

Easy Book-A-Day Weekly Training: Week Two

Tony Laidig

© Copyright 2013 Tony Laidig All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

This report has been written to provide information. Tony Laidig is in no way affiliated with Amazon.com.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

Table of Contents

Introduction.....	4
Preparing Your Document	6
Getting Ready to Publish: Formatting	9
Using InDesign	17
Uploading Your Book to KDP	19
Enhancing Printed Halftones	25
Question & Answers	32

Introduction

IN THIS MODULE...

Weekly Training...

- Preparing Your Word Doc for Kindle.
- Walking Through the Kindle Upload Process.
- Enhancing Printed Halftoned Images.
- And Much More!

Easy BOOK-A-DAY



Tony Faidig



Welcome to week two of the Easy Book-A-Day training course. This week's lesson will consist of some step-by-step training that you are sure to find extremely helpful when it comes to accomplishing your goals of publishing your books quickly. Specifically, this training is going to walk you through the following:

- Preparing your Word doc for Kindle
- The Kindle upload process
- Enhancing printed half-toned images
- Much more!

In this lesson, you are going to learn exactly what you need to do in order to prepare your Word doc for Kindle. Also, another interview with Kerry will be conducted so that she can share her own experience of preparing her Kindle book with you. You are likely to find her experience very helpful, especially if you are just starting out. You will also be walked through the Kindle upload process. This process is pretty simple and straightforward, but it would be beneficial for you to see this broken down in a step-by-step manner.

Finally, you will learn how you can enhance printed half-toned image. These are the photographs that you are likely going to encounter if you are downloading books from Google Books. They have been previously printed, so they have a halftone pattern to them, and that doesn't always reproduce well. The same is true with comic books and things like that. So, you are going to learn the exact process that Tony uses to clean these up. He has tested out a lot of different combinations of things trying to clean these up, and he feels that he has finally discovered the perfect solution.

Preparing Your Document

Formatting is really the key element when it comes to preparing your document. Since many members have probably never gone through this process before, Kerry will be sharing her initial experience with you. The interview begins:

Kerry: It's been an interesting week. Last week when I spoke, I thought that I was going to have my book published the following day, but that did not happen. Let me start by saying that I did get a new computer recently...I did get a new Microsoft Word 2010, which I was using OpenOffice on my old computer. So, I am very new to that...It has been a little bit of a struggle loading both of those on my new computer. So, I had my book completely done, and I thought that the hard part was over, but it actually wasn't. Now, I began a new journey into trying to get my book over to Mobi. Well, that was my first struggle. It didn't...for some reason Mobi was not taking my document....Mobi Pocket Creator...it was not recognizing my Word document, and I didn't know what was going on.

Eventually, I was able to get something up there...I was able to download something, but I wasn't able to get to the last step to get the process done. So, I went back and I re-read all of the rules and all the steps to take, and in there it said 'compatible with Microsoft 2007 and XP', but it didn't say anything about 2010. So, I thought 'that might be the issue'. So, at one point I changed my document...[to a .doc file]...and that didn't work either. So, I struggled with that for a while...and the easiest thing at that point to do was just throw my hands up and say, you know, 'I'm done with this. I'm calling Tony so he can help me do this.'...but I didn't want to do that. I really needed to figure this out for myself because that's the learning process.

So, I went to EPUB and that was really easy. It was done within just a couple of minutes...Went over there, put everything in there, and BOOM, there it was. I opened up my Kindle previewer and there was my document, but that's when the fun began because my document was a mess. There were indentations everywhere, things weren't centered, the headings weren't centered...it was absolutely a mess. So, then I had to go back to my Word document, and what I eventually figured out was that you have to use the styles...if you don't use the styles, it's not going to convert...For example, one of the things...I had my heading...the style my heading...it was set where it was, but when I pulled it up in the previewer...my headings were not centered...they were off.

When I finally got in and was looking at my styles, it turns out that my style was set for first line indent 2.5. So, it looked...in my document that it was centered...but when it went into...the Kindle previewer...it was off...So, I had to reset that and go back and redo the headings...which

was no big deal. Then, I had to go in and [fix the body]. If I had indented already at 2.5, and then I had the style set at 2.5 for the body...the Kindle previewer was picking that up, and it was indenting it 5. So, what I eventually had to do was go back, copy my whole document...and then paste it into a new document...unformatted...and then I had to start all again. I started all over, redid all of my styles, and the whole document was then done in styles.

I'll be honest with you, by the time it was all said and done, I think I redid it seven times...but I finally got it [laughs]...I finally got it and was able to get it over to the previewer, and it looked perfect. Then, what I did was...I was realizing that at that point...I had completely bypassed EPUB.

Tony: Just to clarify a little bit...a few things that you mentioned here...whenever she was talking about going to EPUB, it's actually an online conversion utility that I pointed her to, to check out...Do you remember what the URL for that one is Kerry?

Kerry: Yeah, www.2epub.com.

Tony: So what she was doing was actually converting her document here. It gives you the ability to upload your files, and then it will convert your document not just to EPUB, but you can also convert it to .mobi. Alright, and so she was using this converter to do that...so, whenever she's mentioned bypassing the conversion, this is actually what she was using to convert her Word document into the .mobi file format...but the last time, she kind of forgot this step, and uploaded her .doc file directly to Amazon, which you can do...but the trick to doing that...and we're going to get into this with the training here...is that you have to have it formatted the correct way...and that's what she was just talking about.

Kerry: It was a little bit of a struggle to learn how to do it because I had never worked with it before...and it was a little bit different than what Tony had showed us...I believe in one of the weekly classes or last Wednesday...it's a little bit different on mine than it was on his...so that was my learning curve...where I really had to sit down with Word, you know, and really learn what it was...and that's what took so much time. In the end, it saved me so much time...so, now I know how to do it, but it took that learning to get there. It's amazing what it does because you just set the body or something, and boom, it's done...and as soon as I was able to master the styles, it converted right over and it was fine.

Tony: Right, and we're going to talk about that tonight...and so it was kind of interesting watching her go through the process. I would get these emails every-so-often...and she's using Windows 8, which is their new operating system, and I don't even have a PC. I don't even use Windows 8 and...you know...you I get a phone call like 'I saved it on my hard drive, but it's not there.'...I'm like 'Well, that would be impossible.'... 'No really, it's not there.'... 'Well, it has to be

somewhere; you have to keep looking for it.'...but I don't know where to look because this interface is completely different.

So, we had conversations like that, and then also...she had the newest version of Microsoft Word, which she's never used before...so, to figure this out, even though it took her as long as it did...is one of those experiences that she now has a firm grasp on the entire process...and it took her quite a while. Now, you don't have to worry about... 'Oh my God, if that happened to her, what about me?'...the good news is that we're actually going to go through this entire process that she experienced, and I'm going to show you first-hand what was happening and what was going on...because it can be frustrating...to have your book converted and then look at it...and part of it is formatted another way...but in Microsoft Word it all looks identical.

Maybe some of you have experienced this, and you're kind of sitting there, scratching your head, going 'What the hell is going on?'...but there's some things that you need to keep in mind, from a formatting perspective, that are actually causing that...and that's what we're going to cover. Do you have anything else that you would like to share, Kerry, before we move forward?

Kerry: The only thing I can say is that I remember thinking in the beginning that I would never do another one of these. I am going to do another one of these [laughs]...just because...the process, I think, is going to be easier the second time around.

Tony: Yeah, absolutely.

Getting Ready to Publish: Formatting

PREPARING YOUR DOC...

Getting Ready to Publish: Formatting...

- Important Formatting Guidelines (Microsoft Word)
 - USE style sheets for ALL your formatting!
 - Avoid special fonts and characters.
 - Make sure your photos are IMPORTED, not copied and pasted.

Easy BOOK-A-DAY



Tony Fairfield



Tony thought that it would be helpful for you guys to hear from Kerry and about the experience that she had because it's likely that some of you will experience the same thing. So, a little bit about formatting will be covered in this lesson in the hopes that you can avoid this kind of thing. In this section, some important formatting guidelines will be provided. This includes guidelines having to do with what Kerry went through. When formatting your manuscript, you should:

- Use style sheets for ALL your formatting
- Avoid special fonts and characters
- Make sure your photos are IMPORTED, not copied and pasted.
- Have your photos centered and INLINE.

As stated above, you should always use style sheets for your formatting, and you should avoid special fonts and characters. You should also make sure your photos are imported and not just copied and pasted. This will save you a lot of heartache because when you copy and paste you can actually insert extra codes into Word. These have a tendency to get scrambled in the conversion process, and it can cause your photo placement to not come out correctly. Finally,

you should always try to ensure that you photos are centered and inline, rather than text-wrapped.

PREPARING YOUR DOC...

Getting Ready to Publish: Conversion (3 Options)...

1. Upload the DOC or DOCX file as-is.
2. Save as “Web Page Filtered” (PC) or “Web Page” (Mac)
 - Open “.htm” file in Kindle Previewer to convert.
 - Alternatively, ZIP “.htm” file and “files” folder. Then, upload ZIP to Kindle.
3. Place DOC or DOCX file in InDesign and Save As MOBI file.



