

Enclosed for your understanding:

- WHAT GOES INTO CREATING YOUR EBOOK
- HOW TO READ AN EPUB FILE.
- MORE ABOUT YOUR EBOOK
- FREQUENTLY ASKED QUESTIONS (FAQ)
- PRICING EBOOKS

WHAT GOES INTO CREATING YOUR EBOOK

Making a pdf for a print book, often called an electronic file is hugely different to making an Ebook.

When we make an Ebook, we take your manuscript and break it down to essential parts. Then we rebuild it from the ground up using Ebook-specific code. This coding is comparable to what is used to create a website. Below you will find an abridged version of what is undertaken as part of the Ebook conversion process. Not all Ebooks are alike (fixed or reflowable) so there are some variances in the steps.

When creating your Ebook we:

1. Strip out any page numbers, headers, footers, endnotes, footnotes and other elements that interrupt the flow of characters/text.
2. Remove all the raw text from the manuscript (it is a little more involved if removing from a PDF).
3. Reformat the raw content using specific HTML (code) for Ebooks. This will recreate the style and design elements that you see in print (ie. chapter headers, drop caps, bold, italics, etc.).
4. Then create the Ebook structure by inserting prefaces, parts, chapters, sections, etc. These reflect appropriate page breaks and table of contents hierarchy when viewed on an electronic device.
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13. Convert the the EBook's source code (HTML) to EPUB and MOBI formats (these files are recognized by specific eReaders).
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HOW TO READ AN EPUB FILE.

"What is an EPUB File?"

A file with the EPUB file extension is an Open Publication Structure EBook file and is the most common EBook format that is popular and freely available and crosses most e-readers.

Note: EPUB files are often incompatible with proprietary e-readers like the Amazon Kindle. An EPUB file is actually 2 files, a .zip file containing the data and an XML file that describes the data in the .zip file. You can open EPUB files by converting them or downloading a reader program.

How To Open an EPUB File

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EPUB files can be opened in most EBook readers, like the [B&N Nook](#) and [Kobo eReader](#). EPUB files have to be converted before they're usable on the [Amazon Kindle](#)

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Plenty of iPhone and Android apps also exist that allow viewing of EPUB files. There's even a Firefox Add-on, [EPUBReader](#), that allows you to read EPUB files in the browser just like other documents

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How To Convert an EPUB File

There are two main ways to attempt to convert an EPUB file to another file type:

- Open the EPUB file in its default program and choose to save the open file as another file format.
- Download [Adobe Digital Editions](#) or [Download Calibre](#) for free and use it to convert EPUB files to and from other EBook formats, including ones compatible with the Amazon Kindle.

Most computers don't really have "default" programs for opening or converting EPUB files unless one has been purposefully installed before. In most cases, using Calibre (the second option above) will probably be the solution to any converting you might want to do with EPUB files.

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See <http://www.wikihow.com/Open-EPUB-File> for further information (with visual prompts) on opening or using the EPUB file.

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FAQs

What is an EBook?

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In a bookstore, when a book interests you enough to pick it up, you might glance at the cover, then at the back, then start looking at the inside content. Therefore, for print books, not only does the front of the cover have to be good, the back cover must be equally well designed too with correct sales handle and descriptions. However, this sales process does not occur like this. If a reader wants to know more they click on your book, and usually they have Amazon Search Inside or pops ups / metadata with other information about the book:

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- length and perceived quality
- royalty percentages
- prices of other books in your genre.

Let's expand on this a little more.

Length and Perceived Quality

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ADDITIONAL RESEARCH - For fiction only.

Self-publishing platform and distributor Smashwords analysed EBook sales for nearly a year. This is probably the most comprehensive and open research available to the Self Publisher. CEO Mark Coker draws some interesting conclusions on the best way to price a self-published EBook.

One of the biggest decisions that self-published authors have to make is how to price their EBook. Most self-published authors over price their EBooks and try to compete with traditional publishers.

