



Case Study: How to Format Your Paperback Book Manuscript

Jay Boyer & John S. Rhodes

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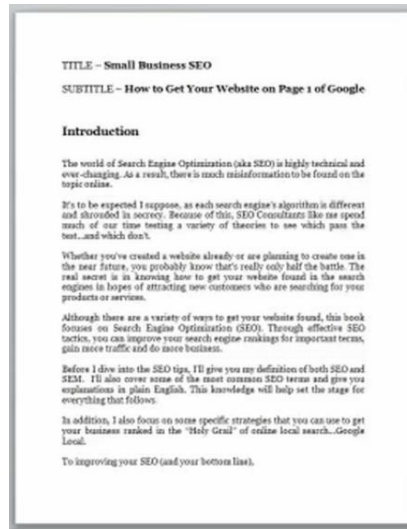
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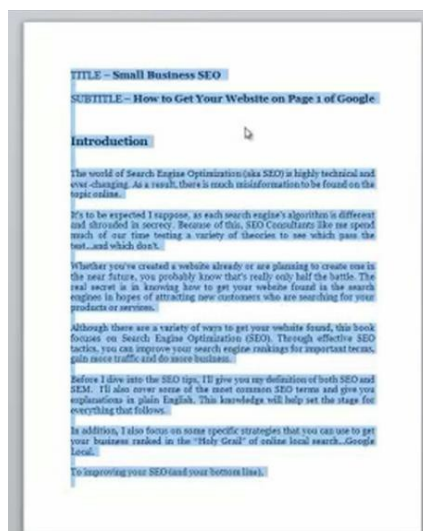
Introduction

KDP Print is a website you can use to self-publish your paperback for free. You will have to format your manuscript before submitting it to KDP Print. This is not a difficult process. Here you will learn how to format your manuscript into a book. After your formatting is completed, you can submit your manuscript to KDP Print for publication, and it will soon show up for sale in the Amazon marketplace.

Moving Your Manuscript to the 6x9 Book Template

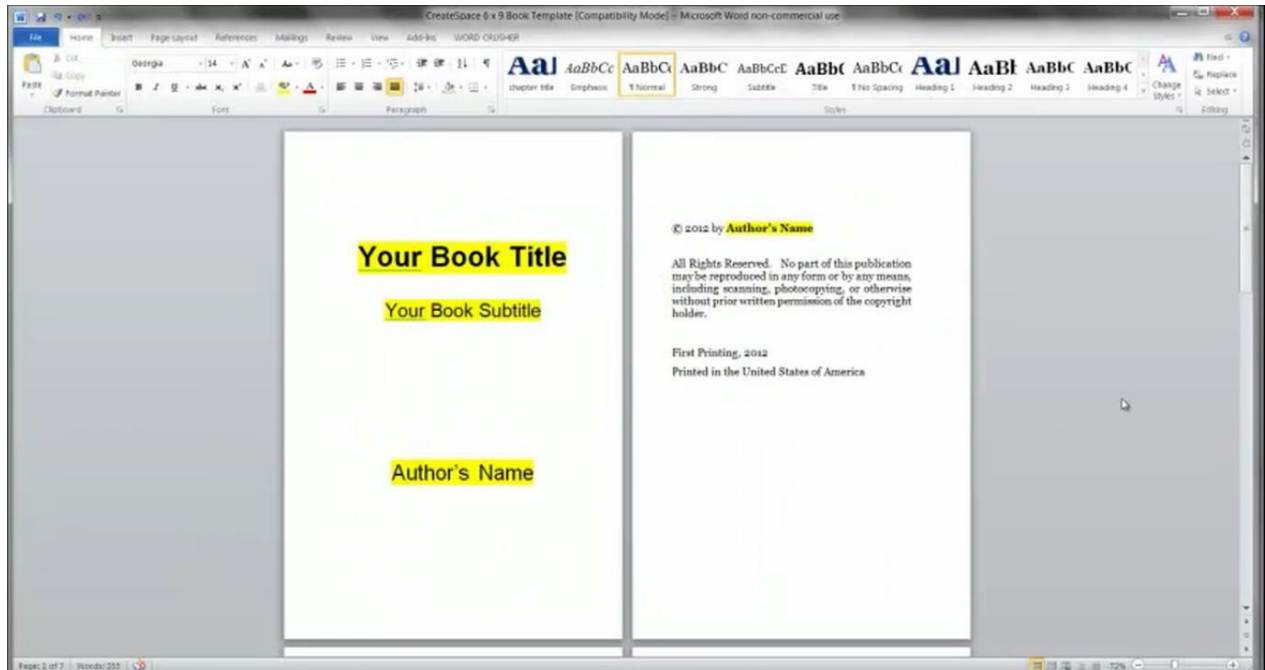


You will use a book template to format your manuscript for publication. Before transferring your manuscript you should format your book to the best of your ability by making sure that the headings are bolded, your lists are numbered, the document is spell checked etc. You will want your book to be at least 10 – 12,000 words long. A book of this length will end up being about a quarter of an inch thick if it is printed as a standard 6x9 inch book.



To begin, download the KDP Print 6x9 book template, which you can find on the *Paper Backs Made Easy* website, within the How to Format Your Book Manuscript lesson. Open your word document as well. Place your cursor anywhere in the document, and then 'Select All' by typing

Ctrl+A. Afterwards type Ctrl+C to copy the text. Next, open up the book template. When you first open it up you will notice that pages have been pre-formatted for your title page, copyright page, and disclaimer page, and 2nd title page. You will see that a disclaimer is already written out for you. You can use this if you would like, and it is probably safe to do so. Ensuring that this disclaimer is legally binding is up to you, however, and cannot be guaranteed by this website.

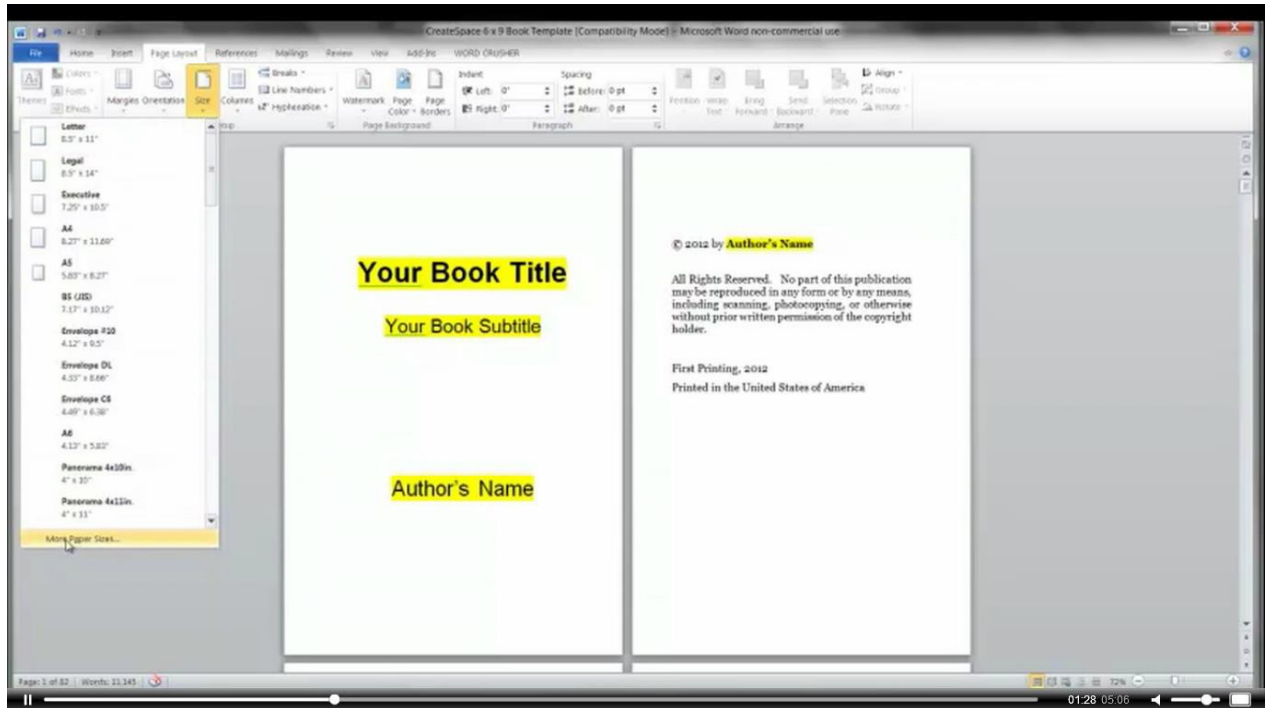


Scroll down the template, and you will see a page labeled "Paste Your Manuscript Here". It will be on the last page. Select this title and then type Ctrl+V in order to paste your manuscript text into the KDP Print template. There is a little more formatting to be done after this, but as you can see your manuscript is already well on its way to becoming a book. Continue on with the lesson to see what other simple changes will need to be made to complete it for submission.

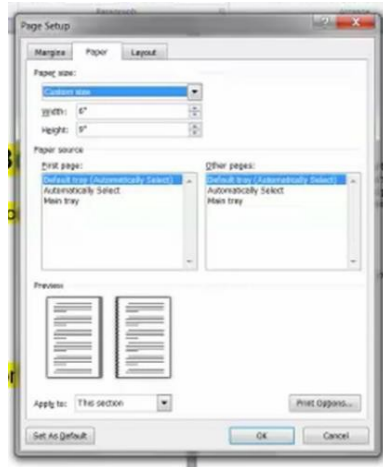
Paste Your Manuscript Here...

