

Get your First 1,000 Readers

Stan C. Smith

Step 6: Formatting your Book

Remember, the goal is for everyone to end up having a finished product, published on Amazon, with edited content, a high-quality cover, and a growing collection of reviews. Then we will go through the process of putting your reader magnet to work for you as an author!

We've already talked extensively about *what* a Reader Magnet is and why it's a good idea to have one, how to *plan* your Reader Magnet, how to get it *written*, how to *edit* it, how to choose a high-quality *cover*, and how to write a *tagline* and *book description*! (see the previous handouts for Steps 1-5—on the WoW website Resources page: <https://writersofwsbg.weebly.com/resources.html>).

Now it's time to *format your book for publishing*.

If you have ever tried to format a book for publishing in Microsoft Word (very frustrating and tedious), you are going to be pleasantly surprised at how easy this can be!

What is book formatting?

This is simply getting your finished book ready for publishing. To publish your book as an ebook, you must create an ebook file, either a MOBI file (for Kindle on Amazon) or an EPUB file (for most other retailers and ebook readers). Most likely, you will want BOTH file types.

If you intend to create a print version of your book, you need to create a different file (a PDF) that is formatting specifically for the trim size you want for your book (such as 5.5" x 8.5").

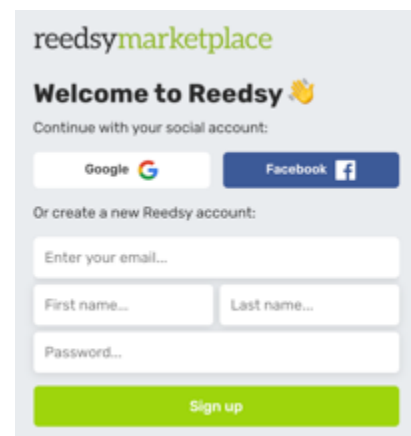
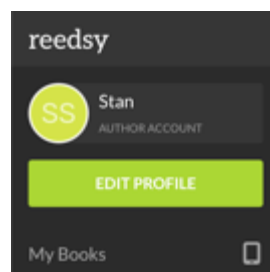
Fortunately, there are several **free** resources available to help you easily format your book for ebook and print. The two most popular are:

The Reedsy Book Editor: <https://reedsy.com/write-a-book>

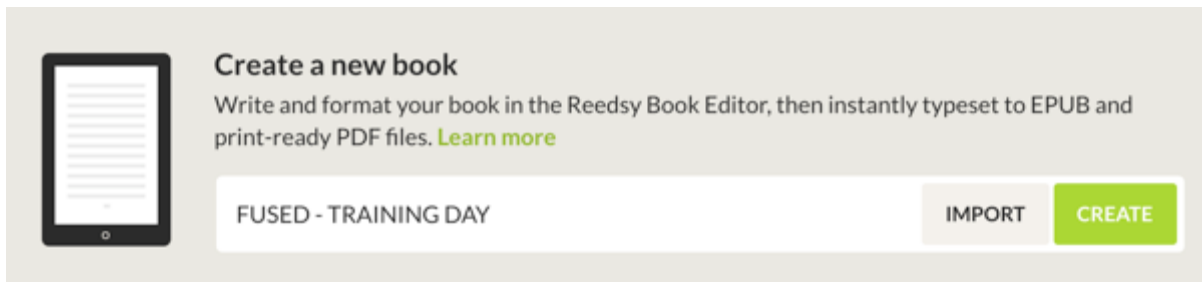
Draft2Digital: <https://www.draft2digital.com/>

In this guide, I will look specifically at the **Reedsy Book Editor**. Here is a basic overview of the process:

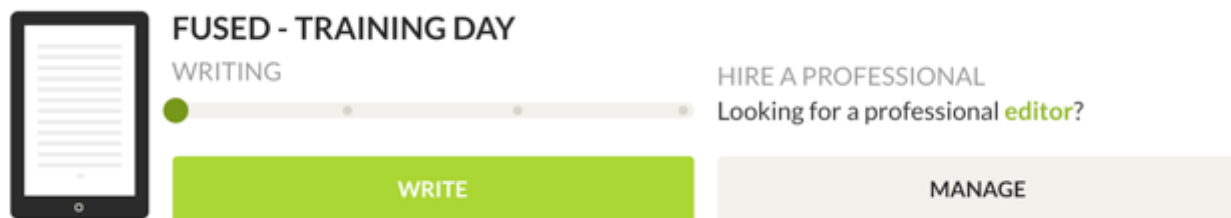
1. Sign up for a Reedsy account. Go to <https://reedsy.com>, click LOGIN, and then click SIGN UP.
2. Under your name on the left, click *My Books*.