So what's is the best price? Self-publishing platform and digital bookstore Smashwords analyzed 11 months' worth of sales — \$12 million, 120,000 EBooks sold — to discern some best practices for self-published authors. Among the findings:

Most authors price at \$2.99...

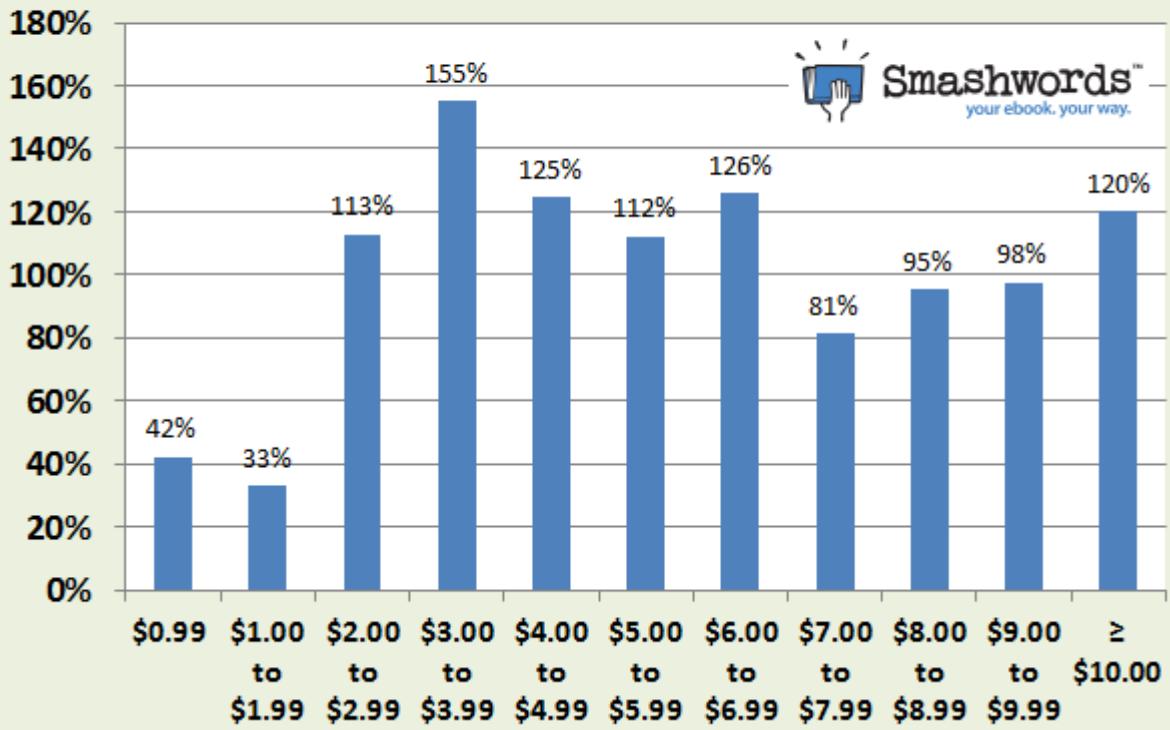
Smashwords founder and CEO Mark Coker found that "authors chose to price at \$2.99 more frequently than any other price point. In last year's survey, \$.99 was a more common price point than \$2.99. In this year's survey, \$2.99 was [chosen] about 60 percent more often."

...but \$3.99 sells the most copies.

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Which eBook Price Yields the Author the Greatest Earnings?

100% = average



Coker also noted that "Books priced between \$.99 and \$1.99 continue to underperform when we look at the book's total earnings. \$1.99 performs especially poorly. It's a black hole. I'd avoid that price point if you can."

Coker acknowledged that if everyone starts pricing their eBooks at \$3.99, the enhanced sales effect may be lost: "Today, [the] \$3.99 price point appears to be an underutilised opportunity because there are fewer titles than \$2.99 and readers respond favourably to \$3.99. However, if thousands of authors shift their pricing to \$3.99 tomorrow, would the edge diminish? I don't know the answer to that."

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