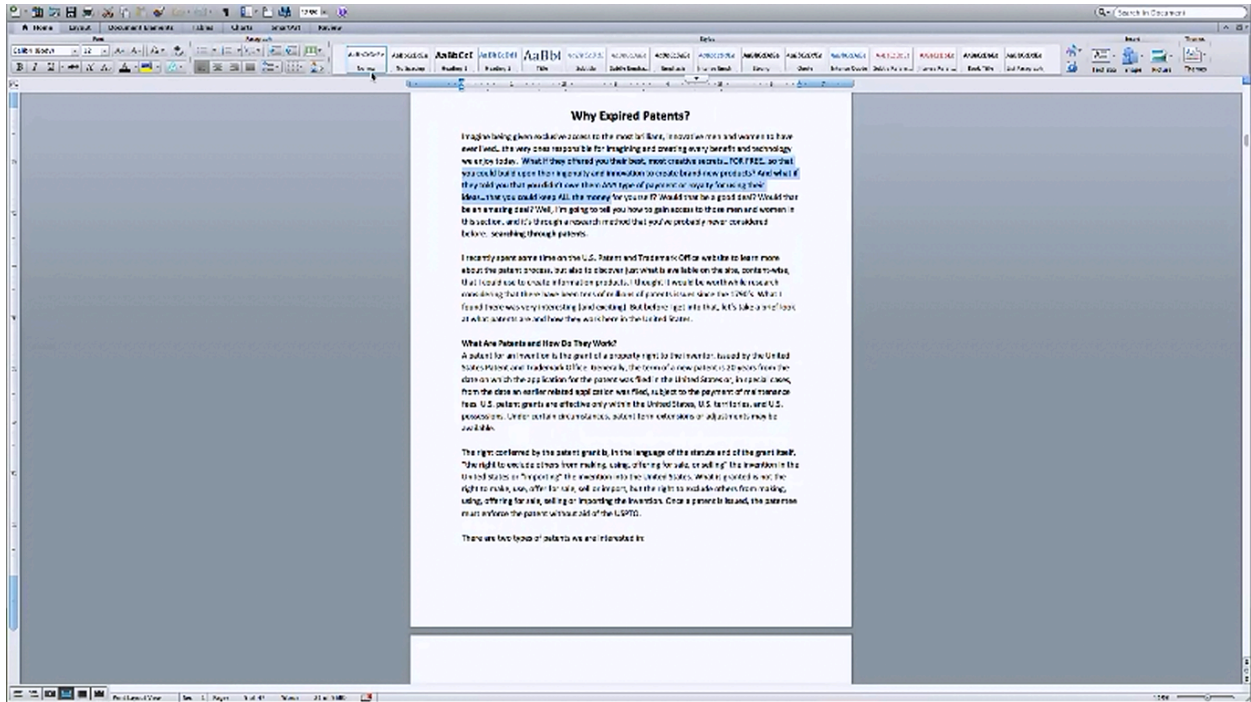
After you learn a little more about formatting, you will be walked through three different conversion processes. The first conversion process that is being shown will demonstrate how to upload a DOC or DOCX file as-is, straight to Kindle. You can do this, if you know how. The real secret to this is in the formatting.

You can also save your DOC file as a ‘Web Page Filtered’ (PC) or ‘Web Page’ (Mac). When you save your file in that form, you can open up the .htm file in the Kindle Previewer, and it will convert it to a MOBI file automatically, without even uploading it. A lot of people don’t know that. Another thing you can do is take the .htm file and the file folder with the images, zip them together, and upload that ZIP file to Kindle.

The third thing that will be demonstrated is how to place the DOC or DOCX file in InDesign and then save it as a MOBI file. So, you have several options available to you. Let’s learn about these in greater detail.

The Mac version of Word is what Tony used in his presentation. It may look a different than the PC version. The information presented here may also vary, depending on which PC version of Word you are using. For example, the location of the styles may be different in your version of Word. This is being stated upfront so that if you are using this as a guide, you will be aware

that there are variations. That way, hopefully, you won't be thrown off too much. Tony, by the way, is using Microsoft Word 2011 on a Mac.



Tony used his *Expired Patents* book as a guinea pig for this demonstration. One thing that Kerry talked about was the importance of using style sheets. This is really important. If you have never worked with styles before, you need to start using them. You can see that the text in the picture above is highlighted, and you may also be able to notice that the 'Normal' style box (the first of the boxes which contain 'AaBbCcDd') is highlighted as well. This indicates that the 'Normal' style is the style being used. If you were to highlight the chapter title, you would notice that the 'Heading 1' style is the one which is being used here.

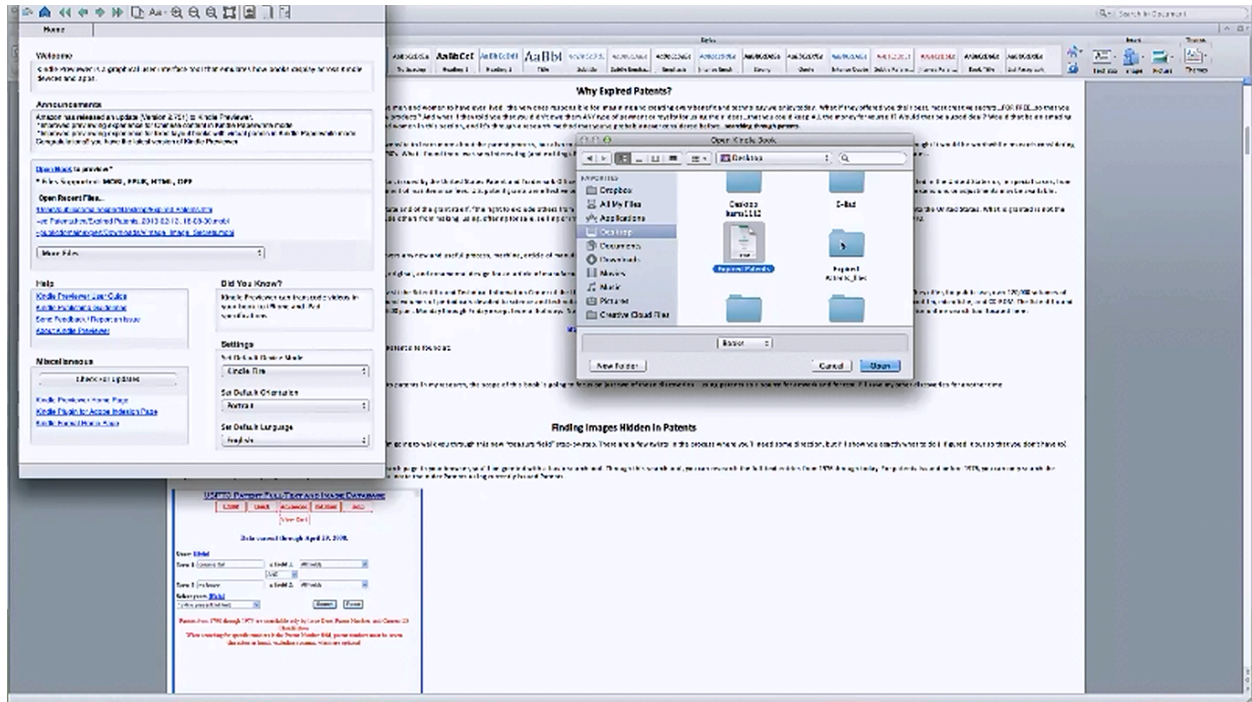
If you were to further inspect this document, you would notice that the subheadings are also formatted with the 'Normal' style. As you scroll down the document, you would notice that all of the headings, subheadings, and text are uniform in style. Everything looks like its fashioned the way it is supposed to be, and it all looks good. The problem is that it really isn't formatted uniformly, as you will soon see.

As you read these instructions, remember that the demonstration that they are based upon was done on a Mac, not a PC. So again, things may vary, but not a lot. The premise is basically the same.

To begin the process of publishing this document, you would click on 'File' and 'Save as Web Page'. A window will pop up which allows you to adjust your 'Save' settings. If you like, you

can just save it to your desktop, so that it will be easy to find as you go through this process. You may want to double check and make sure that the format is set to 'Web Page (.htm)'. Once everything is the way that you want it, click 'Save'.