Page Size & Margins

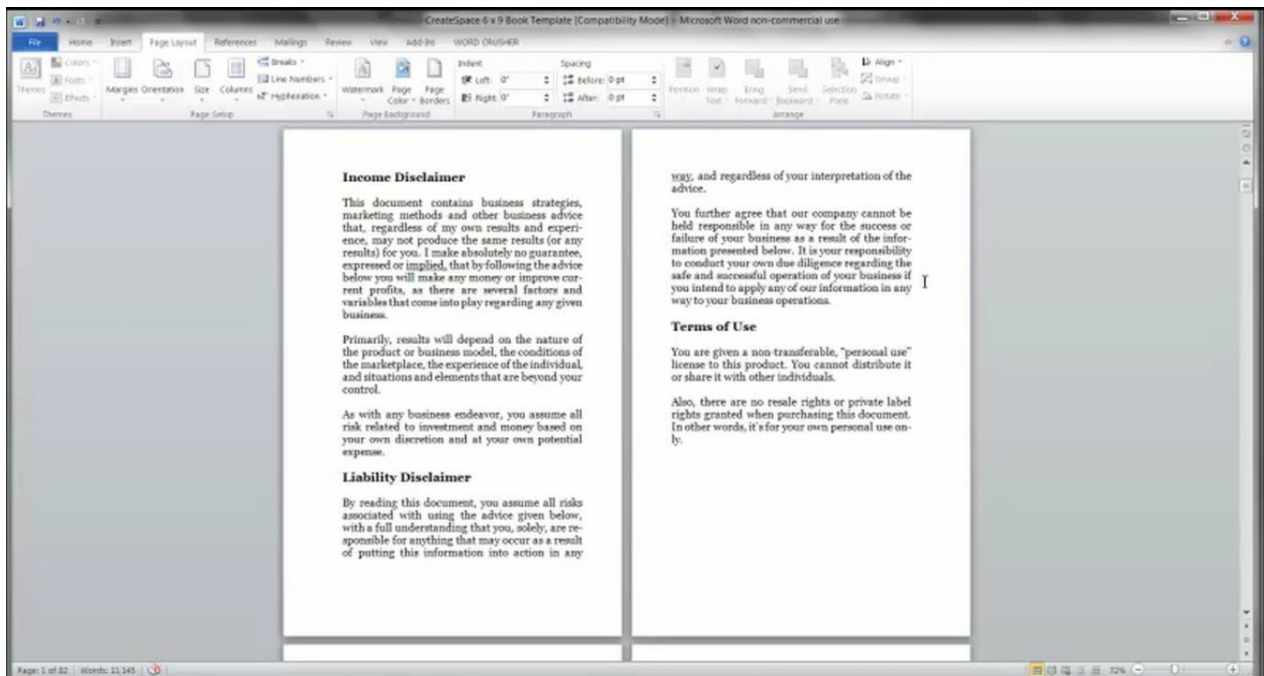
Now that you have pasted your manuscript into the template, your book is set up to be a 6x9 inch paperback book. This is the most common size for paperbacks. If you would like, you can change this template in order to make a different-sized book. However, this is the optimum size for your submission to KDP Print.



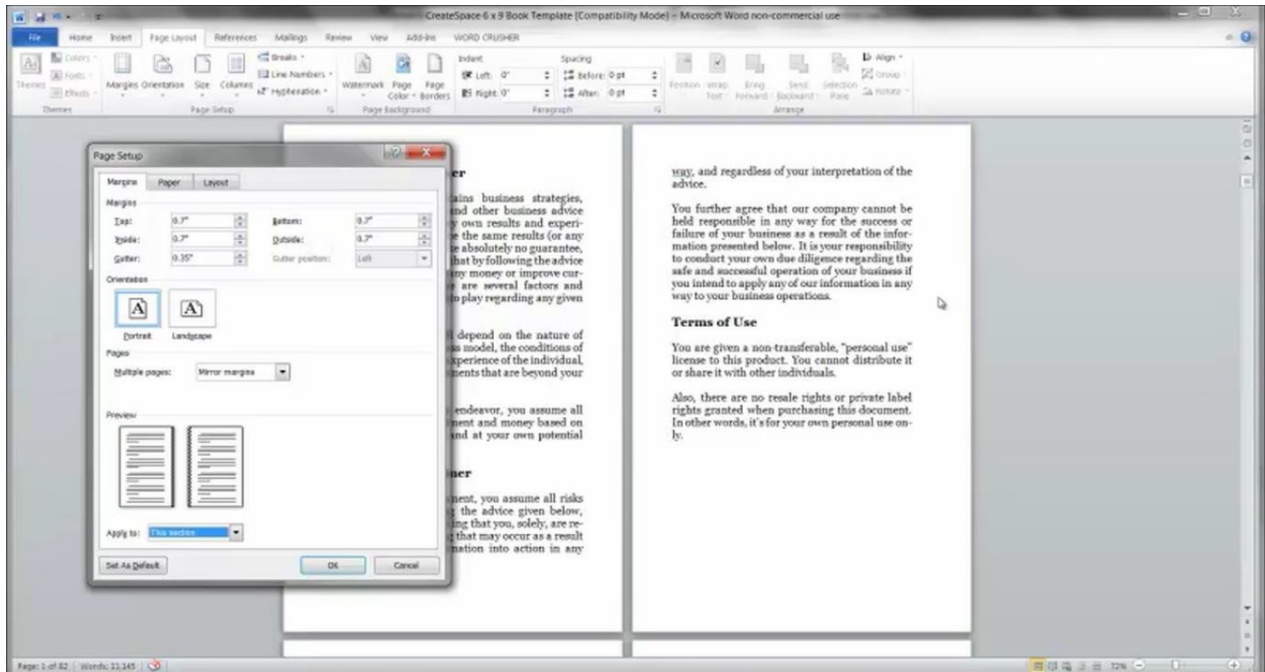
If you were to want to change your book size, simply click the 'Page Layout' tab in your Word document. Then click on 'Size'. When you do this you will see a number of defaults pop up in a dropdown menu, but none of these actually correspond with the approved book sizes for KDP Print. So, scroll down and click on 'More Paper Sizes'. The Page Setup Menu will then pop up.



On the Page Setup Menu you will see that in the 'Width' and 'Height' fields it says 6" and 9". Changing the numbers in these fields will change the proportions of your book. If you want to apply these changes, simply click 'OK'.



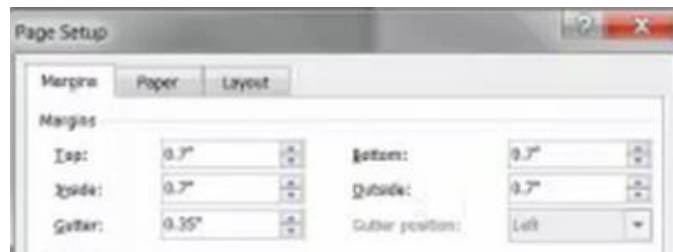
You should also understand why the margins are set up the way that they are in this template. In looking at the template, you will probably notice that the outside margins are wider than the inside margins. Why? The outside margins are wider because they are the sides which will be bound in the book binding. This takes a minute to understand, because in you automatically suppose the inside margins in Word would be the "book binding margins" but that is not the way it comes out when printed. This makes sense when you understand that the second page will be printed on the back of the first.



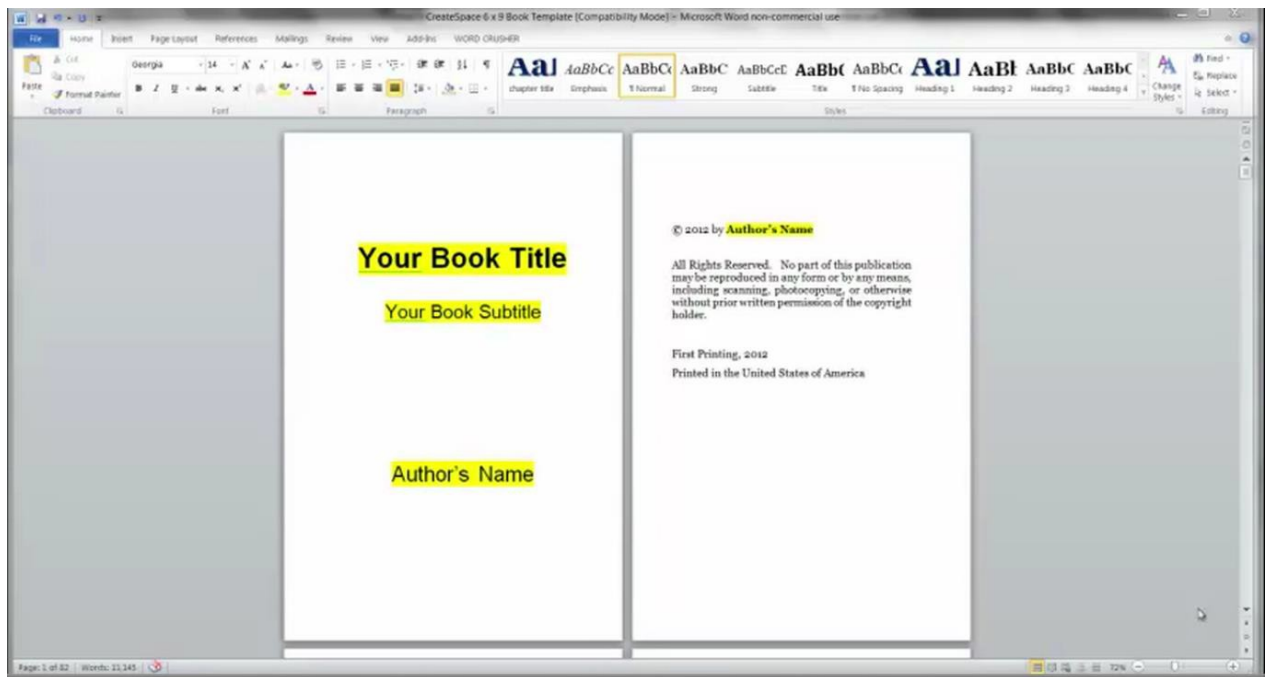
You can change the sizes of your margins, but it is recommended that you don't, since the template is already set up for KDP Print requirements. However, if you decide to for some reason, you can change the margins by clicking on 'Page Layout' and then on 'Margins'. Just like before, you will scroll down to the bottom of the dropdown and click on 'Custom Margins'. This will pop up the Page Setup menu again, but this time with the 'Margins' tab selected.

