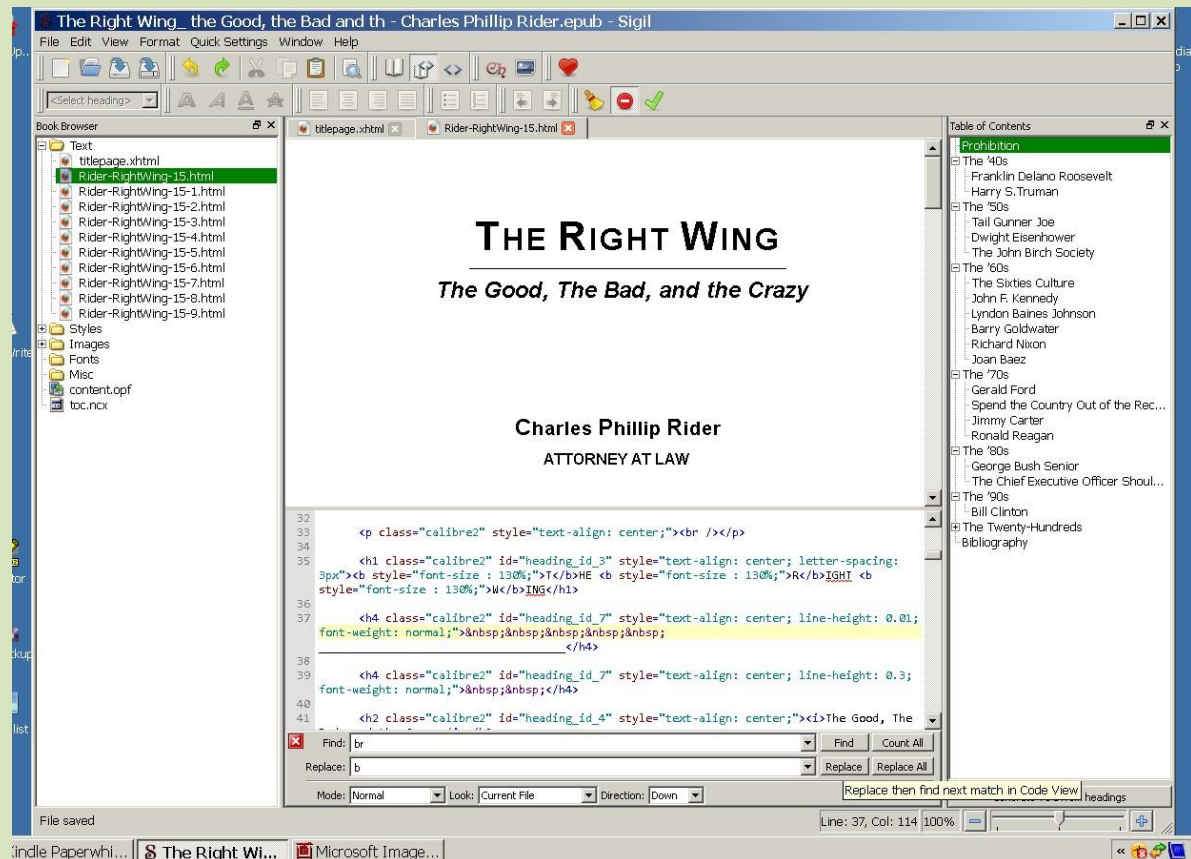
Sigil:
primary view



Polishing Your Prose

Editing

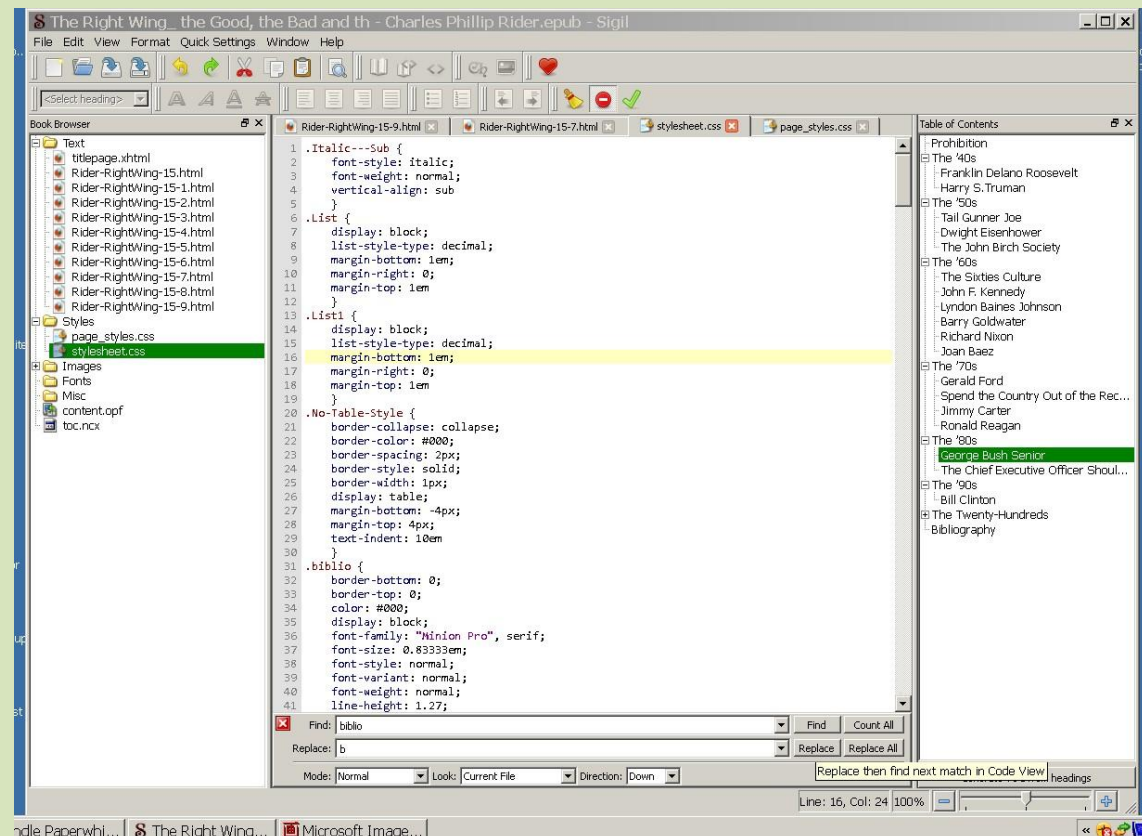
Sigil:
split screen



Polishing Your Prose