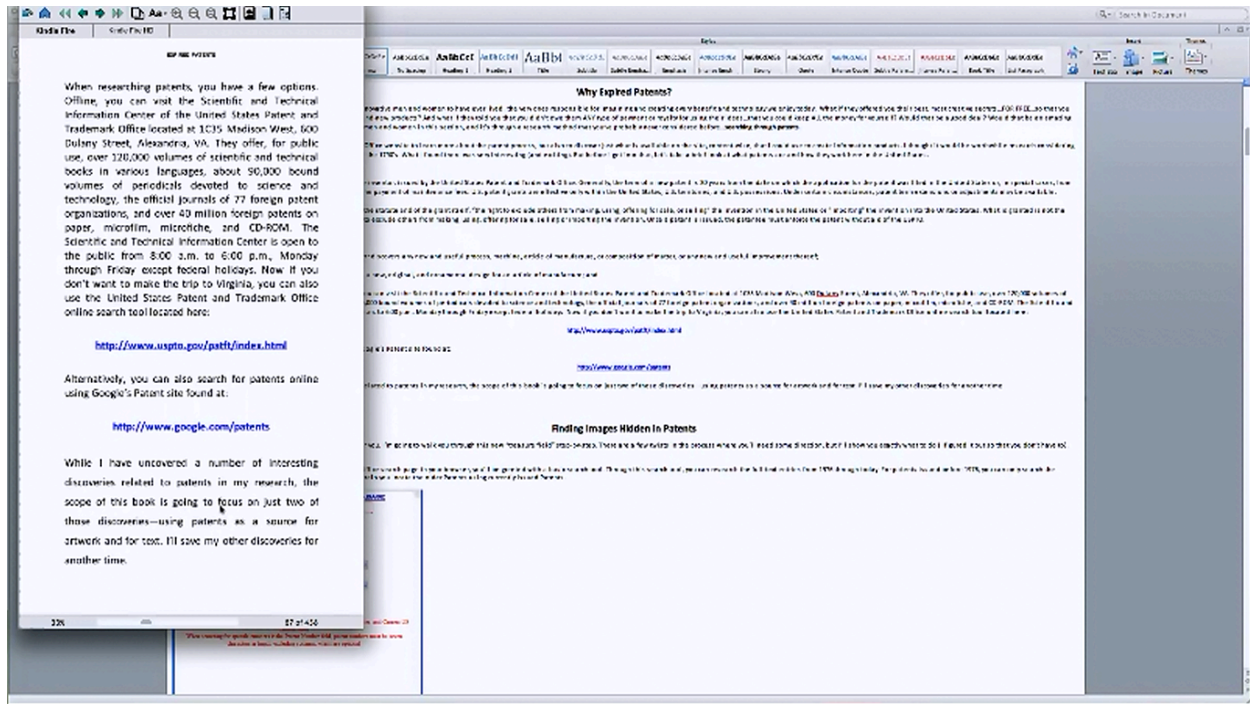
Once you hit 'Save', the file will open up, appearing as it would if it were a webpage. Take note of this because it will help you to understand why Amazon suggests using this .htm format. You see, Kindle was set up to use a modified version of html. At this point, all of the text still looks uniform in the picture above. Let's see if it is so perfect in the Kindle previewer.



When you open up your Kindle previewer, you will see that it shows the different types of files that it supports. Click on 'Open Book' and browse for your new .htm file. Aside your document, you may notice a new file folder. Next to Tony's document, for example, there was a file folder labeled 'Expired Patents Files'. This folder contains all of the images that are within Tony's *Expired Patents* book, and it was created automatically when the file was made into an .htm, or web page, file. Take note of this folder because it will be discussed later on. However, for now, just go ahead and open you book's .htm file.

A window may appear that includes some font warnings. If it does, you may notice that the output file is a MOBI file, which is perfect because this is what you are after. Click 'OK' and the book will then open up in your previewer. By looking at the picture below, you can see that now, in the previewer, the text is not formatted as uniformly. There is a lot more space between the lines of text at the bottom of the page than there is between the lines of text at

the top of the page. Why is that? It didn't look that way in Word. This is an example of a formatting issue that you might encounter when you preview your book.



If you see something like this, you might think “Wait a minute, what the heck is going on?” The spacing is off throughout a whole section of the book, and then all of the sudden it is back to the way it should be again. At this point, you would want to get to the bottom of whatever is going on. So now, of course, you would go back to your original document.

When you return to the original document, you discover that all of the text is spaced the same. So, what's different? Well, you'll have to look a little closer to find out. The next thing you do is highlight part of your text, right click on it, and choose 'Paragraph' in order to see what the formatting is for that section. You see that the line spacing is set to 'Multiple' and '1.15'. Now, you scroll down a little more and highlight another section to see what the formatting is set at for it. This time you notice that the line spacing is set to 'Single'. There is your culprit.

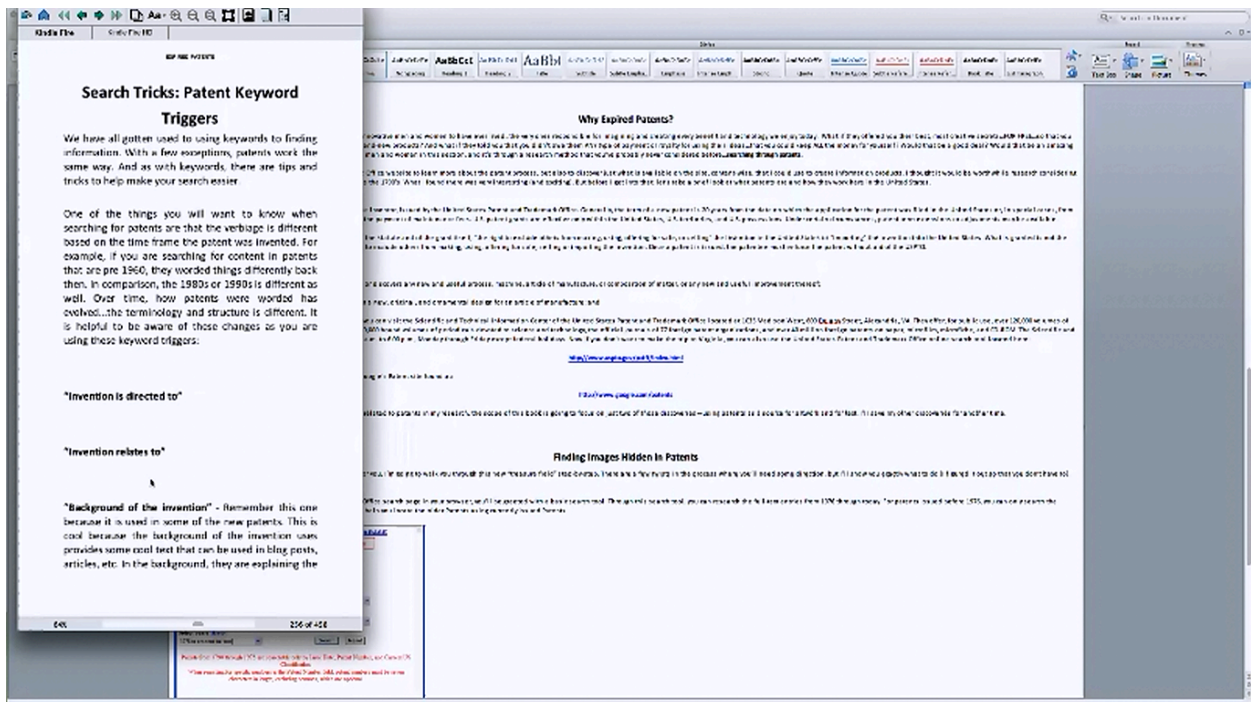
You notice that no matter where you click, it says it's the 'Normal' style and it looks the same. However, whenever you output it to Kindle, it looks different. So, you look into it a little deeper to find out what's going on. The next thing that you do is right mouse-click on the normal style and hit 'Modify' in order to see what the actual 'Normal' formatting style is.

At the bottom of the window that appears, you click on 'Format' and choose 'Paragraph' from the dropdown menu. When you do that, you notice that it says 'Single'. However, the part of the book that you liked was set at 'Multiple' and '1.15'. You need to change this, but you want

to make sure and change it right there in the style sheet. Once done, you click 'OK' and then 'OK' once more.

You will also want to double-check the font throughout the book's text and inside the style sheet. Once it seems as though you have fixed all the variables, it is time to save the document and output the document as a webpage again. When you do, be sure to replace the existing files. After that, you just go through the exact same process that you did before in order to view your book inside of the Kindle previewer again.

The conversion process that you go through with the Kindle previewer is essentially the exact same thing that happens when you upload it to the site. You want to do it this way because it is faster and easier to check for errors. Once you get it pulled up in the previewer again, you will first want to check the section where you were having trouble with your spacing. Now, you see that everything is fixed, which is awesome. Just that subtle change in the style sheet to match the other paragraph literally made all of the difference in the formatting.



You will still want to go through the rest of the book to see if anything else stands out. If you look at the picture above, you will see that there is another problem. There are large portions of blank space throughout the text for some reason. So, let's try to figure out why that is the way it is. Once again, you would begin by opening your original document.

To begin, you scroll down to the portion of the text where you found the problem to see if you notice anything first. There is a space between these lines in the original document, but it

doesn't appear as gaping in the original document. This space was made with just a hard return within each line, but the conversion process has amplified this spacing to the point where it really needs to be fixed.

