

A Short Guide To Preparing Your Files

for eBookIt.com's Free ePub Conversion Service

Introduction

Here at eBookIt.com, we've been offering professional conversion services since day one. While there's no replacement for the "polish" of a professionally done, page-by-page conversion prepared by one of our expert formatting specialists, if budget is a concern, our free conversion service is ideal for those clients with moderate technical skills, who have fairly simple books, and who don't mind rolling up their sleeves and perhaps putting up with some trial and error (especially if it means you can save a buck).

The purpose of this short guide is to give you necessary adjustments you might need to make to your source file (your Word document) in order to submit it to eBookIt.com for our automated conversion.

Limitations of Automated Conversion

While a professional conversion allows a human being who specializes in eBook conversion to review your file page-by-page, and make specific formatting decisions so that your book's content will translate smoothly to eBook formats, an automated conversion—meaning, a conversion that's generated using computer software—does not allow the same degree of flexibility in your book's layout and design. Therefore, it may be necessary to simplify certain elements of your book, and make adjustments to ensure a smooth conversion.

If you are already familiar with reading eBooks on a Kindle, iPad, Nook, etc., then the following suggestions will probably make sense to you. If you are new to eBooks, you might wish to take a moment to review our free ebook, [Will My e-Book Look Just Like My Printed Book?](#) (available as a free download in PDF, EPUB and MOBI formats).

A Note About The Examples and Instructions in this Guide

The instructions and screenshots in this guide are specific to Microsoft Word for Mac 2011, however other versions of Word should be similar, and other word processors should have similar functionality. Please refer to the support resources or customer service available from the provider of your software for further assistance.

What Kind of Source File Can I Submit?

Our Free ePub Conversion Service can accept .docx files. If you have a PDF, we can provide our [professional conversion service](#). If you have another file type, feel free to [check with us](#).

The Show/Hide Button: *What Are All These Crazy Symbols in My Document, And Will They Show Up In My eBook?*

If you are viewing your document, and wondering why you see funny-looking symbols and tiny dots between every word, like this...

"It's bad about here," I told him. "You've been lying out on the meshes, and they're dreadful aguish. Rheumatic too." ¶

While you are expecting your text to look more like this...

"It's bad about here," I told him. "You've been lying out on the meshes, and they're dreadful aguish. Rheumatic too."

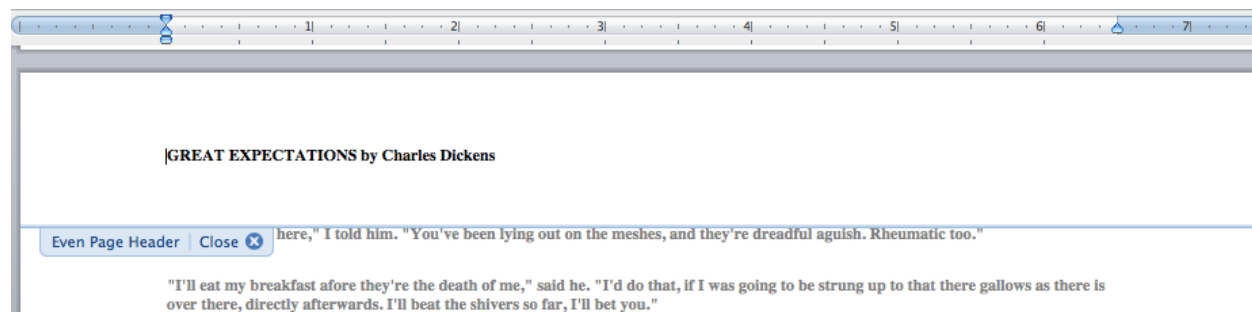
...then perhaps you have not yet been introduced to the Show/Hide button. On the toolbar in Word, if you click the Show/Hide button (it looks like this: ¶), it will toggle on and off the a feature that will show you paragraph breaks and other symbols related to formatting. It does not matter whether you submit the book to us with the button on or off, as the symbols themselves will not show in the converted eBook. However, the symbols do provide important information about how your book is formatted. Occasionally, we'll refer to certain things you'll need to do to apply formatting, and having the Show/Hide button "on" (so the symbols are showing) will make it a whole lot easier.

Remove Headers, Footers & Pages Numbers

Headers, footers and page numbers are not invited to the free ePub conversion party! If you have them in your file, they need to be removed.

To view and edit your headers, click View from the top menu of Word, and select Header and Footer. Delete any text entered in the header (top) or footer (bottom) of each page in your document. Be sure you've removed all headers and footers throughout the entire document, including any page numbers.

