
FRONT COVER:

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Foreword

The term E-book can mean a variety of different things in varied context; however the most basic reference would be that it is a source of information done in a digital file. This book gives you the tools to publish yourself.



E-book Publishing Secrets

All The Ins And Outs Of E-book Publishing

Chapter 1:

E-book Basics

Synopsis

It should be clearly understood that E-books are now something one can actually “hold” in the conventional style often associated to regular books. Invented and tailored to be used as readable information for electronic gadgets such as iPads, iPhones, computers and such.



The Basics

Initially these E-books were designed to only address a limited audience which consists mostly of technical information for those related to the world of computers.

However today E-books can be written on every topic imaginable as it is accessed by an equally wide array of people with much diversified interests.

Even the very special place of books known as libraries has started providing the facilities to allow a visitor to indulge in this style of sourcing for information.

E-books are the rave now as most people have access to the electronic gadgets that facilitate the experience. Everyday numerous amounts e-books are written and sent to various publishers in the hope of getting their material recognized and published.

Sadly this is proving to be more and more difficult because of the sheer numbers of available material. Also being the wide medium that it is, the internet is better able to reach the target audience when compared to the more conventional printed books in the market.

Also another compelling reason for the switch to E-books is that it is not as pricy as the more conventional books.

E-books are also comparatively easier to access as compared to having to lug around a variety of conventional books to gather the

same amount of information. Because the topic found on the many e-books available it is also a better choice when doing research and presentations.



Chapter 2:

Decide If Your Book Will Be Used For Profit Or Promotion

Synopsis

E-books can be designed and used for a variety of reasons. Deciding its primary use before writing an e-book would be advantageous. However before make such a decision perhaps understanding the different advantages and disadvantages of using the e-book for profit or promotion would be instrumental in making the decision.



The Purpose

E-books are an excellent and cost effective way of promoting anything. As the target audience is varied and wide, using this form of promotion to reach people is very beneficial indeed.

This unique collection of information is always available and accessible for all at any time and place where there is internet or other electronic gadgets accessibility.

The E-book style of information feeds the general need for information and is a tremendously growing platform of delivering information. Basically E-books can be used to promote regular businesses particularly an online business.

The reason this is such a popular avenue is because most surfers browse information randomly and with specific intentions. An informative E-book will create the excitement necessary to direct the interested party to the intended site in order to garner revenue.

These E-books can comfortably take the place of sales promoters without actually having to cost much. The cycle of duplication and passed information is virtually endless and thus giving the well needed promotional elements vital to any endeavor.

When it comes to the profit making aspect of designing and churning E-books there is also a lot to be said. Revenue can be earned for well

designed and informative E-books. Also the general outlay is virtually nonexistent as everything can be done via the internet. Time and money is also minimal when it comes to creating E-books. Being a very large industry, these publishing entities are able to reach a wider audience perpetually.



Chapter 3:

Decide On The Format

Synopsis

Here again there are a variety of style that can be adopted when designing an E-book. There are several options and understanding the differences would assist the individual in choosing the type of format most suitable to the material intended to be posted.

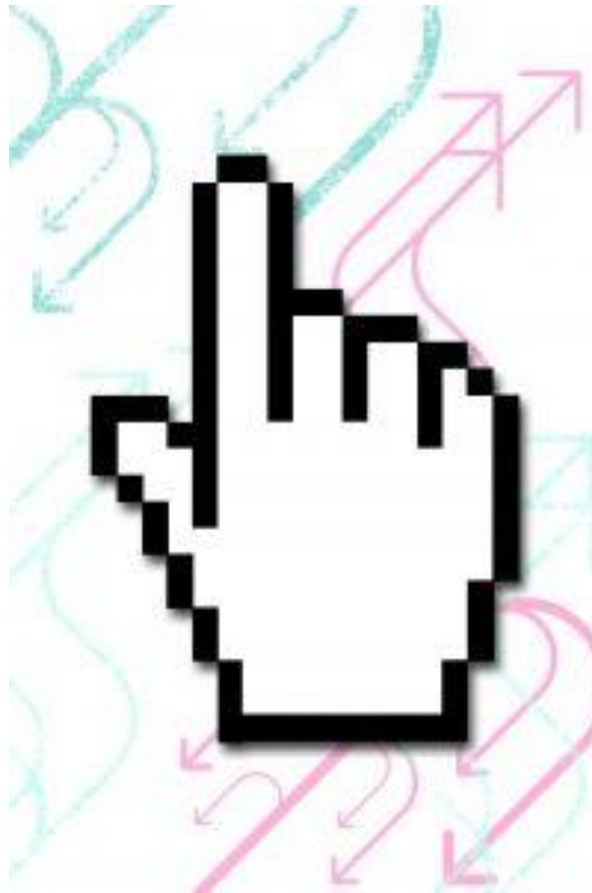


Choose

Although the end user of an E-book generally just wants to read the material content, there may be other more technical aspects that contribute to the choice made. Below are some of the technical aspects of the different formats available:

- Amazon Kindle – basically created with the proprietary format, AZW, it is designed to follow different serial number notations and has its own DRM formatting, which is conveniently delivered through the wireless systems.
- Archos Diffusion – this format is very versatile and supports a variety of input formats in text, audio and video. Using PDF, WMA, MP3, WMV it consist of interactive functions like bookmarking, advanced plain-text searching, dynamic text highlighting and many more.
- Broadband E-book – is done in a proprietary format and those who use reader software for general purpose computers can easily read the material.
- Comic Book Archive file – is as the name depicts, is used for sequential image files for fluent viewing. Stored as a single archive file it is very useful for comic book type designs as it is not a distinct file format. There are also applications that support additional tag information.

- Compiled HM – This is a proprietary format style based on HTML. Here there is the advantage of multiple pages and embedded graphics compressed in a single file.
- Desktop Author – having the electronic publishing suite that allows the virtual turning of pages, this style is useful for publications such as brochures, e-books, digital photo albums, e-cards, digital diaries, quizzes and many more. These can be viewed inside web browsers or as standalone features.



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