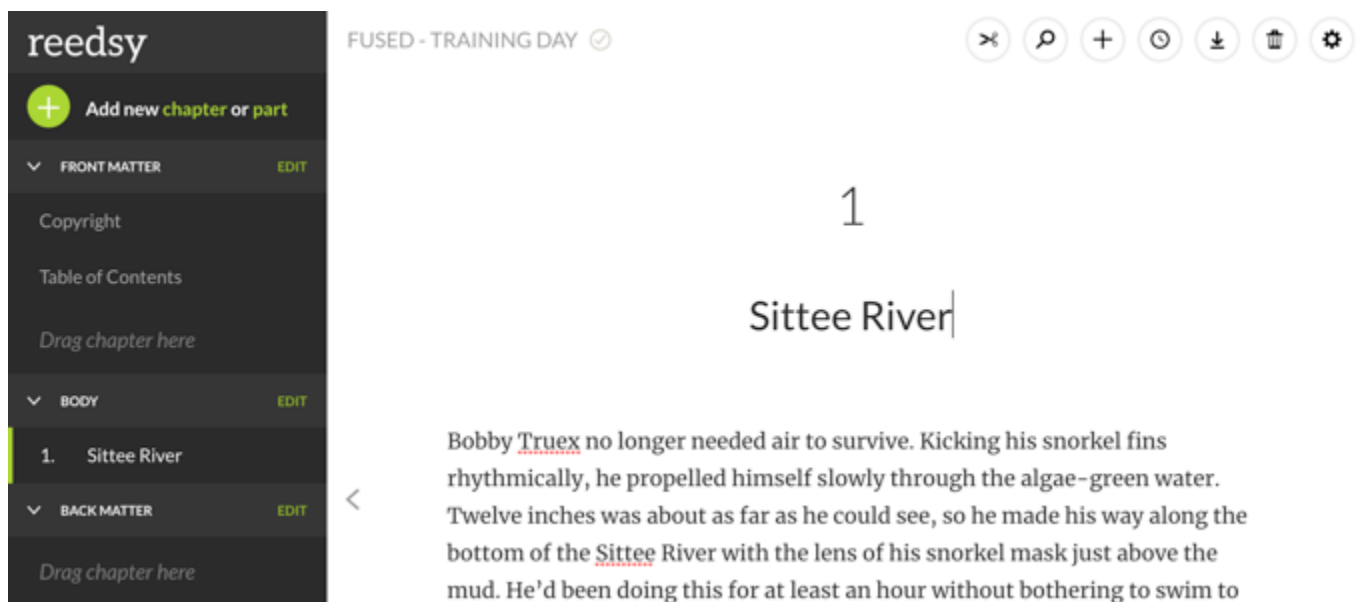
3. Enter a title for your book and click *Create*



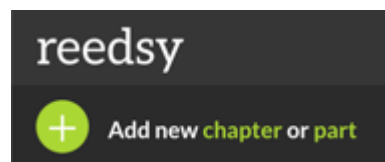
4. Once your book is created, click *Write*.