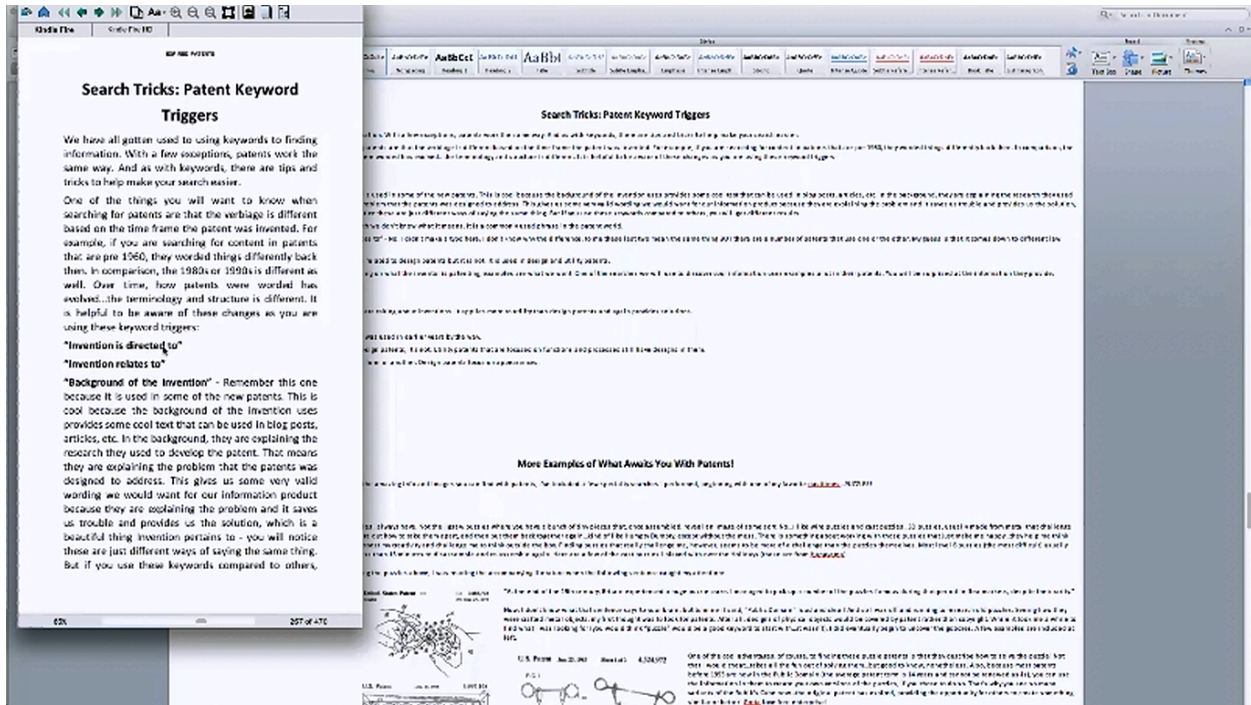
The reason that this document had a spacing problem was that when Tony created this document, he simply left the hard returns in instead of actually defining space between paragraphs. So, that is what you would need to do to fix this problem. You would begin this process by removing all of the spacing between each line. Then, you would right-click on the 'Normal' style and click 'Modify' followed by 'Paragraph', just as you did before in order to change the line spacing. In this case, Tony changed it to '6 pt' in the 'Before' field. This didn't seem to have made a really big difference in Tony's document. However, you don't really know until you look at the document in the previewer.

Once again, after making these changes, save the changes that you made to the document and save it as a webpage as well. When Tony checked the document inside of his previewer, he found that the changes that he made did not make any difference at all in his manuscript's spacing problem. So now, once again, he had to return to the original document to figure out what else could be causing the problem.

When Tony returned to his document, during his presentation, the changes that he made were all still in place. Even when he looked under the 'Paragraph' settings the settings were just as they should have been. So, this was even a mystery to Tony, who has vast amounts of experience dealing with these sorts of problems. At this point he commented on the situation, stating:

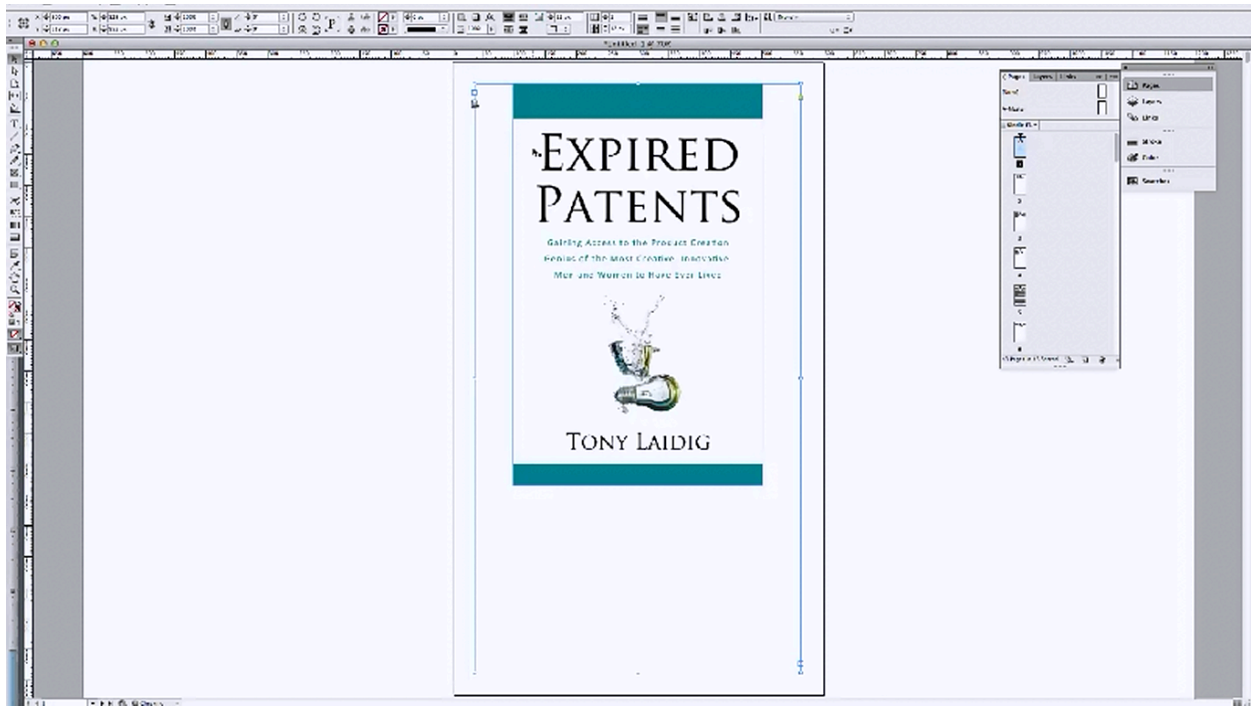
"See, this is where Microsoft Word has its shortcomings...and it can actually introduce funky-formatting into the document and you can't see it. It's one of the reasons why I'm not always a fan of using Word...at least straight out of the gate like this whenever it comes to publishing to Kindle."

So, how could you fix something like this? Tony began fixing this problem by cutting the text in this section out and choosing 'Paste Special' in order to strip the formatting out. Then he went through this section of the text to bold everything that had been in bold before. He then saved the document again and saved it as a webpage again before he returned to view it in the previewer. This time the document was correct.



These are the kinds of formatting errors that you can run into when using Microsoft Word. Sometimes they are not easy to figure out how to fix, even for experienced people like Tony. It is important that you understand that these 'mystery' errors can occur and know a little bit about how to fix them. You can see in the picture above that the document is now starting to look a little more like it's supposed to.

Using InDesign



Another thing that you need to know is how to take your DOC file into InDesign. According to Tony, he places his documents into InDesign because it seems like it normalizes all of the styles. As we just discovered, there are formatting errors that happen in Word that there seems to be no rhyme or reason for. InDesign strips out all that extra code and fixes a lot of these problems automatically.

When you open InDesign, the first thing you will want to do is open a new document. As you do, you want to choose 'Digital Publishing' for 'Kindle Fire'. You will also want to set the 'Orientation' to 'Portrait'. After you have changed these settings, click on 'OK'.

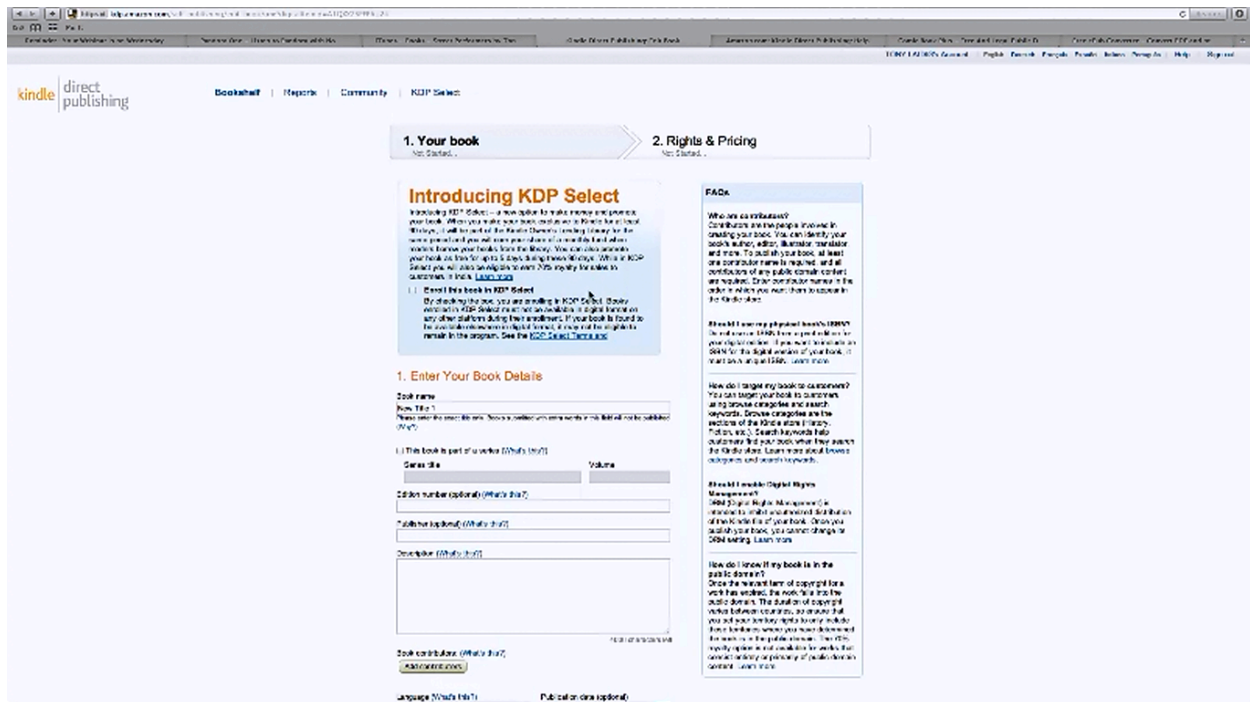
When the page opens up, click on it because that creates an active text box. Then, click on 'File' and choose 'Place'. This will allow you to browse for your document. When you find your book, select it, click 'Open', and InDesign will import your entire manuscript. You may notice that your images are a little blurry in InDesign. That is normal; they will look better after the document is converted.