Editing

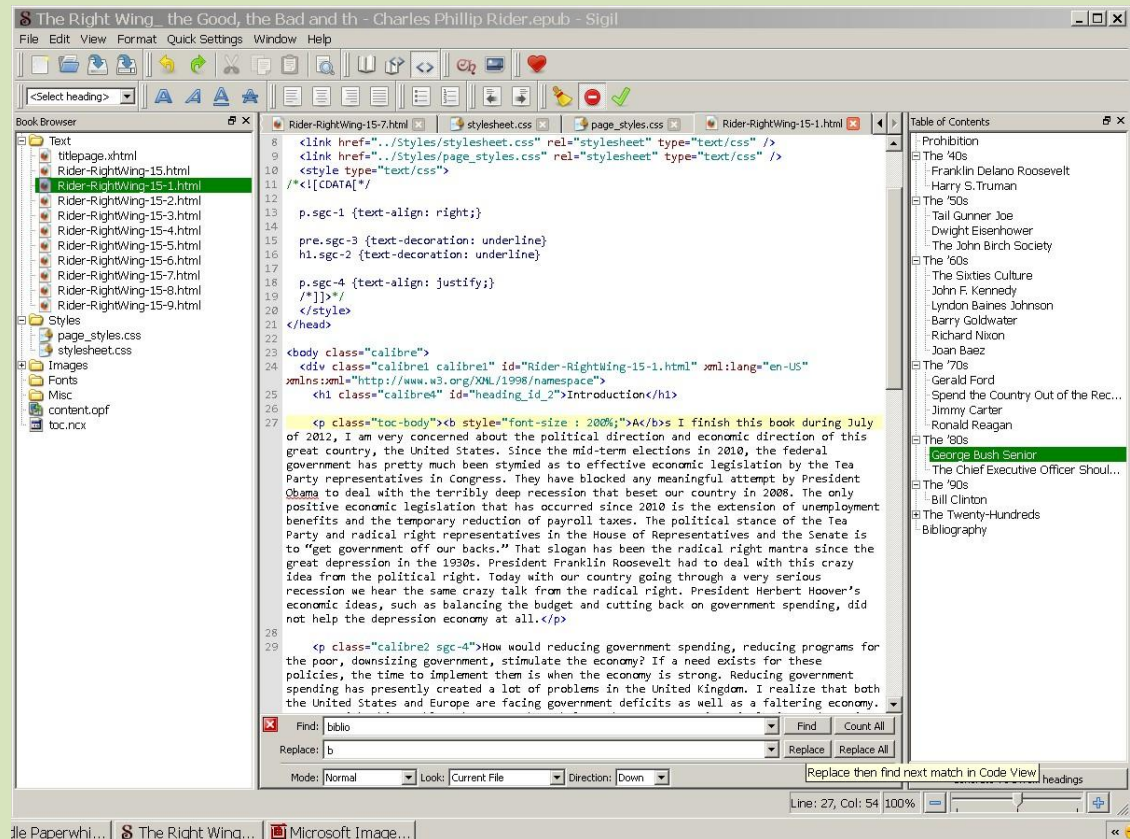
Sigil:
style sheet



Polishing Your Prose

Editing

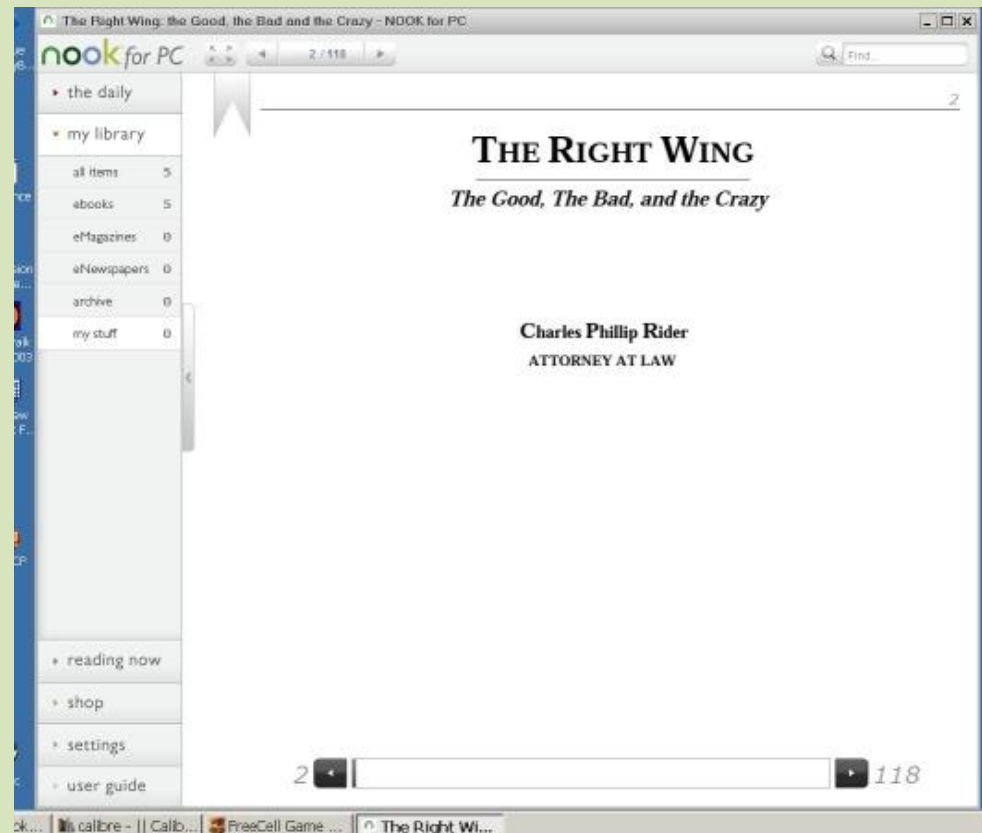
Sigil:
HTML view



Polishing Your Prose