When the Page Setup menu pops up you will see fields which allow you to change the margins for the:

- Top
- Bottom
- Inside
- Outside
- Gutter



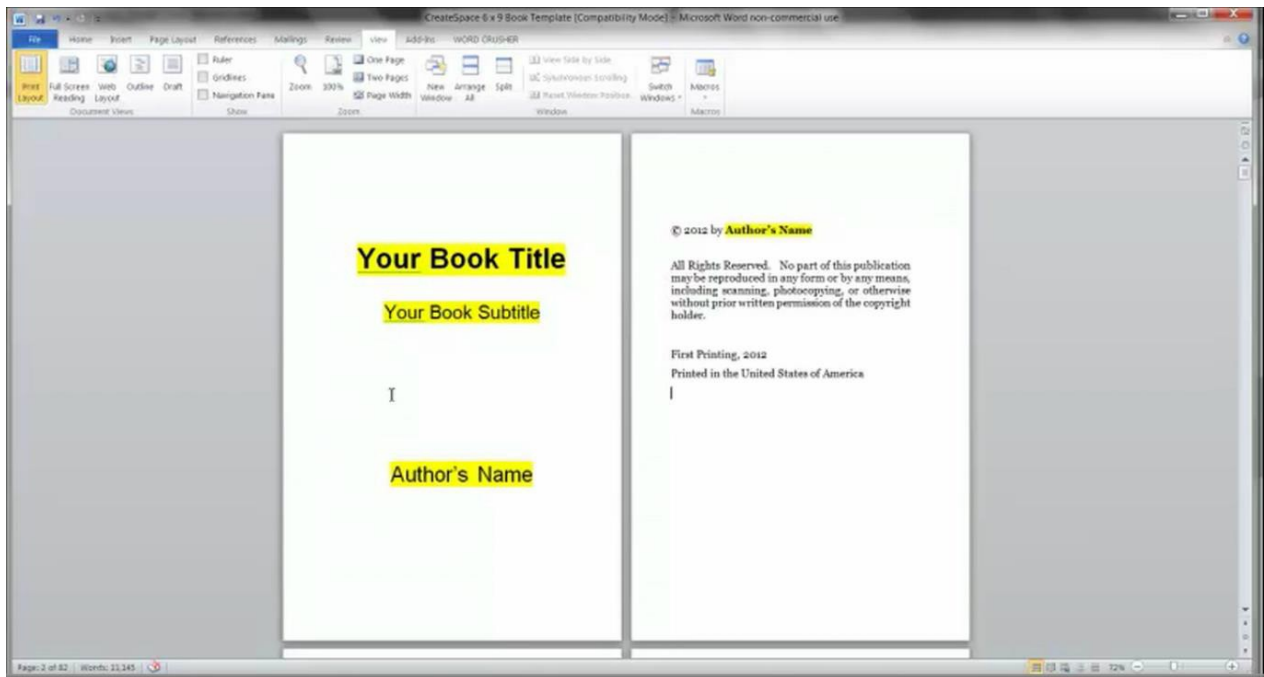
One of the first things that you will notice when looking at the fields is that the number in the fields are the exact same for both the inside and outside margins. That is because it is actually the 'Gutter' setting that affects the book binding width. So, for example, if you wanted to change the amount of space between the text and the binding you would change the number which appears in the 'Gutter' field. Again, it is best not to do this because the template is already pre-set for KDP Print's submission requirements.



It sometimes helps to view the pages side by side. That way you can get a better idea of what your reader will see (just remember that each second page will be printed on the back of the first). To view your document in this way, all you have to do is click on the 'View' tab and then on 'Two Pages'. This will allow you to view two pages at once.

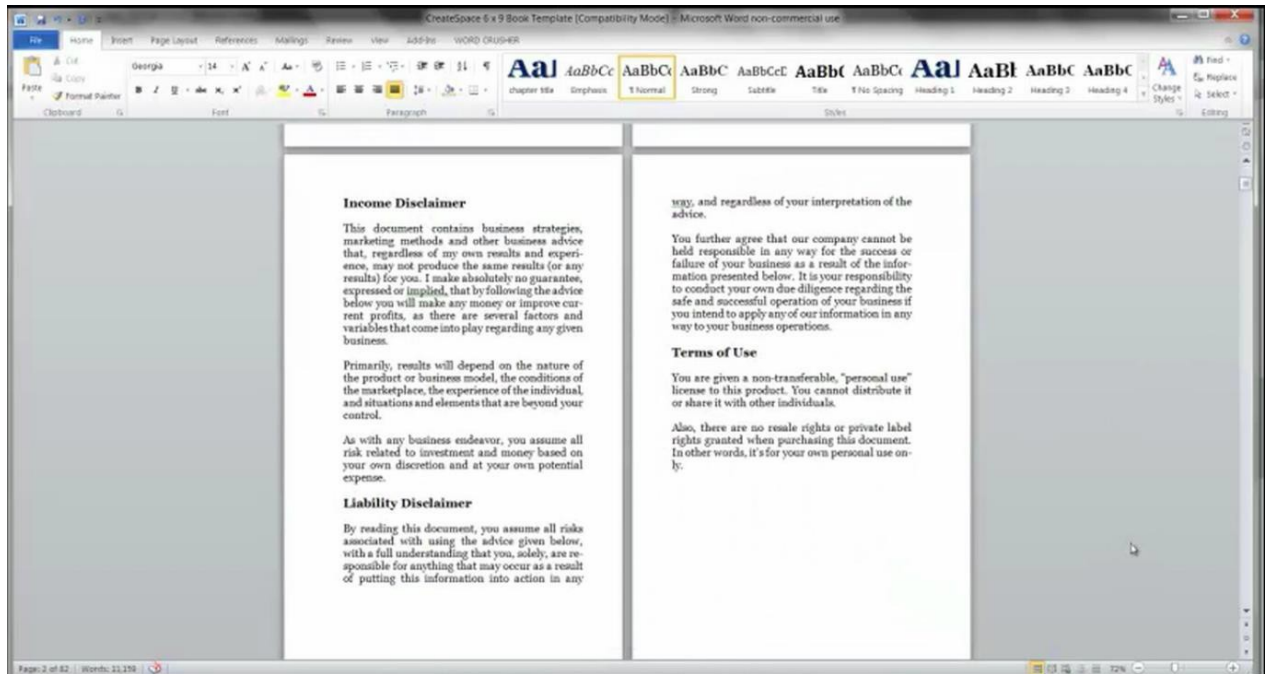
Title, Rights, and Disclaimer Pages

To begin formatting your book template, go to your book's title page. Here you will see "Your Book Title" highlighted in yellow. These words are highlighted in yellow to indicate that these are the parts that you should customize for yourself. So, replace "Your Book Title" with your actual book's title. You can take out the highlight simply by selecting all of this text before typing.



After you insert the book's title, look for other words that are highlighted and insert the correct information there too. As you go about changing the texts in yellow, be sure to format the fonts and font sizes as desired. Typically you will use a larger font size in your title than on your subtitle or on your author's name. You also will generally want to use the same font throughout a page. However, this is your book and there are no requirements to the type of fonts or font sizes that you use, so do with it as you please.

On the 'rights' page, you can use either your name or your company's name, whichever you feel is more appropriate. When you move on to your second title page, you can simply copy and paste the (already formatted) title information from your first title page, and then center it up in a way that looks good to you.



Again, remember that this book template is just a guide to help you to format your book. You can change this in any way that you want to. You are welcome to use the copyright page and the disclaimer pages for your book if you like, or to add information as needed. For example, if you are publishing a medical book, you may need to add a medical disclaimer. You may also wish to seek legal advice to see if there is anything that you should add and/or subtract from the disclaimer or copyright pages.

