

Easy Book-A-Day Weekly Training: Week Three

Tony Laidig

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Introduction

IN THIS MODULE...

Weekly Training...

- Kerry's Update...
- Using InDesign for Kindle Publishing
- Inserting Photos in InDesign
- Working with Style Sheets
- Creating a Dynamic TOC
- Q&A
- And Much More!

Easy BOOK-A-DAY



Welcome back to the *Easy Book a Day* training course! This is the third week of the course. This course is hosted by Tony Laidig. Kerry, who is undertaking this venture with Tony, is going to be sharing her latest adventures as well. She is currently on her second book. Other things that will be discussed today include:

- Kerry's Update
- Using InDesign for Kindle Publishing
- Inserting Photos in InDesign
- Working with Style Sheets
- Creating a Dynamic TOC
- Q&A
- And Much More!

Tony has decided to spend more time on Kindle publishing because a lot of people are running into problems as they use InDesign and are asking the same questions over and over again. So,

hopefully these issues can be settled once and for all. Part of that training is going to include information on inserting photos in InDesign. A few people have been having trouble with flow issues as well. Hopefully these issues can be resolved.

You will also learn how to work with style sheets in InDesign. However, this advice will be applicable to other programs as well. In addition, you will learn how to create a dynamic table of contents in InDesign, just so that the training is complete. Then, of course, common questions will be answered and there will be much, much more to look forward to.

You may not be using InDesign yourself. However, you may decide to use this program in the future. The good news is that you will still have access to this training in the future. Tony realizes that some of what you'll be learning isn't applicable to everyone. Then again, it never is. In any case, since Microsoft Word was discussed to a large degree in the previous session, Tony felt that it was only fair to discuss InDesign thoroughly this week.

Tony was planning on talking more about iBooks Author, but he decided against it. He is considering doing this next week. The primary reason why he decided against it was because it is a Mac-only program, so that would cut off a rather large portion of the members from being able to use it at all. Hopefully, he can provide some in depth training on it next week. However, that depends on what the demand is for this training.

Kerry's Update

The following is an update from Kerry. She has been venturing through this process with you as well as with Tony. In this session she is going to share her experience thus far with you, and hopefully you will be able to connect with and gather some comfort from what she is saying. She is going through the same things that many of you are experiencing, and hopefully you will find the information helpful:

Tony: So, Kerry has completed her second book, and she's averaging about a book a week...and what's really been kind of cool...watching her...is that she came into this probably lower on the scale than many of you [chuckles]. She didn't know dirt about anything...[laughs] okay...so she's been scrambling to learn...I mean, she has a new computer with Windows 8...I don't know if any of you have used Windows 8...I found it confusing.

They moved everything...you know...so, she's learning Windows 8...she's learning a new computer...she's Microsoft Word and Photoshop, BookSmart, and all this stuff at the same time. So, the fact that she's got two books finished and available for sale...I think is pretty awesome, considering how she started. So, I wanted to have her talk a little bit about what she's done with this latest book...how she approached it, and all of that kind of stuff...so Kerry, why don't you talk about your latest experience....

Kerry: Sure...Well, I decided with my second book to do a picture and quote book...basically...my son and I...my 14 year old son, Tanner...we took a weekend, and we went up and down the South Carolina coast...and he brought his video camera, and I brought my point and shoot camera...nothing fancy...and we just went up and down the beaches in the coast area...and we just took tons and tons of pictures...We really had a great weekend...and then I came back....and started processing my pictures in Photoshop. Well, that was my first stumbling block because I've never used Photoshop...so, it took a little bit of time...and yes, I could have picked up the phone and called Tony, but nope, I was going to do it myself...so, I looked at a bunch of videos and tutorials...I just went through everything, and finally...I did figure it out...and processed my photos there...At one point I did call Tony, and he did give me a couple of pointers...didn't ya?

Tony: Um...just a couple. Not too many...yeah...not too many actually.