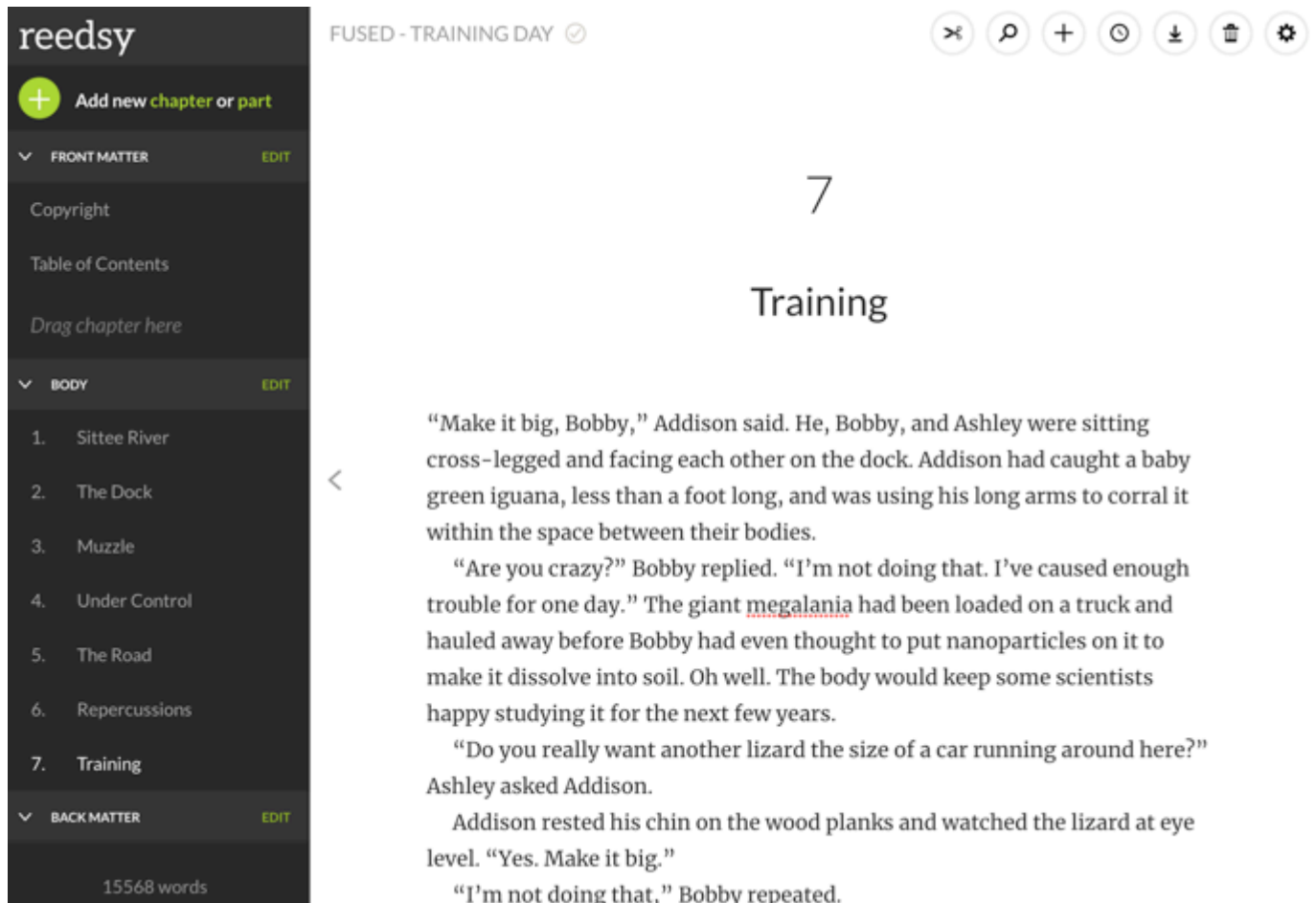
5. This opens the *Book Editor* screen. You can actually write your book here, but let's assume your book is already written, so all you need to do is paste in each chapter (from Word, Scrivener, or whatever word processor your book is in). My book FUSED – TRAINING DAY has 7 chapters. I start by typing in the title of chapter 1, then I paste in the text from chapter 1.



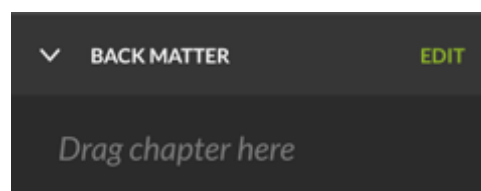
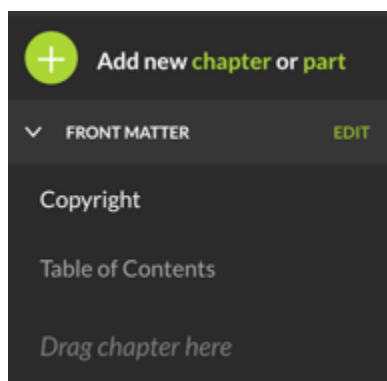
6. Click *Add New Chapter* in the upper left.