The following image shows what it looks like when you view the header in Word. Note that the regular text of the book is greyed-out (below the thick blue line), and the header (above the thin blue line) is displayed (in this case, book title and author). Delete anything in the header, throughout the entire book.



Similarly, the next image shows the footer of the page, with the text above the footer greyed

out, and a page number on the left. Be sure all page numbers, and anything else in the footer, is removed from the entire document.

Use Heading Styles

Each new page starting a new chapter must always begin with text at the very top of the page. Typically, authors may include a chapter number, and sometimes a chapter name:

Chapter I: How It All Began

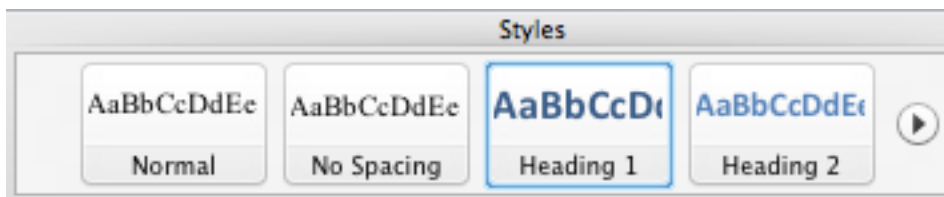
My father's family name being Pirrip, and my Christian name Philip, my infant tongue could make of both names nothing longer or more explicit than Pip. So, I called myself Pip, and came to be called Pip.

For those Dickens fans who know that Great Expectations has only chapter numbers—not chapter name—please excuse our (ab)use of creative license, for the sake of example.

If you want to add a graphic or image to the chapter page, it must go beneath the title of the chapter, not above.

In order to ensure the automated conversion will produce a “navigable” ebook, you must use Styles for each chapter heading. If you’ve already applied specific formatting (font type, size, etc.) to each chapter heading, and you’d like to preserve it, skip to #5 below.

- 1) With your mouse, select the title of the chapter.
- 2) Click on Heading 1 in the Styles list (see screenshot below)



- 3) Microsoft Word will change the formatting of the chapter title, applying the Heading 1 style.

- 4) If you wish, you can alter the properties of Heading 1. Right-click on the Heading 1 button, and select “Modify...” You can then define the font type, size, color, and other properties for that Heading style. Click “OK” to save these changes.
- 5) If you’ve already formatted the chapter headings the way you would like them and you want to use that style throughout the entire book, highlight the heading with your mouse, right-click on “Heading 1” and select “Update Heading to Match Selection.” This will update Heading 1 to the formatting used in your selection, and any time you apply Heading 1 to other text, it will reflect the formatting you defined.
- 6) Be sure every chapter in your book has the Heading 1 style applied.
- 7) If your chapters have subheadings, you may use Heading 2, Heading 3, etc. to format those. This is only necessary if you wish to have these sections appear within the Table of Contents for the book.

You then need to tell Word to insert the Table of Contents on a blank page. For specific instructions how to do this, Google “create TOC Word” and look for instructions for your particular version.

First Line Indenting

While there are a few different ways that both print and ebooks represent breaks between paragraphs, by far the most common and professional way is through “first line indenting”, and with no space between each paragraph. In the example below, you’ll see that each paragraph begins on a new line, with an indent at the start of each paragraph. Notice also that there’s no space between each paragraph. Pick any given book off your bookshelf, and chances are, this is the way it will be formatted, as it is both efficient in terms of space, and relatively easy on the eyes. Note: if you do not wish to use first line indenting, and would prefer spacing between paragraphs, you may skip to the next section.

Text with first line indenting:

