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HOW TO FORMAT AN EBOOK

- USE CONSISTENT STYLES. SET UP SPECIFIC STYLES FOR CHAPTER HEADINGS, FIRST PARAGRAPH, OTHER PARAGRAPHS, AND SCENE BREAKS USING THE “STYLES” PANE IN MS WORD.
- REMOVE ALL LINKS TO RETAILERS. YOUR MANUSCRIPT WILL BE REJECTED IF YOU HAVE LINKS TO ANY OTHER EBOOK RETAILERS IN THE BACK MATTER. THE SAME GOES FOR THE OTHER RETAILERS. IF YOU PLAN TO PUBLISH “WIDE” THEN YOU’LL NEED ONE EBOOK FILE FOR EACH TO ENSURE THE BACK MATTER (ALL THE INFORMATION AT THE END OF THE BOOK AFTER THE STORY) IS RELEVANT TO THAT RETAILER.
- REMEMBER THE “LOOK INSIDE” FEATURE. FIRST IMPRESSIONS COUNT! THINK ABOUT WHAT A POTENTIAL READER WILL SEE WHEN THEY CLICK ON THE “LOOK INSIDE” FEATURE. YOU CAN’T DO ANYTHING ABOUT RETAILERS’ INSISTENCE ABOUT HAVING A TABLE OF CONTENTS AT THE START, BUT YOU CAN TAKE OUT YOUR COPYRIGHT TEXT AND MOVE IT TO THE BACK OF THE BOOK.
- GET THE READER STRAIGHT INTO THE STORY. DON’T HANG ABOUT. YOU’VE ONLY GOT A FEW SECONDS TO CONVINCING THE READER TO CLICK THAT “BUY” BUTTON, SO THE SECOND PAGE OF YOUR EBOOK NEEDS TO SAY “CHAPTER 1”.

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