Font Selection & Size

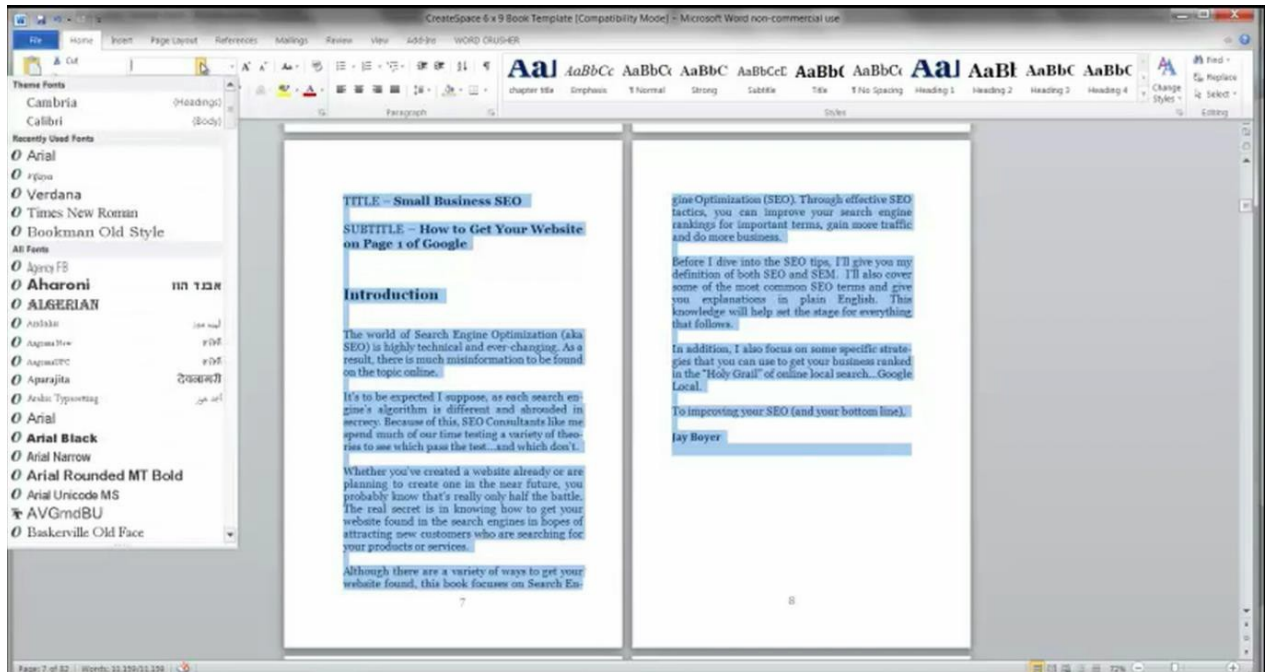
Times

If you'll notice, your template is set up in the 'Georgia' font. This is a type of serif font. Serif fonts are fonts which have semi-structural details on the ends of some of the strokes. They are widely used in printed materials such as in books or magazines. Therefore, they are usually the best choice for your book's text. However, this is not required by KDP Print, so the choice is up to you. Other examples of serif fonts are 'Gothic' and 'Times New Roman'.

Arial

Fonts which do not have these details are generally referred to as non-serif fonts. 'Arial' and 'Verdana' are examples of non-serif fonts. These fonts are often used on web pages and other types of electronic media. So, as a general rule if you are publishing a physical book use serif fonts, since they are easier on the eye in print, but when publishing something like an eBook use non-serif fonts, since they are easier to read on electronic devices.

You don't have to follow this rule. If you are going to change the font, do so before formatting the rest of the text. To change the font you can do this easily by pressing Ctrl+A to select all of your text. Once the text is selected, click on your desired font in the drop down menu. Some people use the same font in the title pages as in the rest of the text, but it is okay if a different type of font is used here.

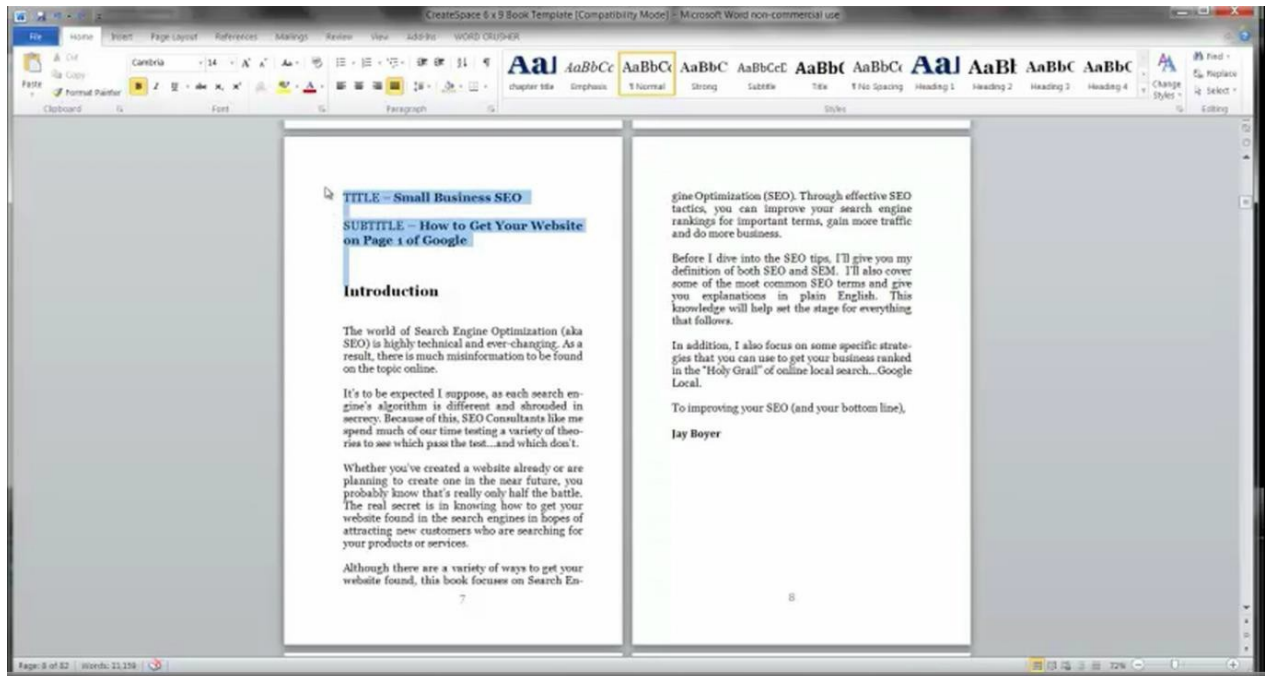


In the template the size of the font is 14 point. A 12 or 14 point book is standard for most texts. Anything larger will look amateurish; generally the only time you will see texts with anything over a 14 point font is in children's books. On the other hand, a book written in a font with less than a 12 point font may be hard for some people to read.

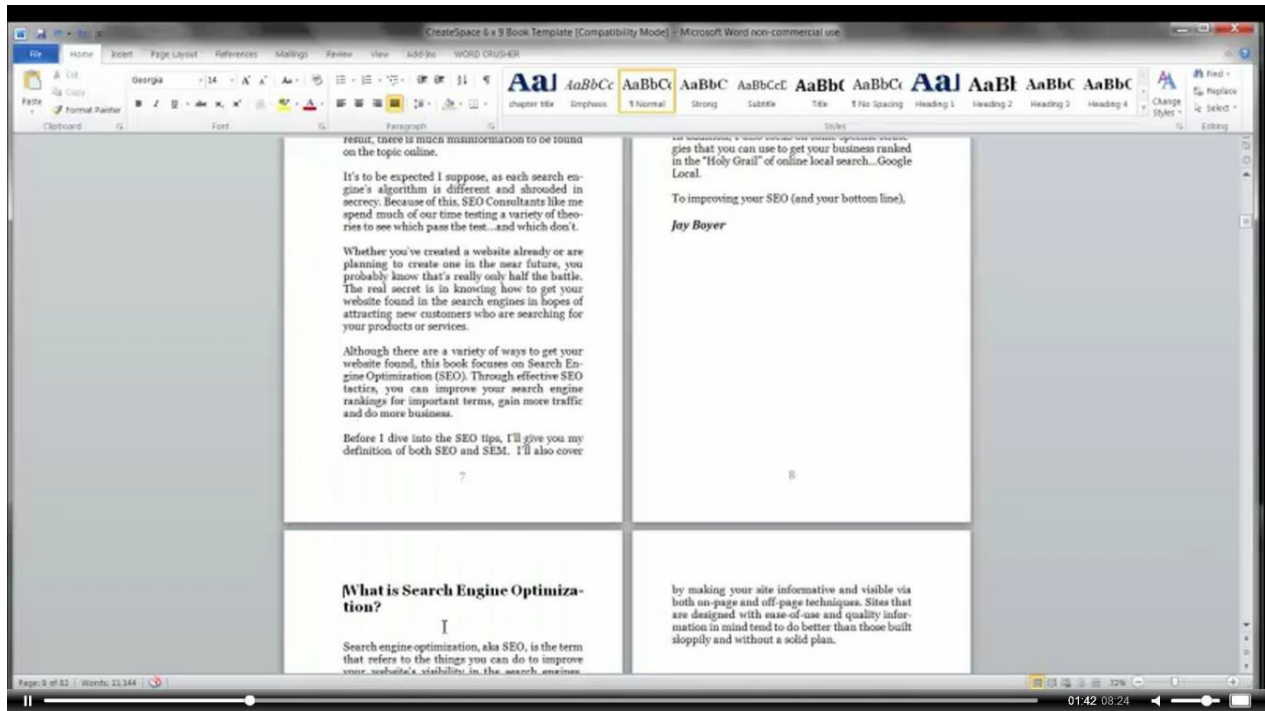
If you need your book to be a little longer, one thing that you can do to expand it is use a larger font. There are other tricks you can use to 'stretch out' your book if you are short on content. So, don't use a bigger font size than 14, even if you need you only need to add a few more pages to your book. Remember that the font on your title page should be larger than that of the rest of your text. Go ahead and fix the fonts and their sizes before continuing to format your manuscript any further.

