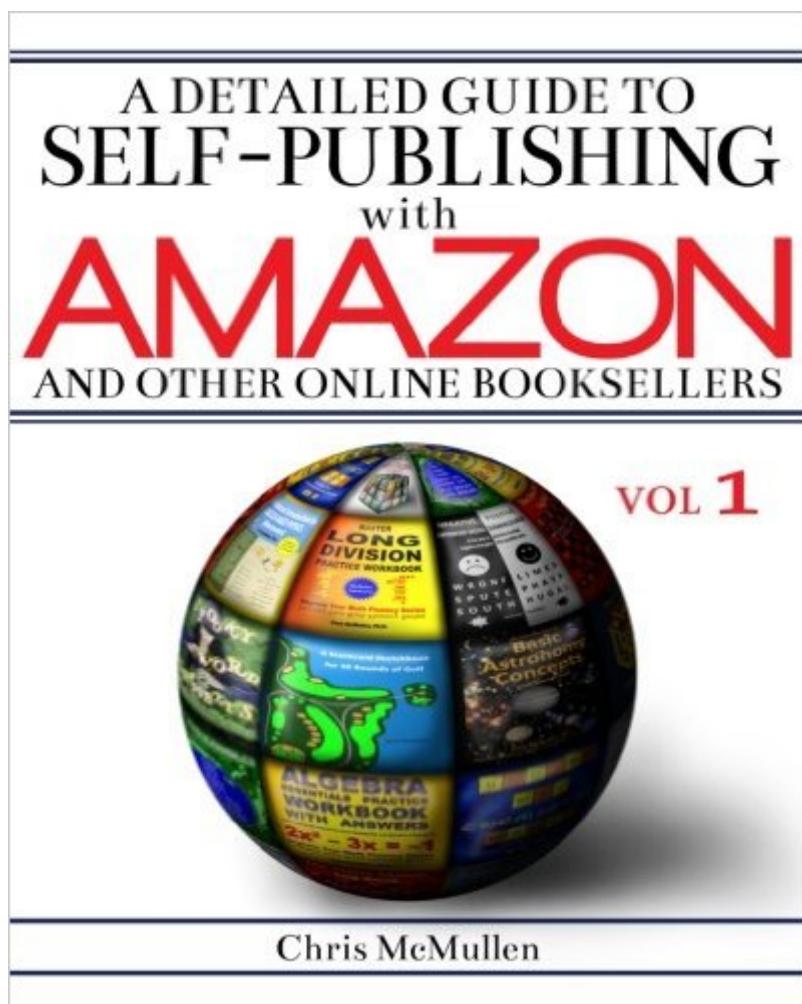


The book was found

A Detailed Guide To Self-Publishing With And Other Online Booksellers: How To Print-on-Demand With CreateSpace & Make EBooks For Kindle & Other EReaders



Synopsis

BRIEF DESCRIPTION: The book is both highly informative (like describing how to set the margins with bleed, including the gutter, and listing the pixel sizes of different brands of eReaders), yet also focused on useful formatting and publishing skills. The paperback edition includes a comprehensive, 18-page index to help you quickly find information. This is a highly detailed guide with several step-by-step instructions for how to format and publish your book both as a paperback book with (and other major online booksellers) and as an eBook with Kindle (and a variety of other eReaders). With this reference as a guide, you can self-publish a quality manuscript with ease.

AUTHOR: Chris McMullen has written and self-published over a dozen paperback books and eBooks. This book also was self-published using the same techniques that are described here.

Chris McMullen shares numerous useful formatting tips in clear language with precise, detailed instructions.

NOTES: The formatting instructions of Volume 1 are geared specifically toward using

Microsoft Word 2010 (which is similar to Word 2007 and 2013) for Windows. In contrast, Volume

2--sold separately--on marketing and marketability has very little to do with Microsoft Word. The

paperback instructions are largely geared toward CreateSpace, while the eBook instructions

accommodate Kindle and other eReaders.

DESCRIPTION: Find highly detailed try-it-yourself, walk-you-through-it tutorials for how to use Microsoft Word 2010 (which is similar to Word 2007 and 2013) specifically with Windows to publish your book both as a paperback book and as an eBook.

This includes: How to use numerous formatting features (like page borders and bookmark

hyperlinks). (A couple of more subtle formatting tips, like using different page headers or page

numbering styles or how to avoid widows and orphans, are described in Volume 2--sold

separately.) How to convert the content file for your paperback book into an eBook. (A couple of

subtle formatting tips, like applying Word's Styles to achieve more reliable formatting or using very

basic HTML to perfect the eBook, are described in Volume 2--sold separately.) How to format

pictures and equations in an eBook with a variety of eReaders in mind. How to minimize the eBook's

file size. How to draw your own pictures from scratch. How to create your own cover. (Volume 1

discusses how to make the cover, while Volume 2--sold separately--discusses the art of cover

design and its impact on marketability at length. Volume 2 also discusses the pros and cons of

hiring a cover designer, including tips for doing so.) How to insert and format equations.

VOLUME 1 CONTENTS: Choosing a Publishing Service. Formatting Your Book Interior. Creating a Book

Cover. Self-Publishing Your Book. Volume 2 (sold separately) covers editing your proof, marketability

tips, cover design, creating author pages, useful tips about and other booksellers, and marketing

strategies. Updated May 12, 2014.

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A Detailed Guide to Self-Publishing with and Other Online Booksellers Vol. 1 by Chris McMullen is an accurately titled guide that provides in-depth instructions on the self-publication process. When I bought this guide, I was looking for tips on two issues: pricing of my books, and marketing strategies. This guide provides a ton of useful information on the former, but leaves the latter topic to volume two of the series. The author is a professor at a university who self-publishes his works via Createspace for print, and also publishes electronically via Kindle Publishing and other major ebook formats. What strikes me, when I started reading, is the author's ability to impart information in a very casual, conversational manner. As an educator by trade, his mind is automatically trained to impart information in digestible portions to his readers. This is an important point to note, because a first time publishing author can read this guide, and use it to publish his work. This book is broad in the range of topics covered, but the author is able to discuss the material in a way that readers can easily follow. The author uses Microsoft Word, and he provides an in-depth discussion of the differences between versions 2003, 2007, and 2010, and how to use the tools and formats to create a variety of books. He also discusses the use of illustrations, and the differences that each online publisher has regarding image sizes. For me personally, the most important topic is pricing, and the author does not disappoint me in this subject. He discusses your expected royalty from each publisher, and goes through the numbers in great depth.

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