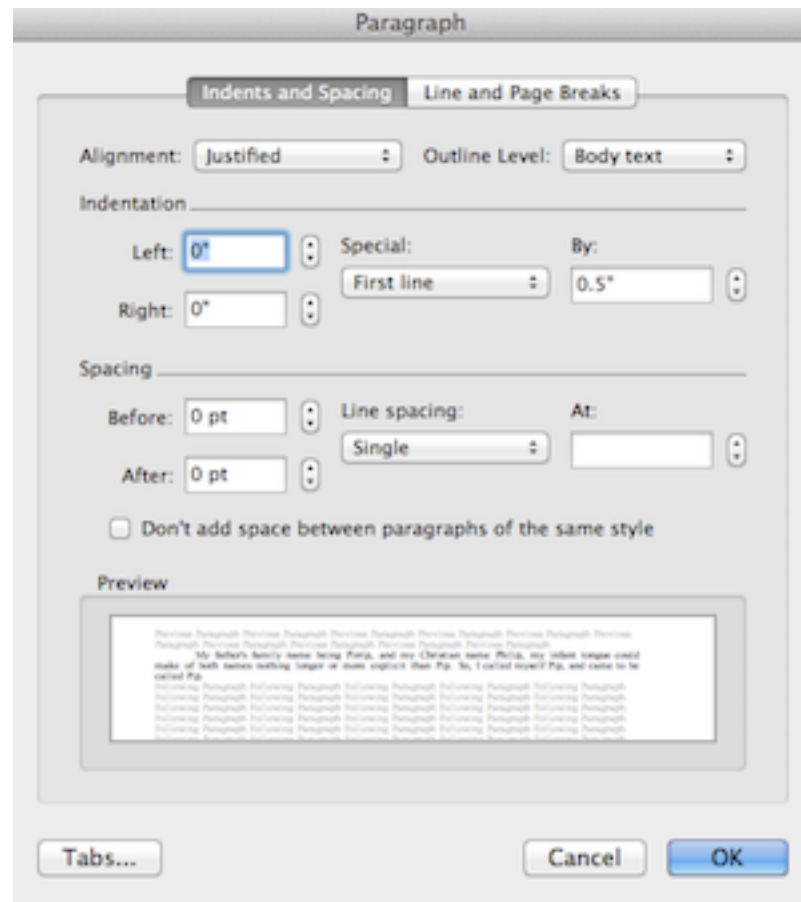
My father's family name being Pirrip, and my Christian name Philip, my infant tongue could make of both names nothing longer or more explicit than Pip. So, I called myself Pip, and came to be called Pip.

I give Pirrip as my father's family name, on the authority of his tombstone and my sister, Mrs. Joe Gargery, who married the blacksmith. As I never saw my father or my mother, and never saw any likeness of either of them (for their days were long before the days of photographs), my first fancies regarding what they were like were unreasonably derived from

It’s important that you set the first line indenting properly, using actual indents—not tabs!

- 1) Click Format, and select “Paragraph...”
- 2) On the “Indents and Spacing” tab of the dialogue box that appears, locate the Indentation section, and set “Special” to “First line”. Set the indentation to your preferred spacing (we recommend 0.5”).

- 3) To remove spacing between paragraphs, delete all paragraph breaks (the ¶ symbol, when you have the Show/Hide activated), and within the same dialogue box, set the Spacing “before” and “after” to “0 pt”, and select “Line spacing” as “Single”.

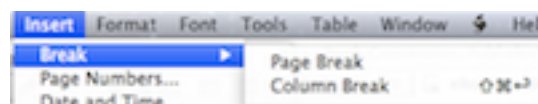


But What If I *Want* Space Between Paragraphs...?

While first line indenting to separate paragraphs is the most common, it may not be right for every book. Or may just not be your preference. No problem. You do not need to add first line indenting—just be sure that you do not add any tabs (e.g., hitting the tab key) for indenting. If you want space between paragraphs, instead of setting the “Spacing” - “After” to “0 pt”, you may set it to the amount you desire.

Insert Page Breaks

You’ll want to insert page breaks between each chapter, so that each chapters starts on a fresh, new “page”. Put your cursor after the end of the last sentence of a chapter, and click Insert at the top menu, select “Break”, and then “Page Break”. Do this for each chapter.

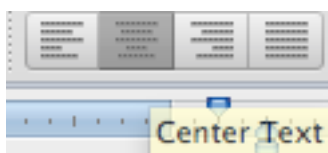


Adding Images

You can add images to your eBook, but please do not paste in images, and be sure to size them appropriately before adding them to your Word doc. (E.g., do not grab the handle in the bottom right of the image to adjust the size—doing this will decrease the display size of the image, but will leave the file size unnecessarily large—this can reduce your profit on sales through some retailers, including Amazon).

Images should be in JPEG (.jpg) format. Images should also be centered, one image per line (do not wrap text to the left or right of the image, or have images side by side. If it's critical to have two images side-by-side, you'll want to combine them into one single image, and insert that).

- 1) Click your mouse within your Word doc where you'd like the image to go. Ensure there is nothing else on the line where you want to insert the image (e.g., no text or other images). Click the "Center Text" button in the tool bar (center text is highlighted with dark grey in the example below).



- 2) Click on Insert on the top menu, then go to Photo > Picture from File...
- 3) A "Choose a Picture" box will appear. Navigate to the JPG image on your computer that you'd like to add, and select it, then click Insert.