Creating Chapters & Headings

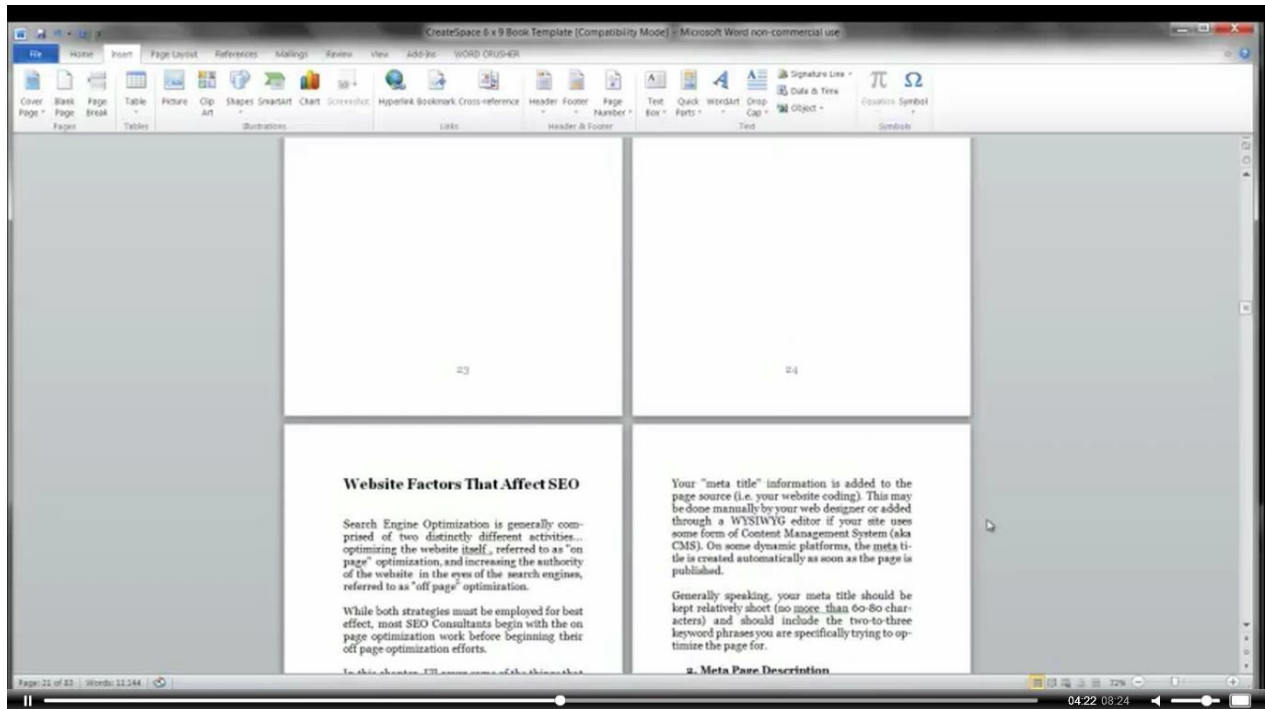
By now you should have inserted your title and the other information needed within the first few pages of the book. You should have also chosen the fonts that you wanted to use throughout your book. Now that all this is done, you can begin to separate the chapters and inserting the headers in the document where they are needed.



The first thing that you need to do is scroll through your text and rid the document of any excess information that may have carried over from your first draft. For example, if your book title still lies at the beginning of your text, you can delete that because you now have two title pages at the beginning of your template. Keep an eye out for other things to touch up on as well. As you do this, insert a page break after each chapter. You can do this by placing your cursor right in front of your chapter headings, clicking on the 'Insert' tab, and then clicking on 'Page Break'.



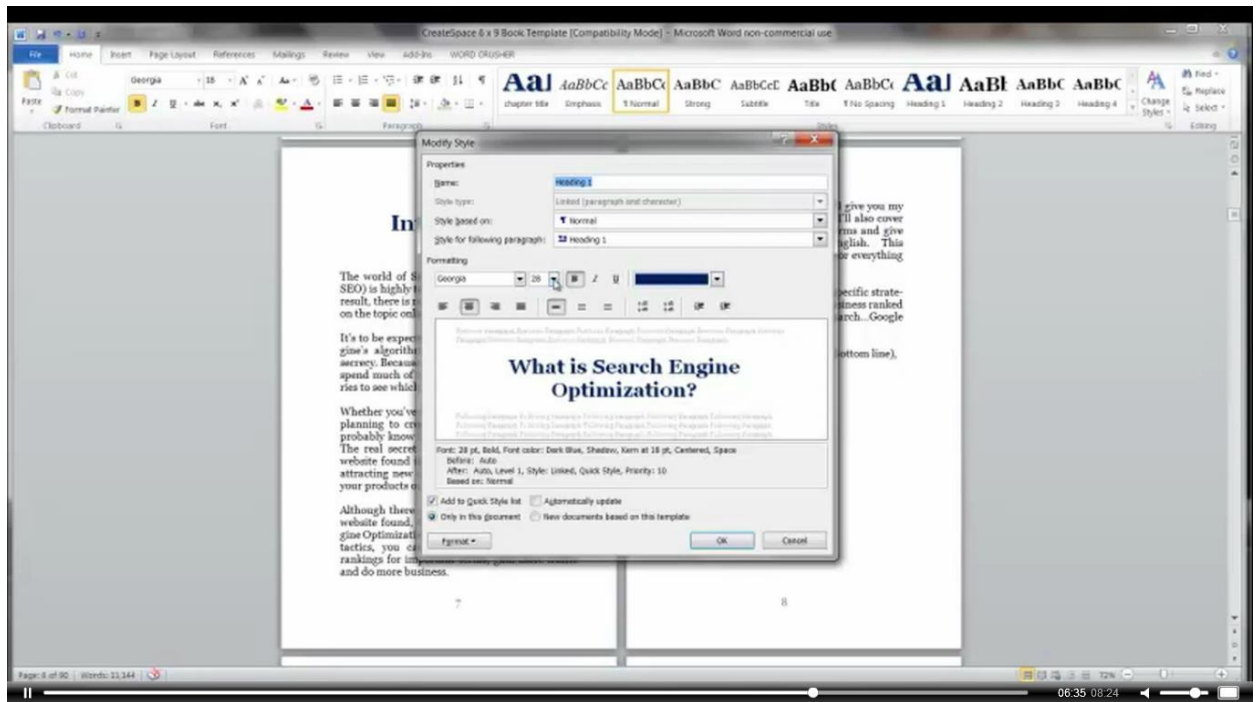
As you can see, your manuscript is beginning to look more like a book. One thing that you can do to make your book look more professional is to separate your chapters so that the beginning of each chapter is either on one side of the book or the other. To do this just, view your document two pages at a time, and format it so that all of the titles are on the right or the left. If you see one on the wrong side, simply add another page break. This will leave a blank page, but this doesn't really matter the back of this page will just be blank when the book is printed.



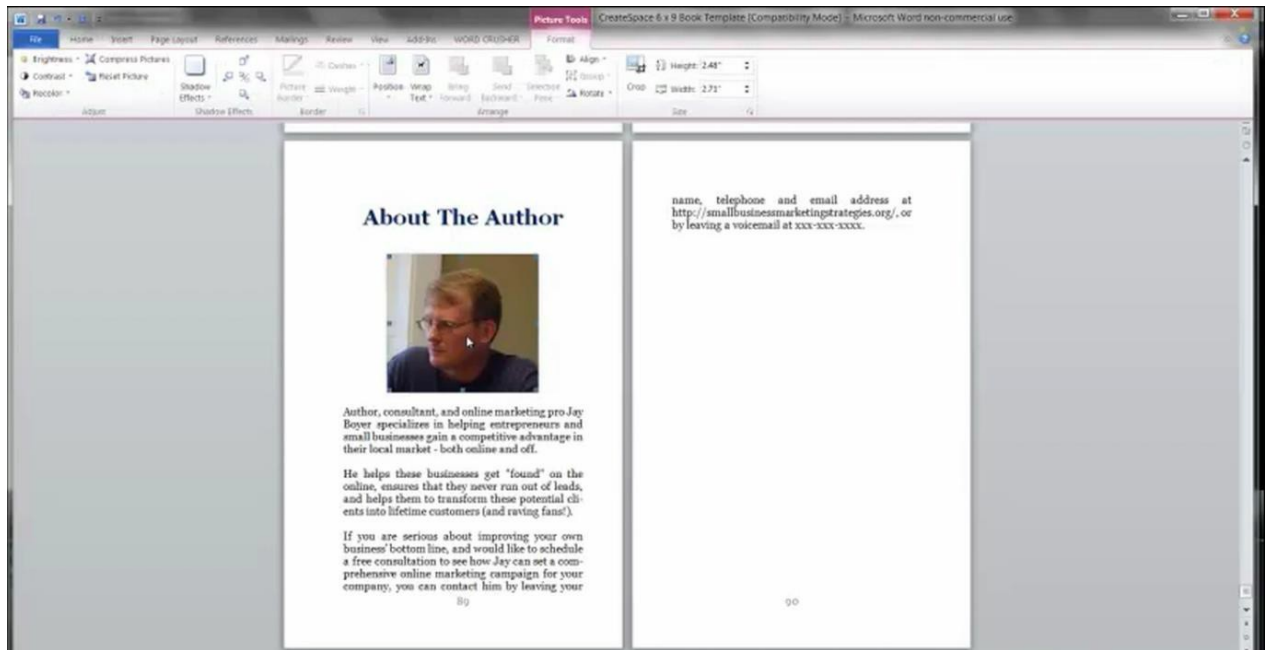
Once you have the manuscript completely formatted, go to each of your chapter headings and assign H1 tags to each of your chapters. You can do this by highlighting your chapter's title, clicking on the 'Home' tab, and then click on Heading 1. By doing this correctly, you can create a table of contents automatically on Microsoft Word. As you are adding these H1 tags, you should take a look at your chapter headings and edit them as you see fit. For example, if a chapter heading looks messy or if any words are split up with hyphens, do what you can to make it look neater.