Kerry: Yup...but what he did give me was priceless...and then what I did was I went and Googled 'ocean and beach book quotes'...and got a bunch of them collected, and then put them in a Word Document...but the one thing I learned when I did that...was that I had to copy and paste them into a Word Document unformatted...that was really important because...I

didn't do that the first time which made them switching them over to Blurb a little bit more difficult...because they came out different...so I had to go back and copy and paste everything unformatted to get it to look the same when I transferred it into Blurb. Then, after I got all that stuff done, I opened up Blurb, I picked out a template, and I went step-by-step...it was very easy to follow...putting the pictures in, adding the quotes...really, it was all very, very simple.

I did have a couple of problems with Blurb...a couple of times the site crashed on me...like one night it crashed on me three times. I was worried I was going to lose everything...I didn't, and I was able to go right back in and everything was saved...that's one good thing about Blurb...they continuously save your stuff. So, that was one thing that was great. The other thing I had...I mean the other issue I had with Blurb was...I went...you know, I opened it up...to do some more work, to do some editing and moving things around...my text was in purple, and I had never done that...okay...not all of it, but on some of the pages, the text was in purple...so, I actually had to call Tony [laughs] and he told me I should reboot my computer.

Well, Tony mentioned that I'm working with a new computer and Windows 8...I hung up with him...and tried to turn off my computer...I couldn't even figure out how to turn off my computer. If anyone has Windows 8...they hit it...so that was really, really difficult. I had to Google how to turn off my computer, which is really funny...but, the book is up...and it's published...and it looks pretty...I like it; I'm proud of it.

I think at the end, what I struggled with the most, was I kept going back and looking at it...and changing things...here and there...and moving things all around because think I'm a little nervous...I was really nervous about hitting the button to go ahead and publish it...because you're putting yourself out there...you're going in front of a lot of people to critique you...to look at you...and I finally just had to say to myself 'Okay, you need to take that leap...let's do it...push the button...get the book published' because it doesn't have to be perfect. The first couple of books that I do...I have no idea what I'm doing...I'm going to make a lot of mistakes, but as I get better and keep doing them...the better my books are going to get.

Tony: Yeah, absolutely...and that really is the key. You know...I talked about this early on...that professionalism can be the death of your product creation cycle...because, you know, whether you're creating books or other types of products...because it's never going to be perfect...ever...because I hate to tell you, but you're not perfect [laughs].

Okay, so you're not going to create a perfect book...neither am I...and I've been doing this a lot longer than most of you...The real secret is...and Kerry hit the nail on the head...is to just get it up...and one of the beautiful things about using this technology is that if you find mistakes later...you want to change something...you put up a new version of your document, you know? I mean it's not that big of a deal.

It's not like you're printing 10,000 books...like back in the old days...you print 5,000 copies or 10,000 copies and find a mistake...guess what...you've got a lot of books with mistakes in them to sell [laughs]...before you get that thing changed...and today it's not like that at all, which is awesome for you and I...It's just saves us a huge amount of money. So, what are you planning on working next Kerry? What's your next book?

Kerry: I think the next book I'm going to do is...I've been trying to keep them all different so that I learn a different skill set for each book that I'm going to do...and it's an instruction book. I have a crafts business; I've always been involved in crafts. So, I'm actually going to put a detailed instruction book together on a specific craft...and I'm going to be using Word and Pictures...so, I'm going to have to learn the whole Pictures thing...using the styles again...so, I'll be kind of learning a new set of skills with this next book.

Tony: Awesome. Well, I look forward to seeing how you make out with that.

Kerry: Thanks.

Tony: So, It's been kind of fun to watch her figure this stuff out. You know...I think she's gone through two or three courses in the time that she's been getting up to speed. So, if you think that you're struggling in getting something done, she's exactly where you are...and that's one of the reasons why I wanted to include her in this...because, like I said, she really [doesn't] know anything. She's learning these programs, she's learning the processes, just like some of you are...and she's still getting it done...Like she said, she really isn't calling me a lot and asking for help or whatever...She's doing it on her own; she's figuring it out, which is really awesome.