Many e-reader devices offer full-color display, however, some popular e-readers are still black and white only.

For any images that might have text on them (such as charts/graphs), please be sure the text is large (12 pt or larger). Consider that some users could be viewing your images on a screen as small as an iPhone. Some of the retailers can be very strict with their quality control on books with images—meaning, if they feel your images are not completely clear, or are poor quality, they may choose to reject your book.

Finally, be sure that you own the copyright—or have explicit permission from the copyright holder—for any images you use. If you use Google Image Search to find your images (and do not contact the copyright holder for permission to use them), then you are most likely violating someone's copyright, and breaking the law.

For a great selection of "stock images" that you can purchase the rights to use in your eBook, we recommend [iStockphoto](#).

Adding Front Matter

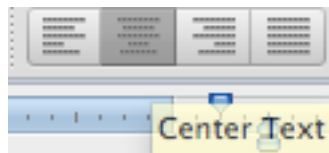
The term "front matter" refers to all pages and content between your book cover, and your first chapter. This often includes at minimum a title page, copyright page and table of contents, and sometimes a dedication, preface or prologue.

The very first page within your source file should be the title page (the cover art does not go in your source file, it will be uploaded to us separately). The text of the title page should be centered. Typically the book title would come first, with the author name below. Remember to avoid using tabs or the space bar to add spacing.

Title Page

The first page in your manuscript document should be your title page (you will upload your cover page, an image, separately when you publish your book). Your title page should be centered with the book title on top and the author name underneath.

As a reminder, you can center text by using the “center text” button in the “paragraph” toolbar.



To add space after the book title, remember not to use paragraph breaks (carriage returns)—instead, use “paragraph spacing” (see #3 under “First Line Indenting” above).

Add a page break after the author name on the title page (see “Insert Page Breaks” above).

Great Expectations ¶

By Charles Dickens ¶

Page Break

Copyright Page

Virtually all retailers require a copyright page. This page should be wither part of the title page above, or come right after it. Below is a sample of what it should contain:

Main Title Here

Subtitle Here

by Author

Copyright 2013 Author,
All rights reserved.

Published for the Internet by eBookIt.com

<http://www.eBookIt.com> (add this if we are doing the distribution, otherwise add your own publisher)

ISBN-13: ###-#-####-####-# (insert your ISBN here)

No part of this book may be reproduced in any form or by any electronic or mechanical means including information storage and retrieval systems, without permission in writing from the author. The only exception is by a reviewer, who may quote short excerpts in a review.

Dedication

If you wish to include a dedication, it should follow your title page.

Table of Contents (Required)

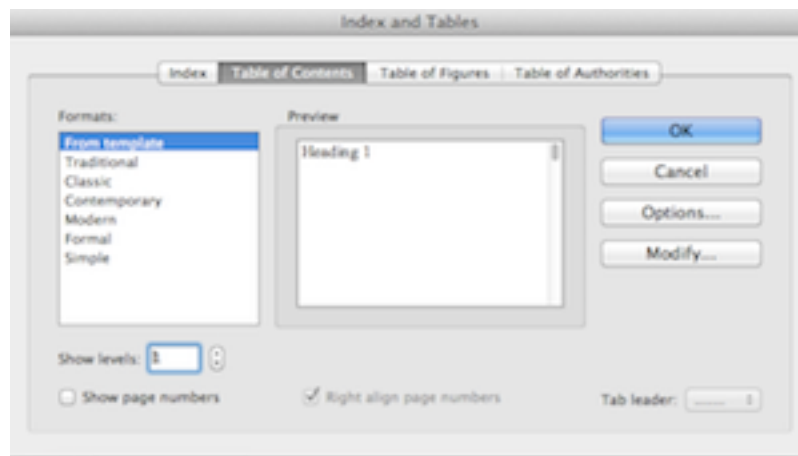
In order to use our free conversion, your book must have a table of contents (TOC). Even if your chapters are all simply numbers, or if you don't really have chapters within your book (e.g., a short story), you will still need a table of contents. A key feature of eBooks--expected by the reader and required by the retailer--is the ability for the user to 'jump' to various sections of the book by pressing the table of contents button or function on their e-reader, and then touching/clicking links to sections of the book from within the TOC. Keep in mind that eBooks do not have fixed page numbers (the user can adjust the font size on their device, and your text will re-flow, and on some devices like the iPad, it will even re-paginate the book based on the newly applied settings).