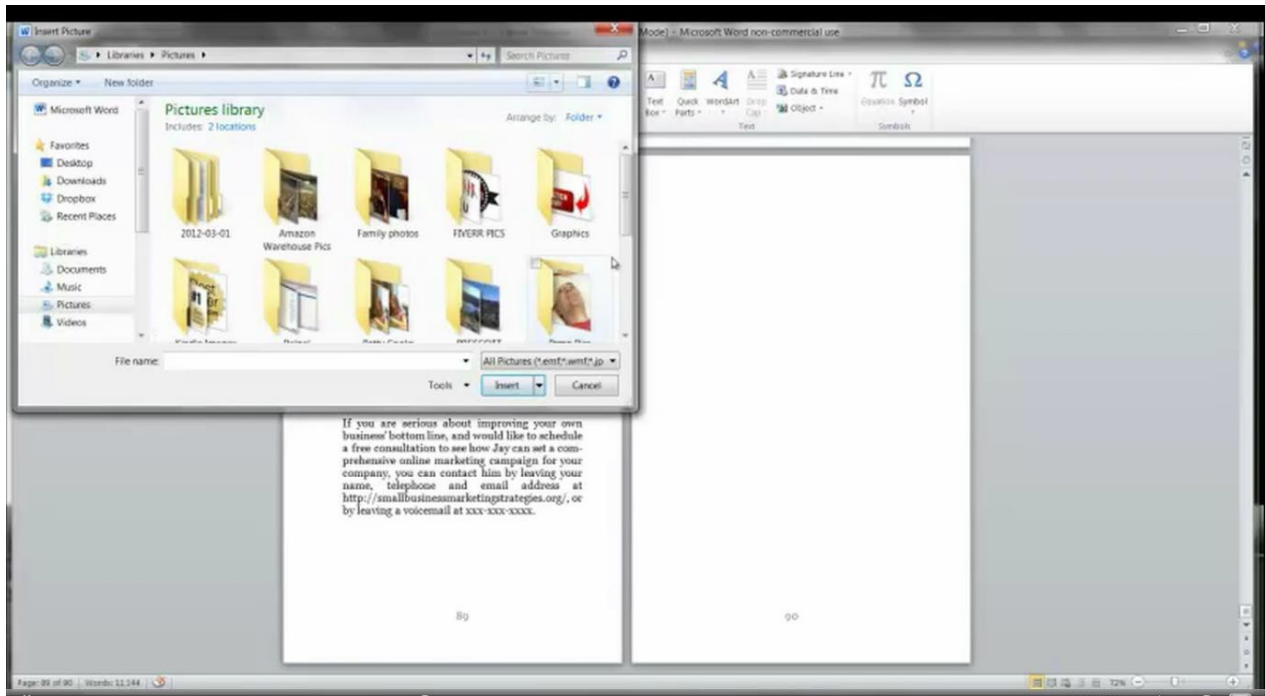
One trick that you should take note of is how to pre-set your chapter heading with the H1 tags. Simply right-click on your 'Heading 1' under the 'Home' tabs and click 'Modify'. This will allow you to choose the size, font, text align, etc. that you want. Once you have selected the settings click 'OK' and now every time you assign an H1 tag to a chapter heading, the style will change to match with the others. This can really save you a lot of time.



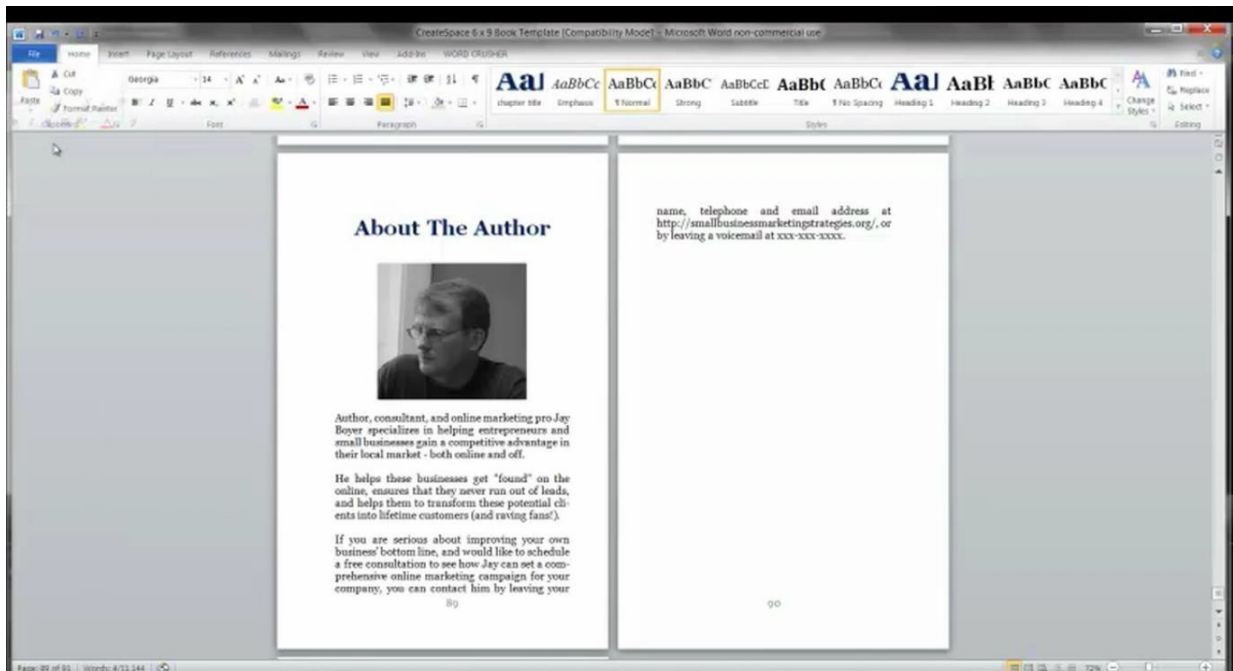
Adding Images to Your Manuscript



Adding images to your book's manuscript is easy. Doing so will add value to your book, interest, and information to your book. Don't be afraid to get creative in adding, editing, or modifying images, however only a few images are needed to really make your book look professional.

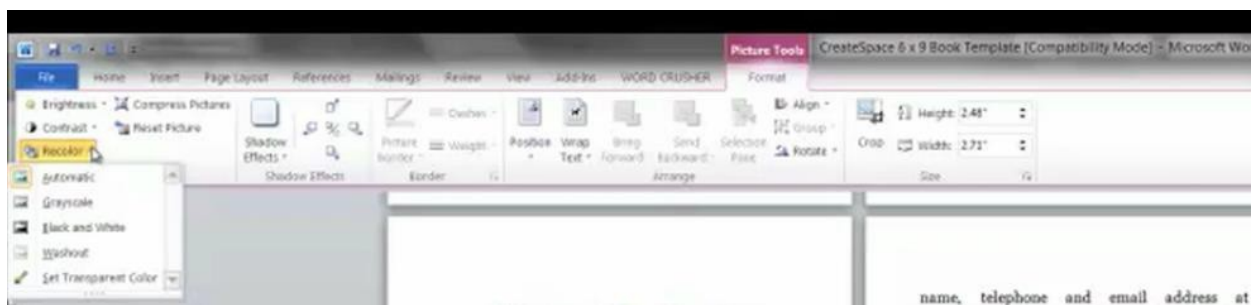


To add a picture to your text, simply, place your cursor wherever you want to place the image, then go to the 'insert' tab, click on 'picture'. This will allow you to search your computer's files for pictures or go to the file which contains the picture that you want. The image will then appear, and if you wish to edit your picture double clicking on the image and some formatting options will appear.



