



## **E-BOOK FORMATTING FOR EDITORS 101**

**Instructor: Susan K. Stewart**

### **Course Outline**

#### **Course Description**

Your clients are writing books specifically for e-book distribution. You may wonder what that has to do with you as an editor. You can help them by knowing the process and being able to answer their questions. E-book Formatting for Editors 101 covers the basics about e-publishing including types of e-books, formatting details, pricing, distribution, marketing, and more. In this course, we will prepare a manuscript to upload to Kindle Direct Publishing. While learning the steps to making an e-book, you will also learn how a manuscript for an e-book is different from a print book. Plus, tips to edit manuscripts to help your client e-publish with ease.

#### **Lesson 1: A Brief History**

- Micro-History
- Changes in File Formats

#### **Lesson 2: Steps to a Good E-book**

- Write a Good Book
- Edit a Good Book
- Create a Good Cover
- Consider the Reader

#### **Lesson 3: Decisions to Make**

- Book Information
- Bio, Endorsements, and Reviews
- Set-up Accounts
- Sharing
- Exclusivity

#### **Lesson 4: E-book Fundamentals**

- Elements of the book
- Begin at the Beginning

## **Lesson 5: Next Steps in Formatting**

- Formatting for Conversion
- Front Matter
- Now the Small Details

## **Lesson 6: Formatting the Details**

- Hyperlinks
- Building the Table of Contents
- Footnotes
- Graphics
- Fixed-Layout Books

## **Lesson 7: Publishing**

- File Type
- File Preparation
- File Upload

## **Lesson 8: Other E-book Formats**

- EPUB E-books
- Conversion Preparation
- EPUB Conversion Process
- Uploading to Distributor
- PDF E-book
- From E-book to Print

## **Lesson 9: Distribution Methods**

- Directly from Amazon, Apple Books, Barnes & Noble
- Selling Directly from a Website
- In Person

## **Lesson 10: Pricing and Marketing**

- Pricing
- Marketing