Follow the process described below to add a TOC to your Word doc, and once run through our free, automated conversion, the final files will have the TOC built-in, and accessible to the user viewing your file on an e-reader. The method below will also place a copy of your TOC within the front matter of the book, so that a reader paging through the book will come across it, and be able to "jump" to sections of the book by touching/clicking the links in the TOC.

To get started, please ensure your chapters are named the way you want them, and that you've applied the Heading 1 style to each of them (see "Use Heading Styles" above).

- 1) Left-click where you'd like the TOC to go within your book (usually after all the other front matter, on a page before your first chapter).

- 2) Type the words “Table of Contents”, and then press the Enter key
- 3) On the top menu, go to Insert > Index and Tables....
- 4) And Index and Tables dialogue box will appear. Click on the Table of Contents tab.
- 5) Uncheck “Show Page Numbers”
- 6) Set the “Show Levels” box to 1, and click OK



- 7) The TOC should now populate into your Word doc

Now we need to set a bookmark so the e-readers will be able to find your TOC:

- 1) Highlight the word “Table of Contents” that you typed in your document
- 2) Go to the “Insert” top menu, and select “Bookmark”.
- 3) Type “toc” (no quotes) as the bookmark name
- 4) Click Add

Should you need to add additional chapters (or chapter headings, if you realized you missed one), make sure all chapter headings are set as “Heading 1” (as described above). Then to update the Table of Contents, click within the TOC in your document, and hit your F9 key, which will add any new chapter headings and delete any that you may have removed.

Preface / Prologue

If your book has a preface and/or prologue, please include it immediately following the table of contents. You can format each of them like a regular book chapter, and end each with a page break.

Cover Art

Your cover image should not be included within your Word doc. The cover art should be uploaded separately to our free conversion tool. Please be sure that your cover art is a JPG, designed to the specs and standards, as described [here](#). Please be sure your cover art includes the book title, subtitle (if there is one), and author name. Do not include “By” before the author’s name, or “Author”.

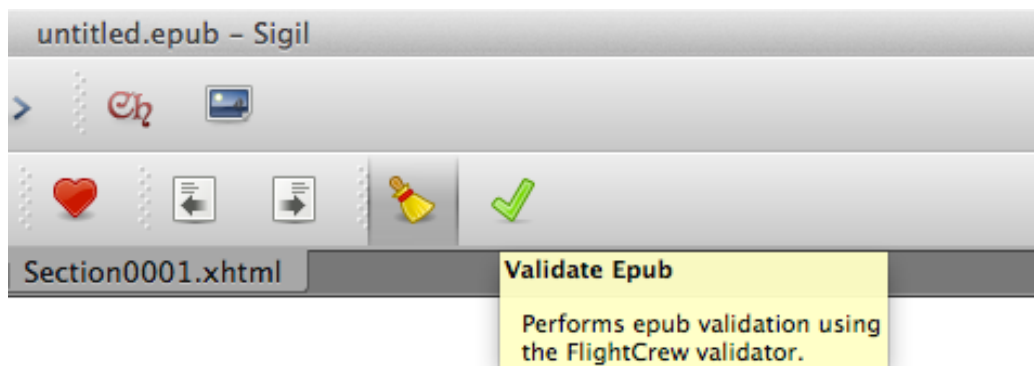
What We Accept, What We Don’t

As you can imagine, with this free service, anyone can spend an hour, “write a book,” and submit it to us. We are selective about the quality of work that we represent. Every book we submit to retailers has our company name attached to it, therefore, we will not distribute books that we find either offensive, in bad taste, or of poor quality—even if our auto conversion tool was used. In addition, we do not accept the following:

1. **Pornography:** Hard-core material that depicts graphic or explicit sexual acts.
2. **Libelous Material:** Material that intentionally harms or has the potential to harm an individual or a third party.
3. **Copyright Infringing:** Material to which you do not own the copyright or the right to distribute. Public domain content may be posted. Our retailers may, at any time, request validation that a given eBook qualifies as a public domain title.
4. **Advertisements:** Material contained within your eBook that primarily seeks to sell a product other than the eBook itself.
5. **Web Material:** Books exclusively created from repackaged, publicly available information.
6. **Poor Quality Books:** We have an obligation to our distribution partners to submit only books that meet a certain level of quality. eBookIt.com reserves the right to reject any title based on this subjective quality criteria.

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Please note that we do NOT provide support for free conversion—if you choose to go this route, you are on your own with the conversion part. If you would prefer not dealing with the auto conversion, then please consider using our professional conversion services.

Thank you!