The document that Tony placed in InDesign still had all of the hard returns that were dealt with in the section above. He imported this unedited version so that he could demonstrate how easy it was to edit the text within InDesign. In fact, if he wanted to, he could have easily

removed all the hard returns in the document all at once with InDesign's 'search and replace' function. You can do the same thing in Word, however.

When you are done editing your document in InDesign, you will want to click on 'File' and choose 'Export for Kindle'. Then, name your document and click 'Save'. Again, you might want to save it to your desktop so that it's easy to find. A menu will appear which allows you to set a few things up before your book is exported. For example, you can enter in a title and author's name, add a table of contents, and things like that. You will want and be sure to set your 'Image Quality' to 'High' during this process. When you are done, the program will make a MOBI file for you.

Uploading Your Book to KDP



If you have been following along this entire time, you would have a .mobi file that was created with the website output from your DOC file, a .mobi file out of InDesign, and the original DOCX file. The next step is to actually go through the upload process. To begin, you simply go to KDP.Amazon.com. You can click on the 'Get Started!' link to access the information that you need to know about publishing to Kindle. You should take time to read this information, if you have not already, because it will help you out immensely.

If you have looked over this information, then you can just log into your account from the page above. If you don't have an account, you need to create one. Your KDP account will have within it a 'Bookshelf' which lists all of the books you have published to Kindle. This, of course, will be empty if you have not published anything yet. In any case, in your KDP 'Bookshelf' you will see an 'Add new title' button at the top. Click on this to begin the upload process.

Right off the bat, they give you the option to enroll in KDP Select. If you aren't planning on selling your digital book anywhere else, then you definitely want to enroll in this. However, if you enroll in this program, you have to sell you can only sell your book on Amazon for 90 days. It may be worth it because a lot of cool perks are included in this program. The choice is up to you. Tony usually enrolls his books in this program for at least 90 days.

Next, you will see a section where you can enter in your book details. So, you will want to enter your book title. If your book is part of a series, you will want to check the box to indicate this. You can then put in the volume number and the addition if you need to. It is optional whether or not to put anything in the 'Publisher' field. Tony advises that you type in your name because if you don't your publisher will listed as 'Amazon Web Services' or something like that. You will then be asked for your book description. This is the description that actually goes into your book's page on Amazon. So, you will want to be sure to write out an attractive description.

Below the text box for the description, you will see a button which is labeled 'Add Contributors'. In his presentation, Tony simply typed in his name and designated himself as the author. However, if anyone contributed to your book in anyway, you can add them in here. For example, if you wanted to give someone credit for taking the photographs in your book, you could add their name here and designate them as the photographer for the book. You can add even more contributors if you like. There are a number of other titles you can choose from such as illustrator, editor, narrator, translator, etc.

Next, you are asked to designate the language that your book is in and the publication date. If you have an ISBN number, you can enter this in as well. Tony usually just allows Amazon to assign that. In other words, he leaves this field blank.

In the following section you are asked to verify your publishing rights. You can choose either one of the following:

- This is a public domain work.
- This is not a public domain work and I hold the necessary rights.

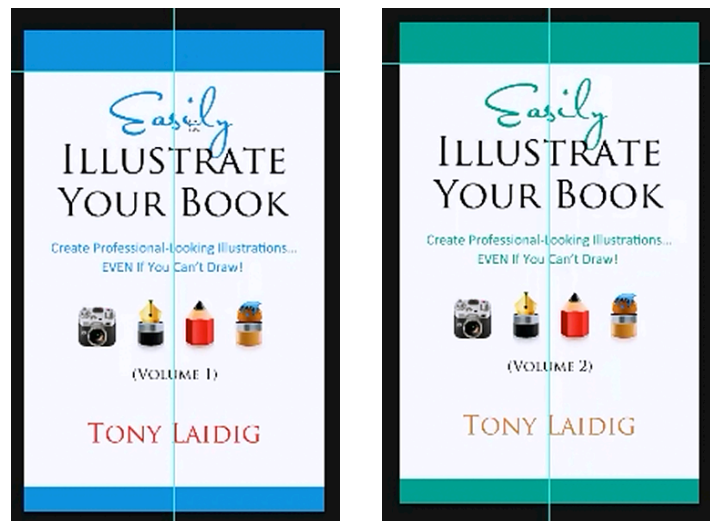
Tony always teaches his students to create derivative products or original ones. So assuming that you have done that, you will want to choose the second choice which states 'This is not a public domain work and I hold the necessary rights.' This actually makes you eligible to gain 70% in royalties, that is, if you charge \$2.99 - \$9.99 for your eBook.

After that you can select your categories. You are allowed to choose two. Amazon may ultimately assign more, but that is up to them. Sometimes it can be a little tricky to figure out what makes sense for your book. Tony chose 'General Design' and 'Art Reference' for his patent book.

The next section allows you to choose keywords for your book. You can choose up to seven, and you are encouraged to use all seven. Tony's were:

- Patents

- Illustration
- Content
- Curation
- Public Domain
- Inventions
- Creativity



Once this is done you can upload your book cover, which by this point, you should already have created. This way, you can simply click on 'Browse for image' to upload it. By the way, during his presentation Tony pointed out that he used a color for his second book cover which complimented the color of his first. You can see this demonstrated in the pictures above. Once you have selected the book cover you would like to use, click on 'Upload image'. You will be able to see a thumbnail of your book covers image on the KDP webpage once it has been uploaded.

Finally, it is time to upload your book file. You will be given a choice about your digital rights in this section. Normally, you will want to choose 'Do not enable digital rights management'. Once selected, you can begin browsing for the file that contains your correctly-formatted manuscript by clicking the 'Browse for book' button. Again, it is best for it to be a MOBI file, but it doesn't have to be.

Once you have selected the file, simply click 'Upload book' in order to upload your book to Kindle. Sometimes the upload process can take a few minutes. After it is uploaded, the file will

begin converting into the proper format. When all of this is done, you will see a statement appear stating 'Upload and conversion successful'.

After this is done, you will have the ability to preview it so that you can check everything out before moving on. It is highly recommended that you do so. There is really no reason for it to look any different than what you saw in the Kindle previewer, but to avoid future troubles, you will want to make absolutely sure that everything is the way you wanted it to be. If you do find mistakes, you do have the ability to upload the document again once they are fixed. This is just an extra step to make sure. If everything is correct, just click 'Save and Continue' to move on.

You have received instructions on how to upload your book to Kindle. Hopefully, this will help you in your future endeavors. The entire process is broken down into a simpler form below:

- Title (required)
- Description (required)
- Contributors (required)
- Language (required)
- Publication Date (optional)
- Publisher (optional)
- ISBN (optional)
- Verifying Your Publishing Rights (required)
- Categories (required)
- Search Keywords (optional)
- Product image (optional)
- Digital Rights Management (required)
- Uploading Your Book File (required)

In his presentation, Tony uploaded the MOBI file that was created with the website output from your DOC file, a MOBI file out of InDesign, and the original DOCX file in order to preview each. When he uploaded the DOCX file, you could see that there was still a lot of empty space where the hard returns were made, but it did not look as bad as it did in the Kindle previewer.

This difference in spacing was the biggest variation between this and the web-based MOBI file, but they looked different for several different reasons.

The MOBI file that was created inside of InDesign uploaded a lot more quickly for some reason. The document itself looked a lot cleaner and better put-together than the other versions of the document as well. There is another thing to take note of as well. Remember earlier in the lesson when you were being shown to go and modify the style pages in order to make sure everything in the formatting matched up right? Tony did not do this in the InDesign version that was created, which means that InDesign fixed this problem automatically and on its own. He did not have to do this manually in Microsoft Word, in other words.

This is one of the reasons why Tony like InDesign so much. Even if your styles aren't 100% perfect in Microsoft Word, when you place the document in InDesign, the program goes through and shifts everything into its own styles. So, it just assigns everything to a style which makes things come out wonderfully. If a section is not in a style the program automatically assigns a style to it. If you have a style, such as 'Heading 1' assigned to a portion of the text, it does retain that. However, if there is not a style assigned it will default to the 'Normal' style.

All of your higher-end page layout programs work like that. Obviously, these automatic fixes can save you a lot of time and effort in the formatting process. In spite of this, throughout the entire process of laying out your book, from the very beginning, always use styles. Even if you know you are going to be using a program like InDesign, always work with styles. These styles are of the utmost importance when it comes to your book's formatting and using them from the beginning will help you immensely later on.