Using InDesign for Kindle Publishing

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Easy BOOK-A-DAY



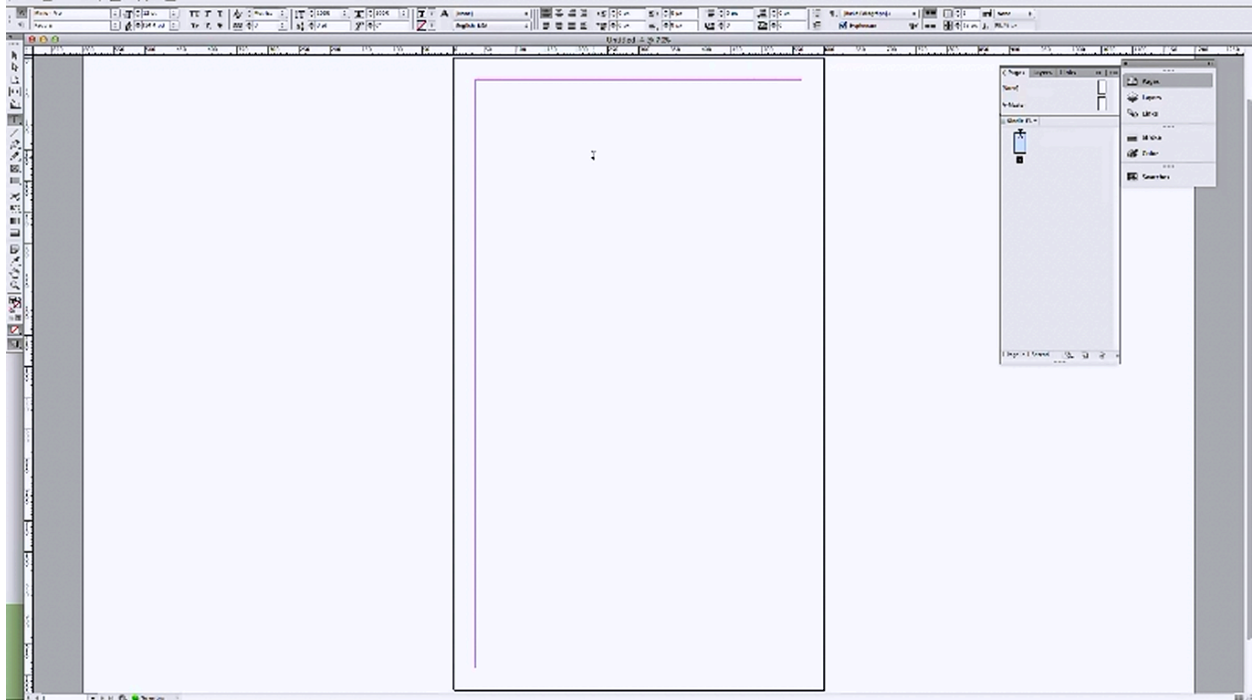
Tony Fairfield



Some of you have run into problems with InDesign, and a lot of the members of the course are having similar problems. So, in order to resolve some of these problems, the following topics are going to be covered:

- Importing (placing) text
- Setting up style sheets
- Inserting photos
- Creating a dynamic table of contents

To begin, open up InDesign and create a new document. You'll want to set this up for publishing to Kindle, but keep in mind that a lot of what you are going to learn applies to the creation of print books as well. So, if you want to use InDesign to create your print books, everything works exactly the same way. However, in this case you will want to set your 'Intent' to 'Digital Publishing', and you will want to choose 'Kindle Fire'. While you are setting up your document, you will also want to set the 'Orientation' to 'Portrait'. Tony uses 'Portrait' every time.