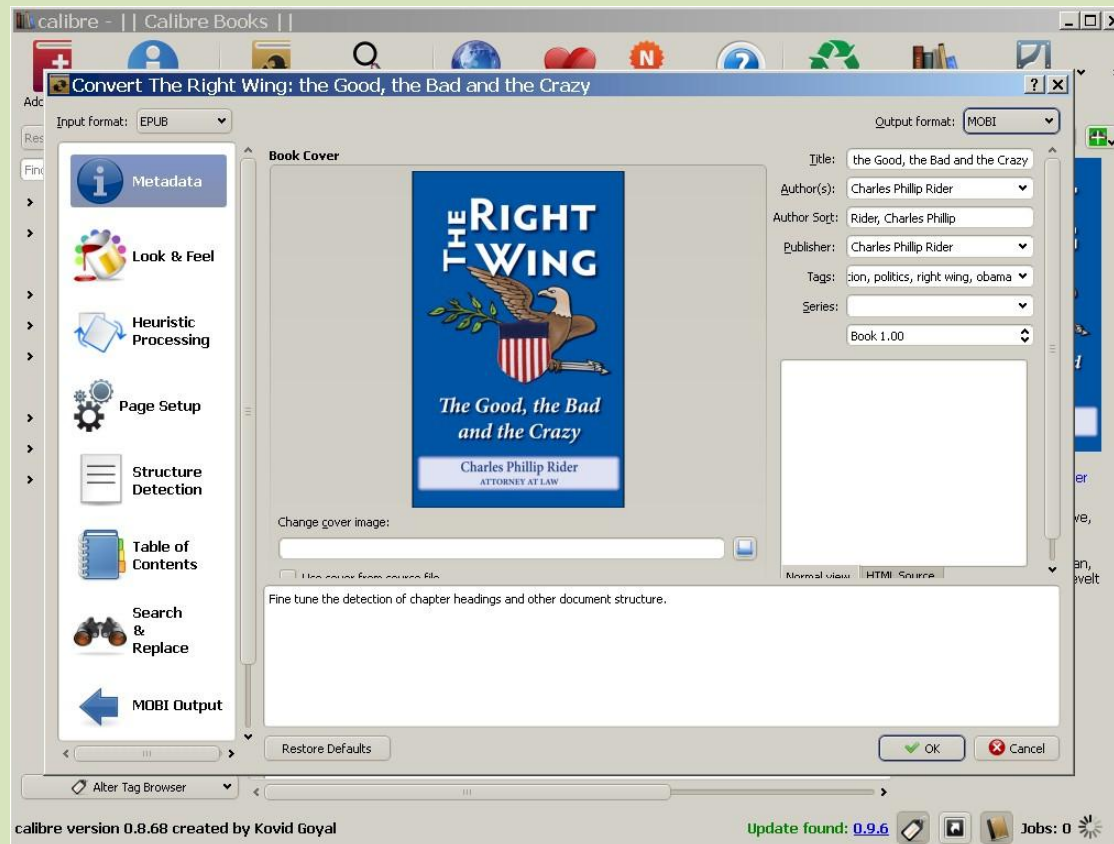
Testing

Nook for PC



Polishing Your Prose

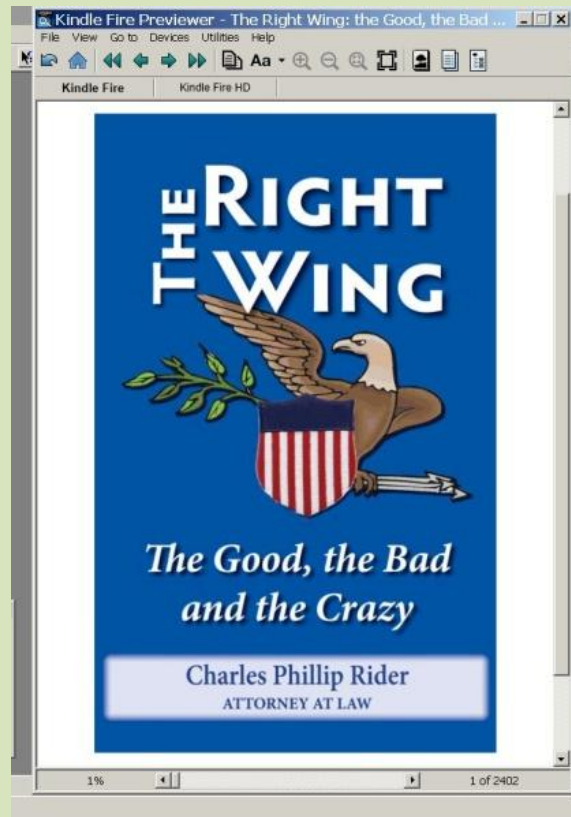
Conversion: Calibre > .mobi



Polishing Your Prose

Testing