Remember when Kerry was talking about her headers not being centered? That is because they weren't centered within the style. If you were to highlight one of the chapter headings within Tony's book, the 'Heading 1' style would highlight as well. Now, if you were to right-click on 'Heading 1' and choose 'Modify' you can see everything that is set up for this style.

On Tony's computer the 'Heading 1' tag is set up to be centered. So, even if you were to highlight it and push the left alignment button within the program, when you output the file it would be centered because that is what the style it is under is set up to be. In other words, when you output it under another file type such as MOBI, the formatting goes by how the selected style is set up. For the most part, that is why your document can look one way inside of Word and totally different in any other form.

This is why styles are so important and why you should set them up right from the start. The Kindle preview and all of the conversion software reads those styles first. So, they are what essentially determine the layout of your book. If you keep this in mind, it will save you a lot of trouble.

Once you have checked to make sure everything is as it should be in the previewer, and you click 'Save and Continue', you will be brought to the final portion of the KDP publishing process. This is where you set things up which pertain to the rights and pricing of your book. Tony states that he always selects 'World-wide rights' because you might as well sell it everywhere, right? He also chooses that he wants a 70% royalty, which means that the price must be within \$2.99 and \$9.99. He states that he priced his book at \$7.99 "because I'm worth it!"

You can usually just go through and check each country. For some reason, in India, the price had to be between \$1.77 and \$7.12. So upon finding this out, Tony changed this price to \$6.99. In other words, everyone who lives in India can get the book for less. Next, you are given a choice of whether or not to allow 'Kindle Book Lending'. Since Tony enrolled his book in Kindle Select this was already designated. Finally, you are ready to click the 'Save and Publish' button. Now the book will be submitted to Amazon, and it will be reviewed. If they don't find any issues, they will publish it and your book will go live.

Enhancing Printed Halftones

ENHANCING PRINTED HALFTONES...

Processing in Photoshop (the steps)...

- Apply “Oil Paint” filter.
- Apply “Smart Blur” filter.
- Adjust “Levels.”
- Apply “Smart Sharpen” filter (optional).

Easy BOOK-A-DAY



Tony Fairfield



In this portion of the lesson you will learn about enhancing printed halftones. During the presentation, Tony was using Photoshop to demonstrate how to do this. This particular method does not work in Gimpshop or any other image editing program that he knows of.

This is sort of a case by case process, so Tony only provides basic steps. This will provide you with a basic roadmap to follow though. As stated above, Tony has spent years experimenting with this and has finally come up with what he feels is the very best set of actions to take in dealing with this problem. The basic steps to this process are:

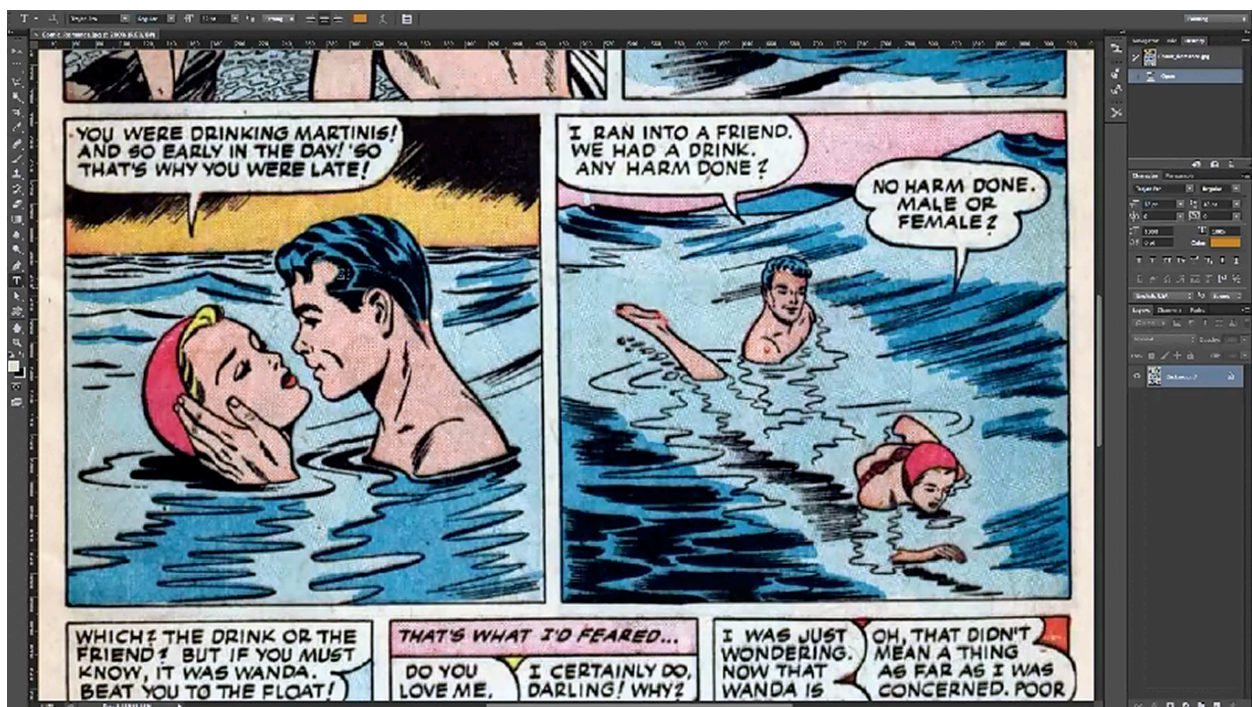
1. Apply ‘Oil Paint’ filter
2. Apply ‘Surface Blur’ filter
3. Adjust ‘Levels’
4. Apply ‘Smart Sharpen’ filter (optional)

Tony says that he has put in a lot of time throughout his career trying to get “those damn dots” out of photographs. This is the only method that he has found which effectively does that, yet maintains a level of sharpness within the image. This is kind of an advanced level technique, but you are likely to find it very useful, especially when it comes to the types of projects you are

taking on. If this technique proves difficult to learn the first time around, you can reference the video replays provided with this course.

Before starting his demonstration, Tony took a moment to brag. His book was accepted into the iBookstore. It only took a week and a half for it to go from being submitted to Blurb to where it was officially approved. This is his first book in the iBookstore, so he just wanted to share that with you.

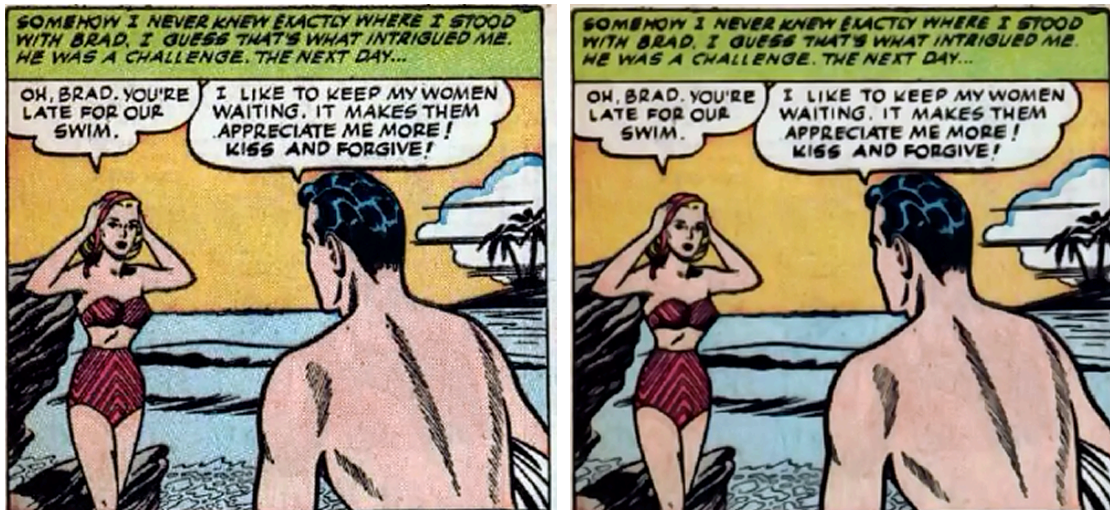
In order to better demonstrate his technique, Tony started out with a comic-style illustration, since the dots are much bigger. He also used other types of illustrations to demonstrate it a few more times. This way you will get a chance to see how the different ways that he tweaks the settings for different types of illustrations.



Take a look at the picture above. You can see the dots, the artifacting, and all of that because this is a low-resolution image. Most people would agree that this isn't a very good-looking image. Obviously, Tony has his work cut out for him.

To begin using Tony's technique, the first thing that you would do is apply the 'Oil Paint' filter. Essentially, this just slightly removes the dots. Not completely, but it removes them enough. Tony says that he has tried to do this without this step and to replace this step with other things, but nothing else would work the way that this does.