One thing to remember when adding images to your book is that color images can really add to the cost of printing your book. Sometimes, colored pictures can even double or triple your printing costs. One way to remedy this is to change your color image to grayscale image. To do this, follow these steps:

- Double-click on picture, and you will see that a new tab pops up in Word.
- On the top left hand side, in the 'adjust' category, click on 'recolor'.
- A dropdown menu will pop up with various options, simply choose grayscale.



This still makes your book look better than it would without a picture, but does not add to the cost of having your book printed. This trick works with most books, and in reality, unless you are writing a book on photography or the like, it is really not worth the extra costs to have color images in your book.

Once you have inserted the picture that you want, take time to resize the image and center it up. When you resize your picture, be careful not to make it so big that the picture no longer has a good resolution. Chances are, if it looks good to you, it will look good to your readers as well.

Keep in mind that when you add an image or images to your book, this is going to add to your length. It will also cause changes in your formatting. You may have to go through your text again to make sure things are still formatted the way that you want them. You will probably have to put in a new page break or two, at least.

Customizing & Adding Value to Your Book

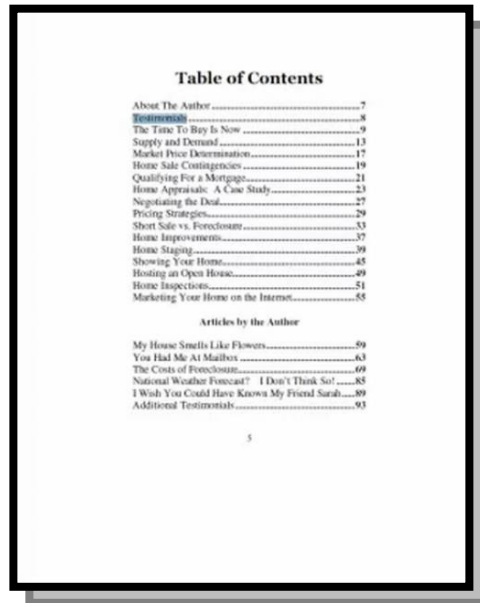


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5

You should take the time to add information about you and your business to your book. This is especially important if you are writing one of the “ultimate business card” types of books. One way to add value to your book is to add testimonials to your book. This adds social proof to your book and contributes to the ultimate goal of the book – to let people know that you are an expert in what you do as well as an authority in your field.

Writing an ‘About the Author’ section will help people know who you are, what you have been successful in, and why you are the right person for the job. A Forward to your book should also be added. This can be written by you, but it would come out better if you reach out to a colleague in your field or a mentor of yours and ask them to help you promote yourself by writing a Forward for you. Be sure have them include a message about how trustworthy you are and how much clients can benefit from hiring you.

You should also take advantage of previously-written works about you or your work. For example, if you have an article in a trade magazine, you should add this to your book. This contributes to your image as an expert. Other examples works which can be added include:

- Local articles about you or your work
- Magazine articles you’ve contributed to

- Information from your own website or blog

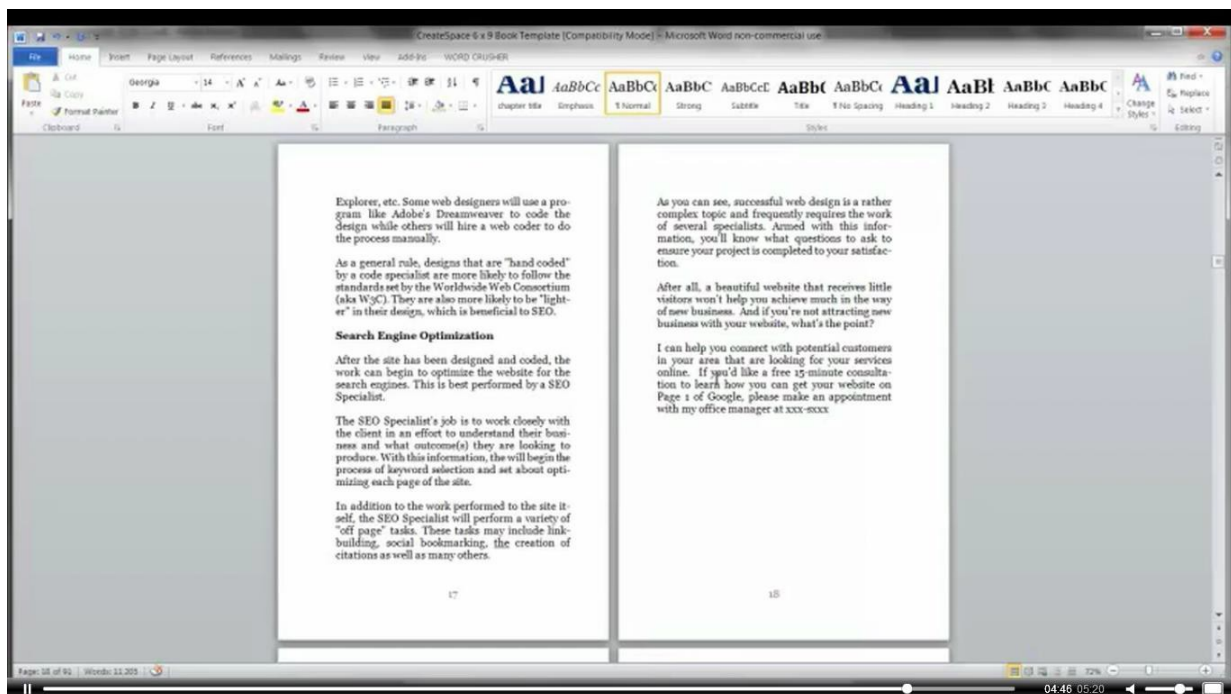
You can add these as chapters, articles, or appendices. This shows that you are not only a published author in your field, but that people seek you out to contribute to your field. This type of content will not only increase the value of your book, but allow you flaunt your accomplishments. In other words, anything that contributes to your image as an expert should be added into your book. If you have not already done this, do so before moving forward with your book's formatting.

Monetizing Your Book with “Book Hooks”

One thing that you can, and should, add to your book is a “book hook”. A book hook is simply little blurb you can add into your book’s text that indicates how they can connect with you and/or get more information about you and the services you offer. It can include information about:

- Your blog
- Your website
- Your Facebook page
- Other books you have written

These should be little calls of action which lead people from the page to the computer, to the phone, and so on. You want to catch people’s attention, and people who are interested should be informed about how to find out more; however you do not want to overdo this by placing this in your book too many times. You simply want to inform people of how they can reach out to you. Keep in mind, however, that these should be place appropriately.

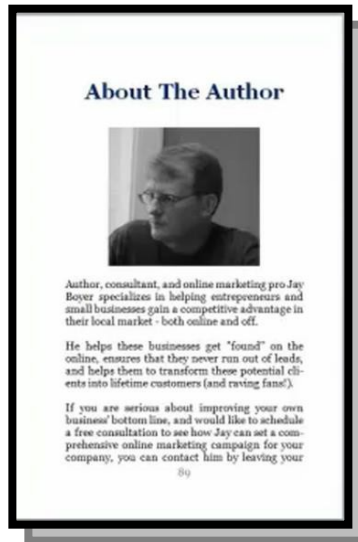


The following is an example of a “book hook” targeting people who need help getting their website better exposed:

I can help you connect with potential customers in your area that are looking for your services online. If you’d like a free 15 minute consultation to learn how you can get your website on page one of Google, please make an appointment with my office manager at XXX-XXX-XXXX.

Again, use your best judgment when inserting these “book hooks. They should fit well into the context of what you are saying, and fall in well with the text that comes before or after them. Also, it is best if they address a need of a person who may be reading the content. You can sprinkle a few of these throughout the book, but no more. Remember that if you sound like a salesman or you place too many of these in your book, you will end up turning people away.

Your About the Author Page



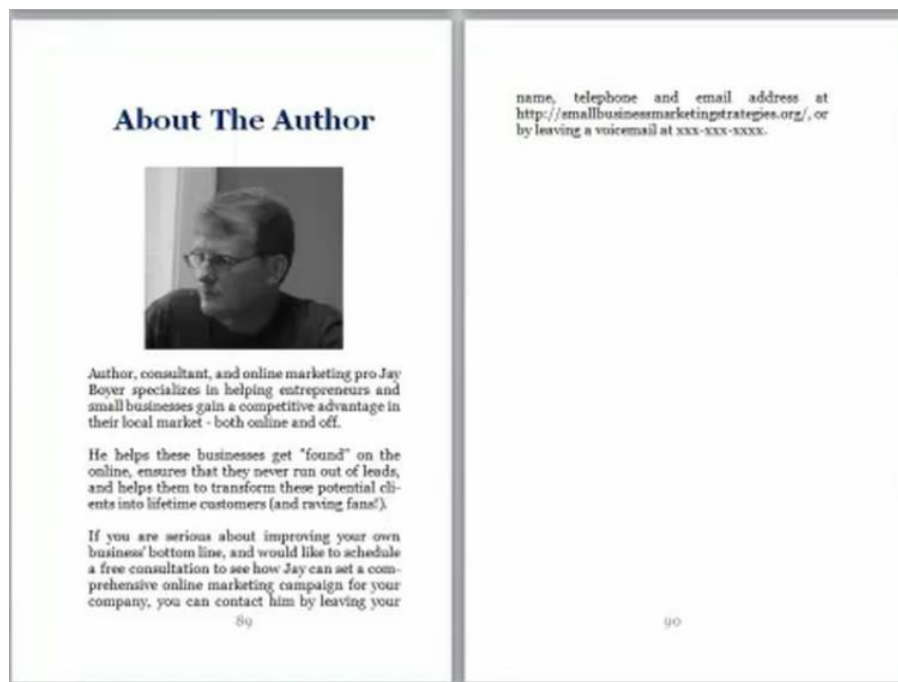
Your 'About the Author Page' is the most important page in your book. This is the place where you really have an opportunity to shine. Here you should allow the reader to learn about you as a person, inform them about your accomplishments, tell them about your family, and inform them of other works that you have written. You should also include a professional-looking picture of yourself here.