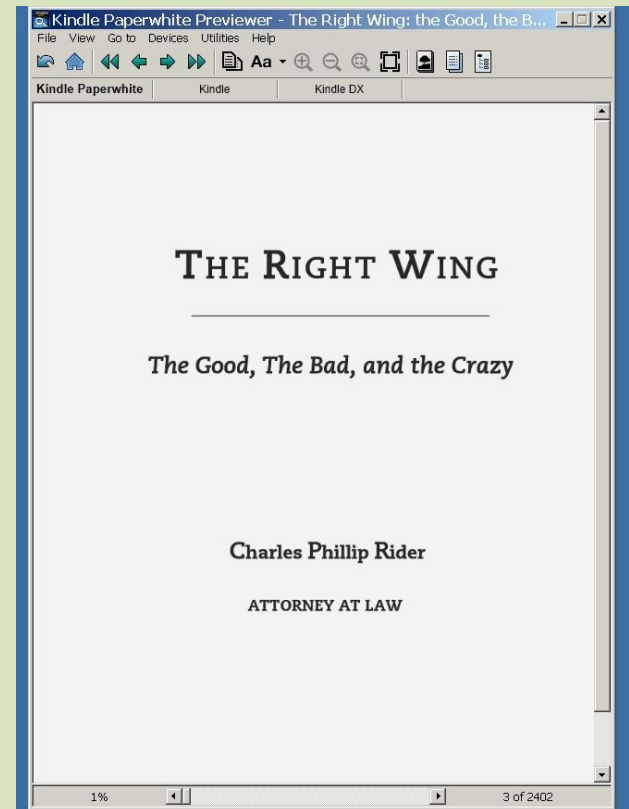
Kindle Previewer



Polishing Your Prose

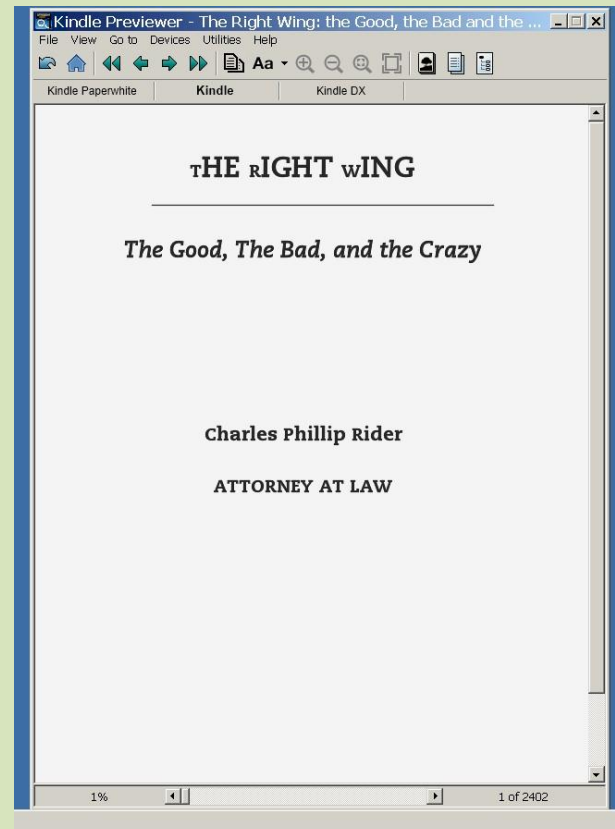
Testing

Kindle Preview: Paperwhite



Testing