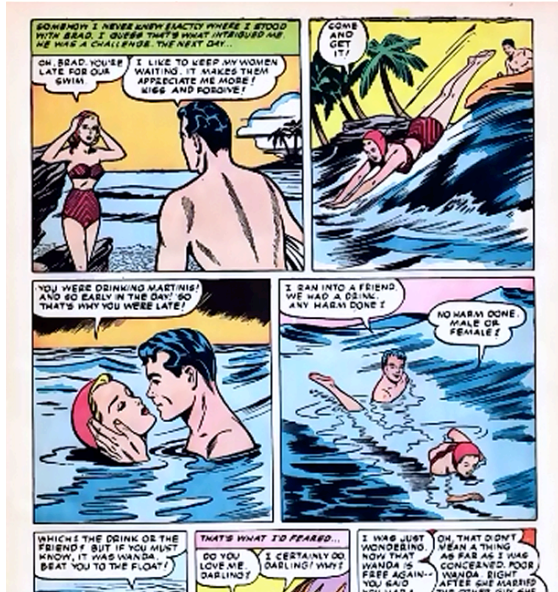
The object of the game is to keep these settings as low as possible. All you really want to do is change it just a little bit, not a lot. The reason is that if you adjust the settings too much, everything will become blurry. So, you just want to make very subtle changes.



You will want to turn 'Shine' down to zero and you will want to adjust the two top settings so that they're very subtle. Then you would click 'OK'. If you look at the picture above, you might be able to see the difference Tony has made already.

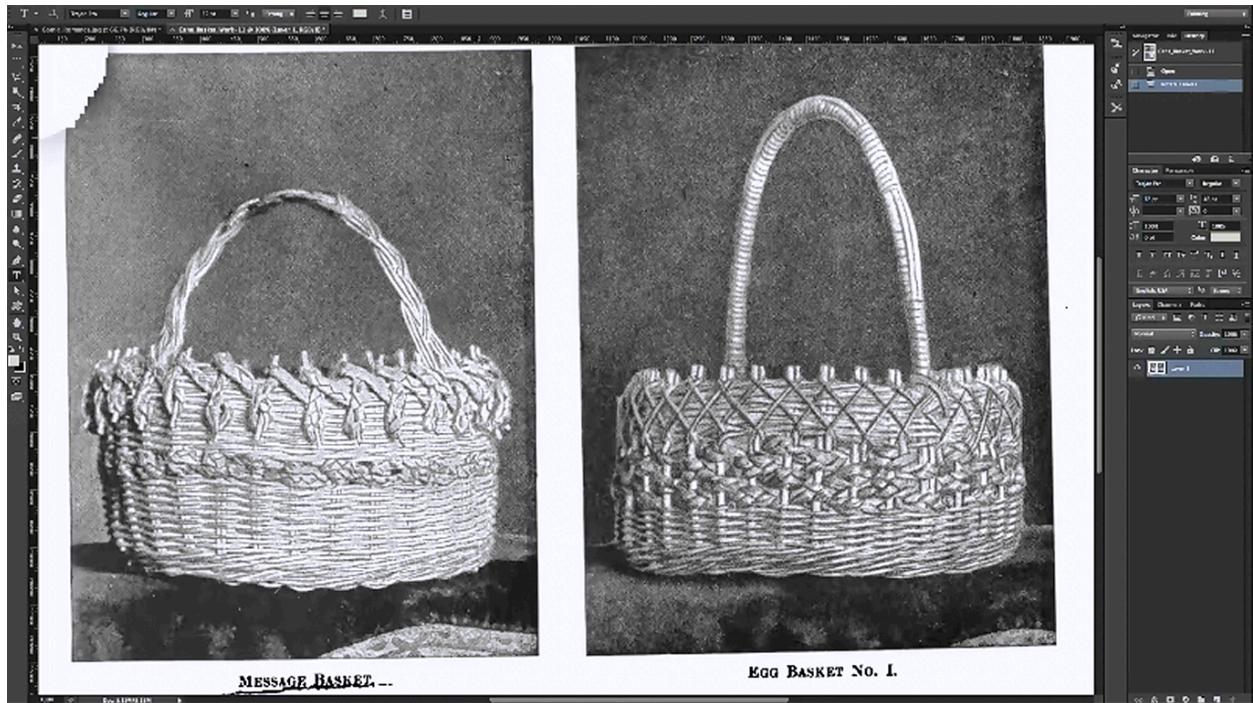
Next, you would choose 'Filter', 'Blur', and then 'Surface Blur'. You will be able to adjust the 'Radius' and 'Threshold' settings. You just want to play around with these and adjust them accordingly, but again, you are going to want to keep these settings fairly low. Tony used a radius of 7 and a threshold of 13 for the picture above. These would likely be different for you because the way you set these would depend upon the resolution of the image and the type of image being edited. Keep in mind that if you are zoomed into the picture, there will still be a lack of sharpness. So, you may need to zoom back out to see how sharp your picture is looking.

The next thing you will want to do is bring up the 'Levels' pallet by pressing Ctrl+L. The quickest way to do this is to use the highlight dropper, which is the one on the far right. Now, the speech bubbles in this comic strip are obviously not pure white. If you click one of them with this tool, all of the areas with this color will instantly be changed to pure white. You can do the same thing with the surrounding lines. You want to be careful about where you sample it because some of this could be deleted in other ways. So, you don't want to shift the color too much.



One more step that you can take is to use 'Smart Sharpen'. The default setting works pretty decently. It is set at 100% with a 1 pixel radius. You can turn this down just a little bit if you think the effect will be a little too strong. The picture on the left (above) is the picture Tony started with and the picture on the right is the end result. One thing you may notice is that almost no sharpness at all was lost. Maybe a little bit in the type, but remember, this is a very low-resolution image. Anyway, you can see that this process made a pretty significant difference in the picture with almost no loss of detail.

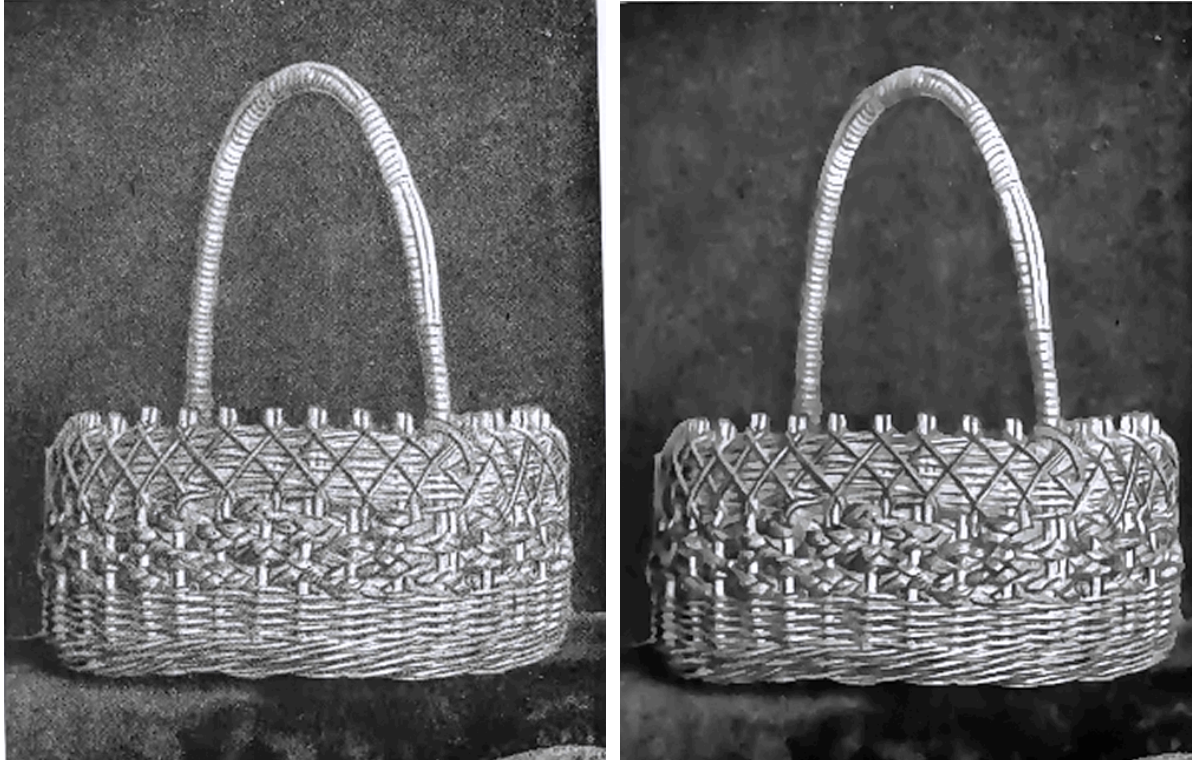
This is the exact same method that Tony used when he edited the basket pictures for his book. He demonstrated how he did so during his presentation. To begin his demonstration, he opened one of the pictures up at 300 pixels per inch. He said that he did this because he wanted a high enough resolution for print.



You can see by looking at the picture above that there is an obvious halftone pattern in the image. Let's see what happens when Tony's technique is used on this picture. Again, you will begin with the 'Oil Paint' filter. Tony used the same settings as before. Remember, that you don't want to adjust the settings too much and there will only be a subtle difference at this point.

Next, you will want to choose 'Filter', 'Blur', and 'Surface Blur'. You may want to tweak this slightly, but that depends on the image. 'Threshold' really affects the amount of blur that takes shape, so you will want to use that very sparingly. Radius just controls how the overall image is being affected pixel to pixel.

Once again you will want to hit Ctrl+L to bring up the 'Levels' pallet and choose the eyedropper furthest to the right in order to reset the white. By pulling the shadow inside the pallet down a little, you can increase the contrast as well. Tony did not use 'Smart Sharpen' when he edited the pictures for his book, but he did so in his demonstration, and it did add a little bit of sharpness to it.



