

# Publishing an Ebook Worksheet

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*This is the worksheet for July's seminar, which you can find in audio and transcript forms at: [www.writershuddle.com/seminars/july2012](http://www.writershuddle.com/seminars/july2012)*

## Key Points from the Seminar

In the seminar, we cover the publishing aspects of ebooks (not writing, editing or marketing). You need to:

### Figure Out Your Goal

You might be aiming to:

- Make money from your ebook in the form of royalties
- Use your ebook as a source of leads/referrals for your business
- Get your work out there for the world
- Prove to agents/publishers that there's an audience for your work

Your goal will shape all your decisions, so get clear about it up-front.

### Creating a .pdf Ebook

The .pdf format is commonly used for specialised ebooks sold through websites/blogs. It's also used for free ebooks that are given away (e.g. as an incentive to join a newsletter list).

In Microsoft Word 2010, the ability to save as .pdf is built-in.

In Word 2007, you may need to download this add-in so you can save as .pdf:

### Creating an .epub or .mobi Ebook

Most ereaders use the open .epub format. Amazon's Kindle can read .mobi files, and also uses the proprietary .azw format (based on .mobi).

If you want to create your own .mobi and .epub files, e.g. to sell from your website, then you can use Calibre:

<http://calibre-ebook.com/>

If you just want to sell through online estores, you don't need to do the file conversion yourself. You can:

- Save your Word document as *HTML, filtered* and upload it to Amazon's KDP (Kindle Direct Publishing). Amazon will create the .azw file.

Note you can also upload a Word file to Amazon, but you may not get perfect results.

- Format your Word document for Smashwords, and upload it. Smashwords will convert it to several formats, including .epub, .mobi and .pdf.

You'll need to follow the Smashword's Style Guide, here:

[www.smashwords.com/books/view/52](http://www.smashwords.com/books/view/52)

## Cover Design

Great cover design matters. If you're doing it yourself, take a look at these examples (with commentary) – see what works and what doesn't:

<http://pinterest.com/popularsoda/the-importance-of-ebook-covers>

If you can afford it, pay a professional designer to create your cover. Budget around \$100 - \$150 for this.

## Pricing

Specialist .pdf ebooks can be highly priced, e.g. my Blogger's Guides ([www.bloggers-guides.com](http://www.bloggers-guides.com)) are priced at \$29 each or \$57 for all three. (Note, if you want to buy them, use your discount code on the Welcome page here:

[www.writershuddle.com/welcome](http://www.writershuddle.com/welcome))

If you're selling a novel, or an ebook aimed at the mass market, you'll want to price it somewhere between \$0.99 and \$9.99 (this is what Amazon requires).

Amazon's royalty structure means that:

- You get 35% royalties on ebooks priced \$0.99 - \$2.98, and \$10.00+
- You get 70% royalties on ebooks priced \$2.99 - \$9.99.

You cannot list an ebook for free on Amazon unless you join their KDP Select program, which requires making your ebook exclusive to Amazon for 90 days.

You can list an ebook for free on Smashwords. (Or you can give it away for free from your own site.)

### Four Things to Keep in Mind

1. It's a step-by-step process. If you get stuck at any point, look online for advice – or pay for help.
2. Good formatting is important. Use the Microsoft Word mini-course in the Huddle to get to grips with styles: [www.writershuddle.com/mini-word-intro](http://www.writershuddle.com/mini-word-intro)
3. Start small. You might try a free .pdf ebook first – or experiment with self-publishing on a blog.
4. Ebooks are here to stay. Now is a great time to get on board!

## Further Resources

[Word Mini-Course](#) – if you haven't tried the On Track course yet, give it a go: it's designed to help you make progress with a big project, like a novel.

[Let's Get Digital: How to Self-Publish and Why You Should, by David Gaughran](#) – I reviewed this book here: [www.aliventures.com/indie-author-ebooks](http://www.aliventures.com/indie-author-ebooks)

[Kindle Formatting](#) – lots of free advice, plus an ebook you can buy. Possibly over-kill as Amazon have improved their formatting process.

[Kindle Direct Publishing \(KDP\)](#) – this is where you can self-publish your ebook on Amazon. Free to use – Amazon take royalties once you start selling.

[Smashwords](#) – allows you to publish your ebook on Smashwords itself, and through several major online stores. They take royalties once you start selling.

[BookBaby](#) – ebook conversion/publishing services. I've heard good things about them, but haven't personally used them.