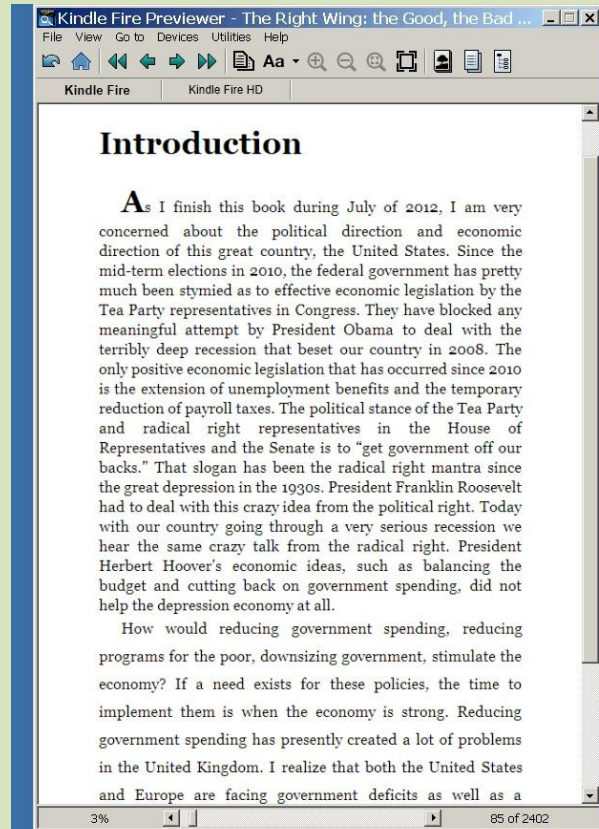
Kindle DX Preview



Polishing Your Prose

Testing

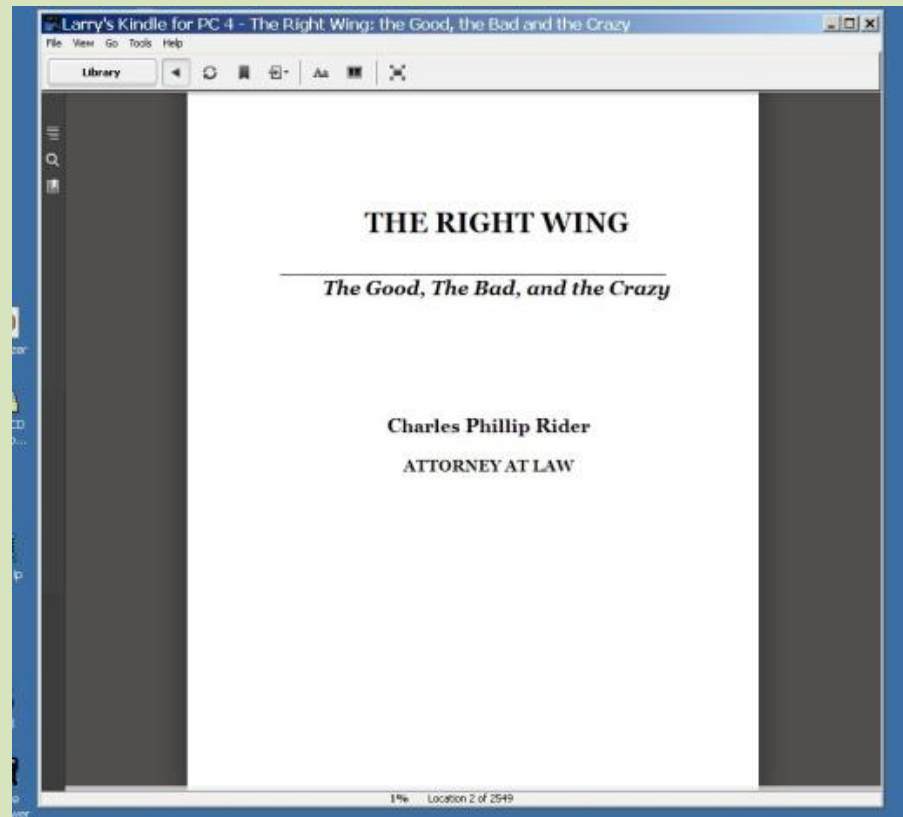
Kindle Fire Preview



Polishing Your Prose

Testing

Kindle for PC



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

Final Format

Moral of the Story

Styles, Styles, Styles

Format for the lowest common denominator.

Thank You

Questions?