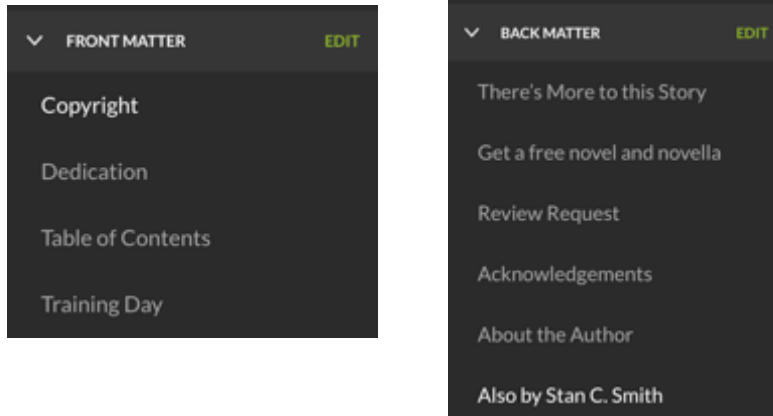
7. Repeat this with your second chapter and then with the rest of your chapters.



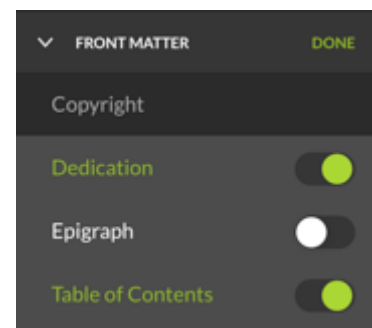
8. It is time now to add your FRONT MATTER and your BACK MATTER. The front matter is the pages of content you want at the beginning of your book, before the first chapter. The back matter is the pages of content you want at the back of your book, after the last chapter. For each page of front or back matter, you click *Add new chapter*, but then, on the left side, you drag the new page you created to the *Front Matter* area at the top or the *Back Matter* area at the bottom. Then type in the page's title (such as Acknowledgements) and paste in (or type) the contents.



9. These are the pages I usually add to the front and back matter:



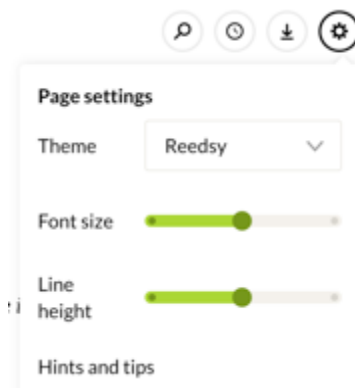
10. Ebooks are required to have a *Table of Contents*. The TOC is automatically created by the Reedsy Book Editor when you click *Edit* next to *Front Matter* and then toggle the *Table of Contents* switch on.



11. In the upper right corner are these controls.



Click the *gear* to change the *Theme*, the *Font*, or the *Line Height*,

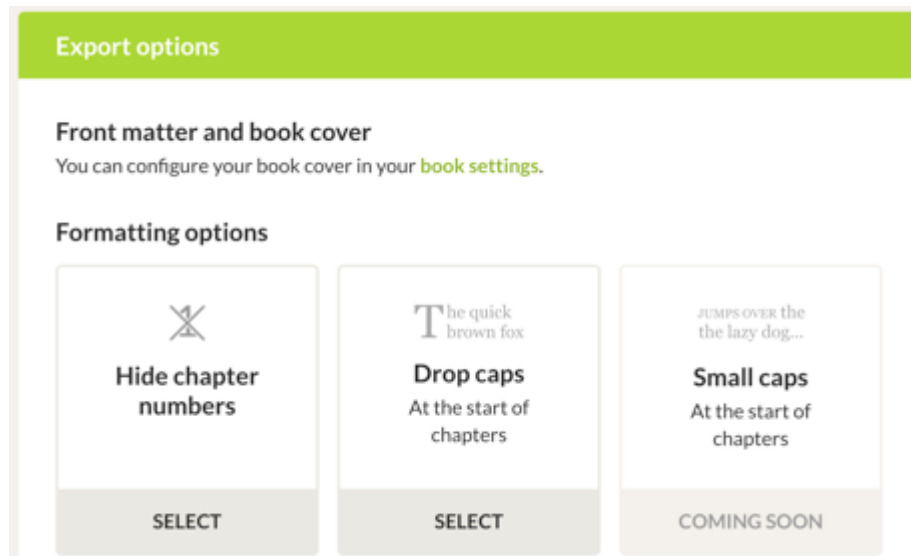


12. When you're ready to export your book as an ebook or PDF for print, click the *down arrow*. This will open the *Export Options* screen.