Now, check out the before and after results of this process by looking at the pictures above. In this particular case, there has been a small loss in detail. Tony says that he could have tweaked the settings a little bit more in 'Oil Paint' to prevent this. However, he thinks that it looks much better and he is happy that the picture no longer has the halftone patterns. The effect worked pretty well overall, and that is without tweaking the settings very much at all.

Tony demonstrated this one last time with an illustration of Abraham Lincoln. This is a picture that was straight out of a book that was digitized by Google. The halftone pattern really wasn't too bad in this one. Again, he used the 'Oil Paint' filter, using the same settings as before. Then he used the 'Surface Blur' feature. Remember that changing the radius doesn't have near the impact that changing the threshold settings does. Next, you'll want to hit Ctrl+L to bring up the 'Levels' pallet in order to resample the white area. You may want to add a little bit of contrast as well. Then, for the last step, you may want to use 'Smart Sharpen'. You can see the before & after result in the picture below.



You can see that the picture on the right (above) is much, much cleaner. You can see now that all of the half tone dots that were formally there are gone without any real loss of detail at all. So, those are the basic steps. Hopefully, you will find them helpful in your work. Another cool thing about this technique is that it actually preserves the type in the picture really well. The real key in preserving the type, if you have writing in your picture, is how you use the 'Oil Paint' filter. The more you increase those settings, the more it is going to distort everything, including the type. In this case, the type actually came out smoother and cleaner.

Question & Answers

When submitting your book, why didn't you add digital rights management? I thought that was important to have.

All that it really does is lock down your book. It makes it so that it can't be transferred, shared, or anything like that. Tony says that he has never really seen the need to use it.

What are the pros and cons of having your own ISBN?

If you have your own, you are not tied directly to Amazon. That means that you can potentially use other platforms for your book. ISBNs do cost you money, however, and they can be quite expensive. If you do want to purchase them, Tony recommends buying 100. This will cost you \$575. According to Tony, the way that they have them priced is ridiculous. You can buy them in blocks of 1, 10, 100, and 1,000. If you buy 1,000, the cost for each one is significantly less, but you have to buy 1,000 to get that price.

If we have Microsoft Word, the Student Home version, we cannot use it for publishing right?

If you want to be an absolute stickler to the letter of the law, probably yes. Tony says he would imagine that the conversion process strips it all out, however. He doesn't advise that you do that necessarily, but he says that he just knows *he* wouldn't lose any sleep over it.

Could you create a style sheet setup that does everything you want and save it as your normal template to use?

Absolutely. As a matter of fact, you are encouraged to do that. This is something that Tony has always done in book design. He says that he had a set of custom style sheets that he used for specific books.

I tried using 'Calibri' in my formatting and it changed to 'Georgia' in parts. Is that part of the same style sheet problem?

Yes.

You have some (both sides) justified places within the paragraphs where the words are far apart?

That is because, by default, Kindle justifies your paragraphs.

Can we use Pages rather than MS Word?

Yeah you can, and the cool thing about Pages is that, if you have the latest version, it has the ability to export your files in EPUB. So, you can upload that directly to Kindle or save it as a DOCX or DOC file. One thing you should never do is try to upload a PDF. You will have a nightmare on your hands.

Is it sometimes easier to publish in InDesign only without using MS Word and maybe for certain types of books?

If you have InDesign, and you are comfortable with using it, I would actually encourage you to do that.

So, are you using DOC or DOCX?

Tony used DOCX, the newest version.

Tony, I have a bunch of magazines that are in the public domain which have patterns and photos I want to put into a book. The magazines' format is 6X9, black and white. Would I be better off buying a flatbed scanner or a copy Stanford camera duplicate for eventual publication?

It is recommended, in this case, that you buy a flatbed scanner. You will be able to scan everything in much more easily than if you used a camera. A camera may be a little faster, but you have to have something to hold the pages flat, and you have to make sure there are no reflections and things like that. A camera solves all of that. Tony says that he has a CanoScan LiDE90 or "something like that", which has been discontinued because it's several years old.

He says that he really likes Cannon's LiDE scanners because they don't generate heat. They are LED-based. Plus, they are not super-expensive. Tony says that he paid around \$60 or \$70 for

his. There is no power cord; it just plugs right into your USB port. You just install the software, and you're good to go. Tony states:

"If I were doing exactly what you are talking about...If I needed to convert that into a book...I would scan it. That's exactly what I would do."

How do you decide on the price for a Kindle book?

Tony says that he just arbitrarily picks a price. There are some pricing strategies that can help you gain a bestseller's status more quickly. Some people go to the lower end of the pricing scale and take the lower royalty to get their book to sell better or maybe even get a bestseller, for example, and then slowly raise the price later. You can change your price anytime you like, just like if you wanted to make an update to your document you can at anytime. That's one of the beautiful things about publishing to Kindle; it's very flexible in this way.

Is Microsoft Publisher a viable source for the creation of a children's Kindle book? Also, will you ever create a children's Kindle book during this course?

Yes. Tony actually has a couple of children's Kindle books in store. At this time he is actually travelling, so he is going to wait until he returns home because the materials that he needs are there. As far as Microsoft Publisher, Tony says that, as far as he knows, you should be able to use it. He has not used Publisher personally, but he cannot imagine any reason why you couldn't.

If you have page breaks in your Word document, will they transfer into InDesign?

Yes, for the most part. Tony has had a couple of experiences where they did not. When this happened, he just went ahead and added them in. When using InDesign, you can put in a page break just by holding the 'Function' key down and hitting 'Return' on a Mac. On a PC it is likely the 'Control' key instead of the 'Function' key, and the 'Return' button.

It may even be Shift+Ctrl+Return; you'll have to check since Tony is so used to using his Mac. He says "It's kind of like moving from the North to the South and eventually you start picking up the accent. So, I've been picking up the Mac accent; I'm forgetting how to talk PC."

How many KDP accounts can a person have?

Just one. Now, there is potentially an exception to this rule. You can have a personal account and have an account through a separate corporation with a separate address. So, technically you can get away with having more than one. For instance, Tony has two CreateSpace accounts. He has a corporate account and a personal account. So, it can be done, but Tony recommends just sticking with one. If you wanted to publish under several pen names, for instance, you can publish them under one account. Nobody has to know that you are just one person.

Did you show how to import the images? You said that we should not copy and paste but import the picture. Did you mean 'insert picture'?

Yes, inserting the picture was exactly what was meant. So, to insert a photograph you would click on 'Insert', 'Photo', and then 'Picture from file...'. You also want it to be in line with the text. You can choose to wrap the text, but when it comes to publishing to Kindle, your photo will move all over the place. That is why it is recommended that you just place your photos in line with the text.

How do you get a dynamic table of contents?

This was actually demonstrated in another video. You can access all of the replays of the previous courses as well as those for the bonus training in the member's area. You can find information about how to create a table of contents in this bonus training as well.

Life has been busy. Don't we get access to all of the archives in the member's area for a while?

Yes, according to Tony "Until the world is destroyed or overrun by zombies." So, probably a little while.

I've created customized styles for my manuscript. Does InDesign maintain these?

Yes, you shouldn't have any problems with that.

What's the best way to handle work flow with the difference between a 6X9 book for CreateSpace and a Kindle book if you are doing layouts for the same book in InDesign?

Tony recommends doing your layout according to your print size, which in this case would be 6X9. Even though InDesign does have the templates for Kindle, if you design your book at 6X9 for print, and then still use the export filter for Kindle, you shouldn't encounter any problems. Kindle works with the type dynamically anyway so it's going to reflow. However, you will still want to maintain the style sheets and not do anything special with your images. They need to be in line or they won't come out right. You really want to make sure that you pay attention to those things.

I still have problems with cross-references to chapter and section headings. InDesign seems to lose half of them. Have you had the same experience, or maybe I just have too many?

Tony states "I have not had that happen, but I will tell you that that is all controlled by style sheets. So, your chapter titles should be 'Heading 1', your subtitles or your sub-heads in your chapter should be 'Heading 2'." Whenever you're creating your copyright page in InDesign, you can go ahead and define 'Heading 1' and 'Heading 2'.

By the way, you also have the ability to format each of those individually, as far as what style you want to apply to 'Heading 1' and 'Heading 2'. You actually have to define those independently whenever you're creating your table of contents. If everything is tagged the way it's supposed to be, everything should come in fine. So, Tony recommends that you go back through to the areas that aren't coming in right (or not at all) and double check those parts to make sure that everything is formatted with those specific styles.

What size, text, and fonts do you usually use for a regular paragraph in your books?

"I like Calibri." Tony states. He goes on saying "I usually use Calibri for most of my body text, and I usually use it at 12 pt."

One member left the comment that you could also use the Publisher in the WordPress Author theme to upload to Kindle. He stated that this worked great for him in publishing his very first book. So, this might be one option for you to consider. Another member said "Thanks Tony for the most helpful Kindle publishing training I've seen so far." Tony would like you to know he appreciates the contributions and support he receives for the course from its members. He wishes that he could cover more questions, but due to lack of time, he couldn't. If you had any

questions that didn't get answered, either hang on to them or post them Facebook group area.
Thanks again for your participation and have a great week!