This is also your money page. It gives you a great opportunity to include information on where to find more of your work, learn more about you, or how to get in touch with you. If you are an author by trade, be sure to include where they can go to purchase more of your work or how to find your Amazon 'Author Central' page. If you are writing an "ultimate business card", then your 'About the Author' page should be geared more towards how the reader can benefit from your services and how they can get in touch with you to receive your services.

No matter what type of book you have, be sure to include some type of 'call to action' statement. A call to action statement is simply a statement which basically tells your readers to 'go here and do this Now!' Don't be afraid to be explicit about this.

Inside the book, your 'book hooks' should simply be suggestions about where the reader can go to learn more. When you use these 'book hooks' throughout your text, you don't want to come off as salesman-like. However, your 'About the Author' page is different. It is meant to be a sales page, and you should feel free to be blatant in the way you offer your services or boast about your other books.

People are used to finding ‘call to action’ statements in ‘About the Author’ pages. In fact, people generally know that if they are interested they can turn to the ‘About the Author’ page to find out more. If there is someone who loved your book and wants to purchase another book from you or purchase your services, then you should absolutely give them the opportunity to do so. In turn, you should take advantage of your opportunity to attract more people to your work.



The ‘About the Author’ page in the picture above can serve as a good example about how yours should be put together. It reads as follows:

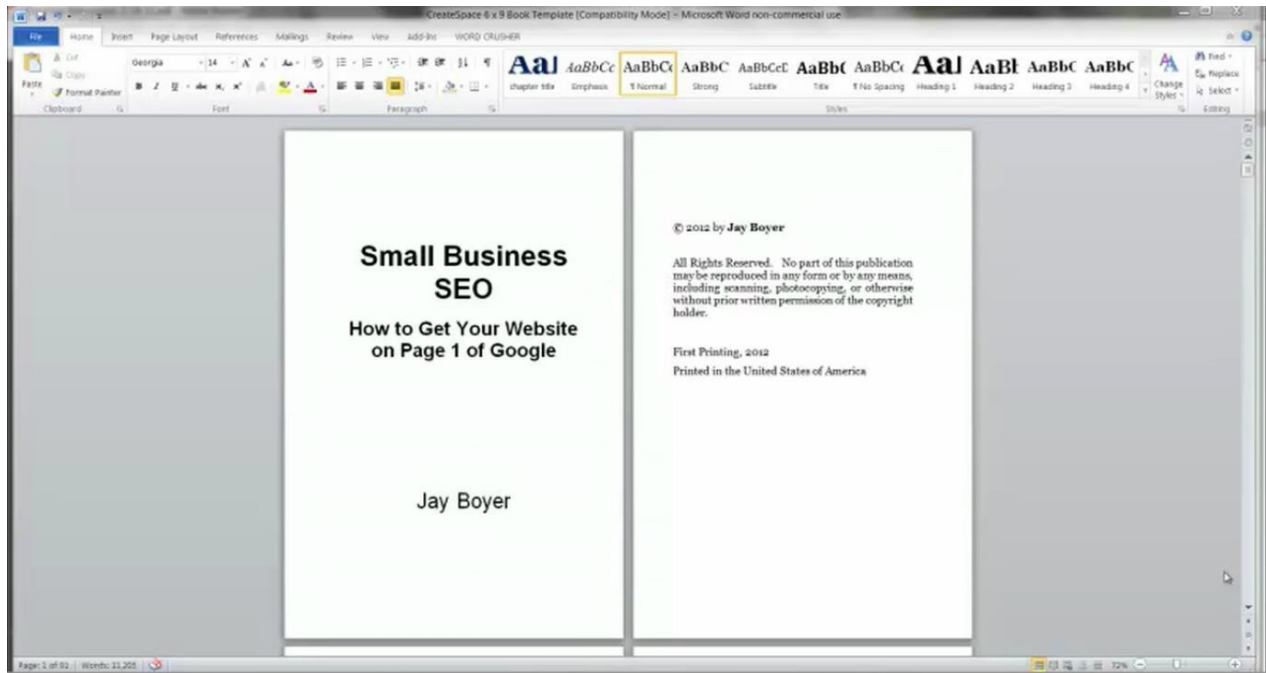
About The Author

Author, consultant, and online marketing pro Jay Boyer specializes in helping entrepreneurs and small businesses gain a competitive advantage in their local market – both online and off. He helps these businesses get “found” online, ensures that they never run out of leads, and helps them to transform potential clients into lifetime customers (and raving fans!)

If you are serious about improving your own business’ bottom line, and would like to schedule a free consultation to see how Jay can set a comprehensive online marketing campaign for your company, you can contact him by leaving

you name, telephone number, and email address at
<http://www.smallbusinessmarketingstrategies.org/> or by leaving a voicemail at
XXX-XXX-XXXX.

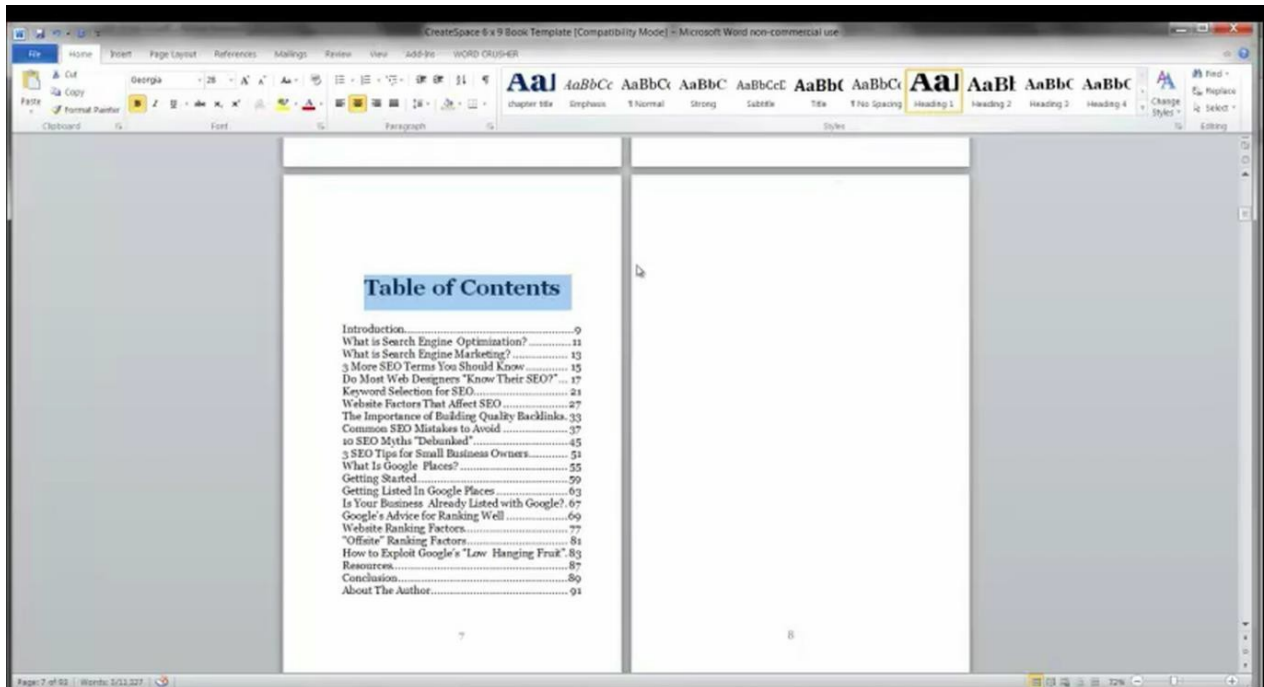
Generating a Table of Contents



If you have followed the steps laid out for you in this video training series, then Congratulations! Your book's manuscript is complete. You should still take one last look, just to make sure that everything is up to par, especially if you have added in anything throughout this process. If you see anything out of place or that isn't visually appealing, take a moment to fix it.

Once everything is edited and well formatted, you are ready to make your table of contents. This will be based on the page breaks and H1 tags that you put in place earlier. So, before creating this table, make sure that your entire page breaks and H1 tags are in place. This way the page numbers listed will be correct.

In order to create your table of contents, create two blank pages directly after your second title page. You can do this by inserting two page breaks here. The first of these two blank pages will be where your table of contents will be placed.



After your table of contents is complete, your manuscript is finished! You will want to save this as both a Word Document and PDF. As a word document, you can still go back and edit it. This way you can go back and make changes if you need to. You will be saving it as a PDF as well because this is the format you will use when submitting it. Your work is now ready to be published! Continue on to the next video series in order to learn how to submit your manuscript to KDP Print.