Notice there is a place where you can upload your **book cover**. However, since you don't really need to do this (you upload the cover separately on Amazon, and on Bookfunnel), you can ignore that.

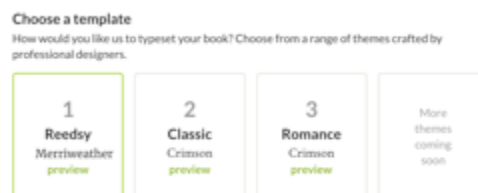
You can choose to *hide chapter numbers* and use *Drop caps* at the beginning of each chapter.



13. Choose whether you want the **ebook** (EPUB AND MOBI) or the **print book** (PDF).



14. Choose a Template. Right now there are only three (but hey, this is free, right?).

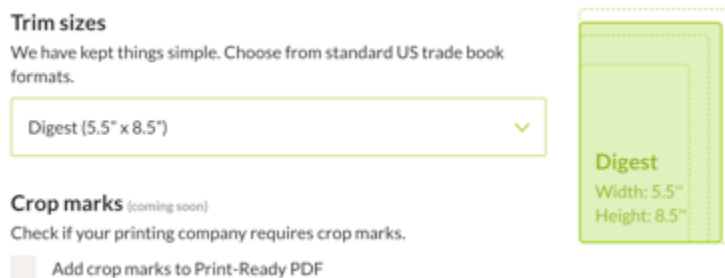


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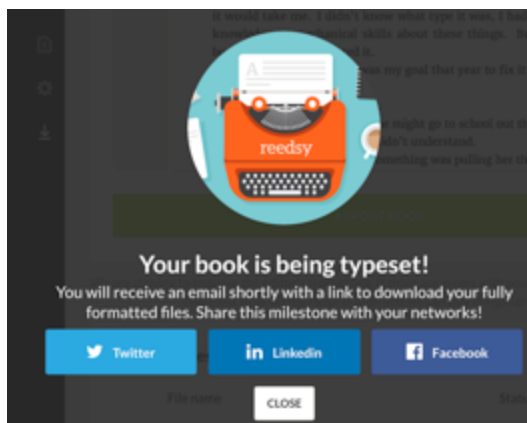
In the Beginning

Then it hit me. I'd bought the bike! I had no idea where it would take me. I didn't know what type it was, I had no knowledge or mechanical skills about these things. But I bought it because I wanted it.
And I made an effort. It was my goal that year to fix it up, get it out on the road.
She left me six months later.



15. If you selected *Print on Demand PDF* (for your print book), it will ask you to select your **Trim Size** (this is the height and width of your printed book). All my books are printed at 5.5 x 8.5, so that's what I will choose.



16. Click **Export Book**. Reedsy will send you an email when the book is ready to download. This could take several minutes... be patient.



17. The email Reedsy sends you will contain links to your exported book file. BUT... you don't really need to use the links in the emails. The links will be available at the bottom of the Export Book screen:

| Exported files | |
|--|--------------------------|
| File name | Status |
|  FUSED - TRAINING DAY (PDF) 6:09 PM - Jun 14, 2020 | DOWNLOAD |
|  FUSED - TRAINING DAY (EBOOK) 6:03 PM - Jun 14, 2020 | DOWNLOAD |

18. Click *Download* to get your files! The *ebook download* will include both the EPUB and MOBI. These are the files (along with your book cover files) you will upload to Amazon to publish your book! These are also the files you will upload to Bookfunnel so that you can use your book (if it is a Reader Magnet) to get readers on your email newsletter list (you give a free copy in exchange for a reader's email address). The print book download will include the PDF file that you will upload to Amazon (or other Print On Demand service) to create your print book.