When Tony was making his presentation, he had the Amazon Kindle plug-in installed with InDesign. You can download this for free from KDP.Amazon.com. If you look at the picture above, you can see the plug-in menu sitting on the right-hand side.

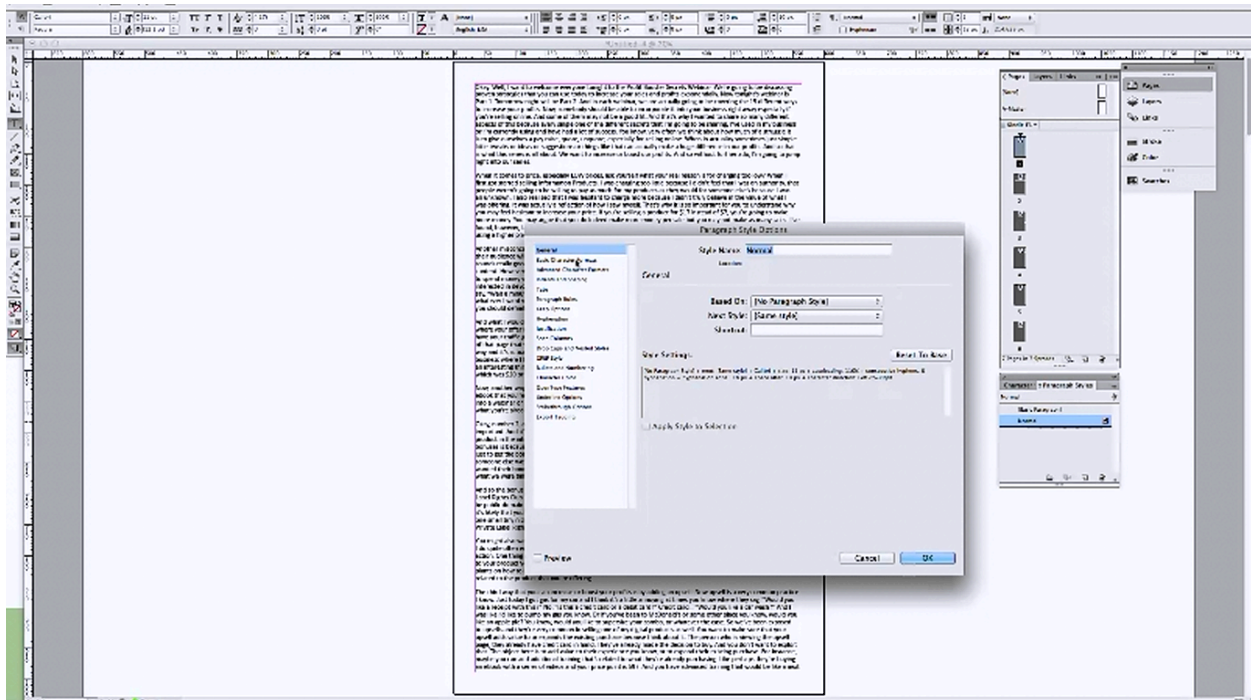
Whenever it creates a document for Kindle Fire, it creates a text block that is already in place for you to use. So, the first thing that you need to do is enter some kind of text. Tony used straight unformatted text. He did this because he figured that some members may want to do their entire layout within InDesign. So, he thought that he might as well get down 'to the bare bones'.

The first thing that Tony did was choose 'Place' from the 'File' menu. Then he chose a document called 'Profits1' which was a transcript for a book that he had been working on. There was no formatting at all done within this document. Since he was importing a Microsoft Word document, Tony was prompted by the program. This prompt doesn't always come up. It really depends on how you saved your document. If this prompt comes up, it just asks you about what to include and what not to, and usually you can just leave all of the default settings as-is.

