**THE NUTS & BOLTS OF BOOK FORMATTING AND DISTRIBUTION**

Turning your raw manuscript into a finished product. This one-hour session will cover uploading your book to Amazon, Barnes & Noble, Kobo and iBooks.

**THE FORMATS**

* **ePub:** standard format for digital books, this is the format sold by all retailers except Amazon, and read by all major devices except Kindles
* **mobi:** base format sold at Amazon and read by all Kindle devices, apps, softwares
* **pdf:** the format used to create print interiors for print on demand
* **Other formats** you can upload: docx, doc, odt, html, rtf

**HOW EBOOKS ARE DIFFERENT FROM PRINT BOOKS**

* eBooks use dynamic text allowing the reader to choose layout options
* Print books are fixed so "what you see is what you get"
* Hidden text and HTML can cause errors
* Conversion to ebook formats can be tricky

**FORMATTING AND CONVERSION OPTIONS**

* DIY Softwares that will produce an ePub file (some will also make mobi):
  + Atlantis Word Processor Jutoh
  + Scrivener Calibre
  + Sigil
  + *Mac only products*
  + Vellum LegendMaker
  + Pages iAuthor
* DIY Softwares that will convert ePub to mobi:
  + KindleGen
* You can upload to some sites, and they'll convert
  + Kobo
  + Draft2Digital
* Hire a professional formatter
  + Learn enough to test the files
  + Learn to upload and manage your books on the retailers

**DIRECT DISTRIBUTION OPTIONS**

• Amazon’s Kindle Direct Publishing (KDP): <https://kdp.amazon.com>

• Barnes & Noble’s NOOK Press: <https://www.nookpress.com/support>

• Kobo’s Writing Life: <https://writinglife.kobobooks.com>

• Apple’s iTunes Connect: <http://www.apple.com/itunes/sellcontent/>

• Google Play Books Partner Center: *New publisher signups are temporarily closed.* <https://support.google.com/books/partner/checklist/4489282>

**CONSOLIDATED DISTRIBUTION OPTIONS**

• Draft 2 Digital <http://www.draft2digital.com>

• Smashwords <http://www.smashwords.com>

• Pronoun <http://www.pronoun.com>

**PRINT BOOK DISTRIBUTION OPTIONS**

• Amazon’s CreateSpace: <https://www.createspace.com>

• Barnes & Noble's NOOK Press: <https://print.nookpress.com>

• Ingram Spark: <https://www.ingramspark.com>

**GET STARTED!**

**Set Up Your Publisher Accounts**

* Do this well in advance of when you plan to release a book.
* Name that you want the account under
* Tax ID number, either SSN, EIN or ITIN
* PayPal or bank routing information (so they can deposit your payments)
* Study the dashboards and what merchandising programs they offer
* Some programs are exclusive (KDP Select) or time-bound (Kobo Plus)

**Prepare for Uploading**

* Book file
* Cover art to meet retailer requirements
* Metadata
* Figure out your pricing
* The DRM question
* The ISBN question

Visit the Self-Publishing section on our website:

<http://www.authorems.com/self-publishing/>