Keep in mind that it will import styles automatically, which is a setting that you should have checked if you have used any of the styles in Word. Underneath this setting there are sub-settings that say 'Paragraph Style Conflicts' and 'Character Style Conflicts'. For both of these, you want to choose 'Use InDesign Style Definitions'. You will want to make sure that this happens because it normalizes your styles "in a very cool way", according to Tony. You do have

the option to remove all of the styles if you wish. However, for most cases it is recommended that you preserve them and just change them as needed.

When you return to your blank document, you simply click within the text box and all of your text will be imported. At first, there was nothing special about Tony's document. It just consisted of text. There were no headers or anything else at this point. In a case such as this, the first thing you will want to do is to begin setting up some sort of style sheet. You can do this by choosing 'Window' and then 'Styles'. You may want to begin, as Tony did, with 'Paragraph Styles'.



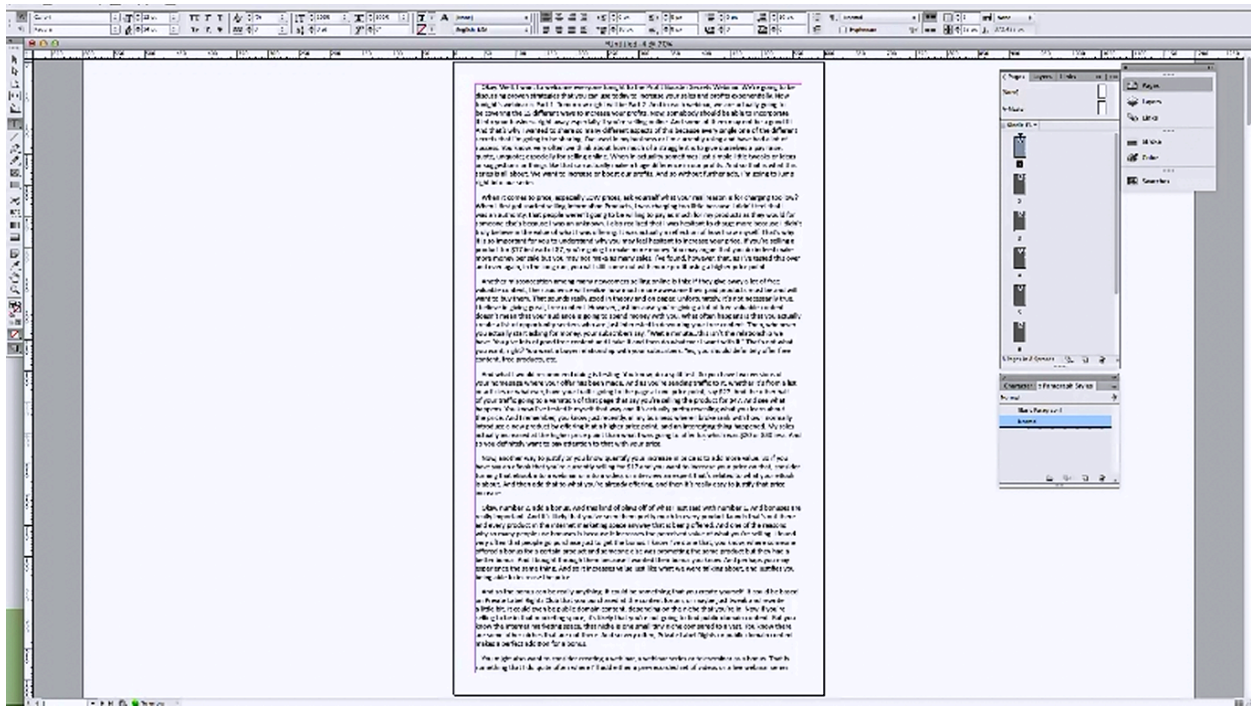
At this point, all you should see under the 'Paragraph Styles' tab is 'Basic Paragraph' and 'Normal'. You actually will want to edit with 'Normal' first, so that you can use it as a basic foundation. If you double-click on 'Normal', then a window will appear which will show you what the style settings are. During his presentation, Tony went through and changed some of these settings.

First, he clicked on 'Basic Character Formats'. Here he left the font as 'Calibri' because that is a font that he really likes, but he changed the font size to '12'. He also changed the 'Leading', which is the space between the lines. Originally, it was set at '12.1', but he changed it '14'. There is an 'Auto' setting that you could use as well. You can choose anything that you like, however.

Next, Tony chose 'Indents and Spacing'. Generally speaking, you will want to have a left alignment. At default, there will be 10px after each paragraph, which will leave a little space between each paragraph. That can be good so you may want to leave this alone. For 'First Line Indent' Tony usually goes with '.25 in'. This is set by pixels here, so Tony set this to '10px', although he wasn't really sure if that equated to .25 in or not.

He left 'Tabs' and 'Paragraph Rules' alone, saying that the settings should be fine for those. In fact, he decided that nothing else needed to be changed, so he clicked on 'OK' and returned to the document. The first thing that you may notice upon returning to the document is that all of the text was changed. The next thing that you will want to do is select all of the text. Then, if you'll look back under the 'Paragraph Styles' tab, there is a little '+' sign in front of 'Normal'. This sign means that there are some variations. It could be a bold, italic, or something like that. If you hover over 'Normal', a notification will pop up which says 'Option click to Clear'. So, Tony held the 'Option' key down and clicked in order to clear away all of the extra formatting.

Working with Style Sheets



Now, since all of the extra formatting was cleared away, you are starting from 'ground zero'. So to begin, you'll need some sort of a chapter heading. You should use 'Heading 1' for each of your chapter headings because then each of these chapter headings will be automatically pulled together by the program in order to generate a table of contents. So, if you were to type in 'Chapter 1' right now, it would be formatted in 'Normal' at first. Next, you will want to create a new style just for 'Heading 1'.

At the bottom of the menu that includes the 'Paragraph Tab' is a little icon with plus sign on it. (It is right next to the trash can icon.) Click on this icon and you will see a new style appear underneath 'Normal'. At first it will be called 'Paragraph Style 1', but you can rename it by double-clicking on it. Tony suggests that you name it 'Heading 1'. Once again, you will go through and change all of the settings that you want to change for this style. For instance, Tony left the font set as 'Calibri', but this time he changed the size to '18 pt' because his chapter headings to be a little bigger than the rest of the text. He also changed the 'Leading' for the style to '24 pt'.

Tony wanted his chapter titles to be centered. So, he changed the alignment in 'Heading 1' to 'Center'. You, of course, can set this up in any way that you like. Like Tony, you probably don't want a first line indent, so you would want to type in '0' for that. You can leave 'Space After'

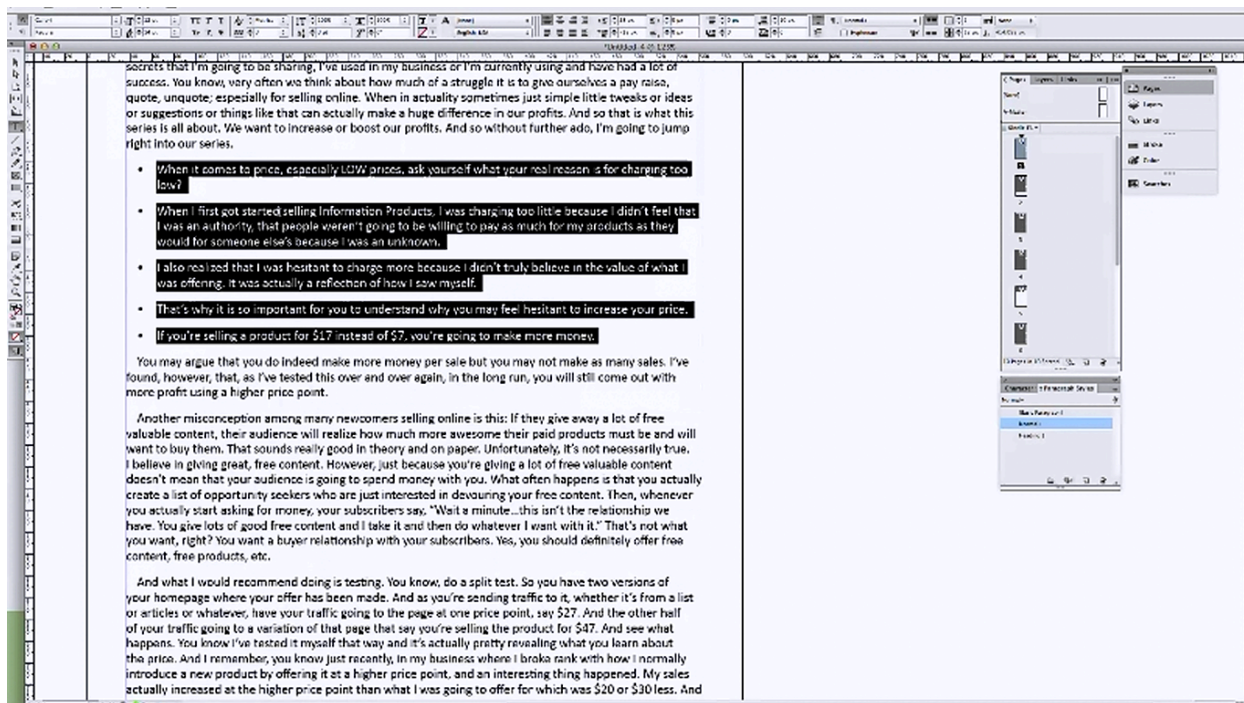
set at '10px' in most cases. Another thing you may want to do is bold your chapter titles. You will want to set this up within the 'Heading 1' style settings as well. When Tony was done making his changes, he clicked 'OK' and the style of his first chapter title was changed immediately.

Next, Tony scrolled down the document a little and typed in 'Chapter Two'. One thing that you want to keep in mind is that whenever you are starting a new chapter, there needs to be a page break. There are a couple of different ways that you can create a page break in InDesign. On a Mac, you can add a page break by holding down the 'Function' key and hitting 'Return'. There is likely a similar shortcut that you can use on a PC. Another thing that you can do is click on 'Type', choose 'Insert Break Character', and then 'Insert Page Break'.

Now, a new page should begin with your second chapter. Place your cursor anywhere near 'Chapter Two' and click on 'Heading 1' to format your chapter heading. Then, you can move on to add in and format Chapter Three. Once again, you will want to put in a page break before beginning another chapter. Then you can simply type in 'Chapter Three', click somewhere in line with the newly created chapter heading, and click on 'Heading 1' to format it. Continue doing this until all of your chapter headings are formatted and all of your page breaks are in place.

Most likely, there will be other types of formatting that needs to take place before you can publish your document. Let's say, for example, that you need to add in some bulleted items. You can easily set up style sheets to accomplish this as well. The first thing that you would want to do is highlight the section that you would like to make into a bulleted list. Then, at the top there is a section that is labeled 'Bulleted Lists'. You can also click on 'Type', choose 'Bulleted & Numbered Lists', and then choose 'Apply Bullets'. That will insert them by default.

Now, say that you wanted your bulleted lists to be indented to the right a little bit more. To do this, you would select your bulleted list, click on 'Type', choose 'Paragraph', and change the indentation. Once you have your bulleted list the way that you want it, you can actually create a new style for your bulleted lists. Then every time you run into a portion of your document that needs to be bulleted, you can just click on this style to create a bulleted list in the same fashion as before. In other words, that way you can ensure that the bulleted lists throughout your manuscript have the same formatting.



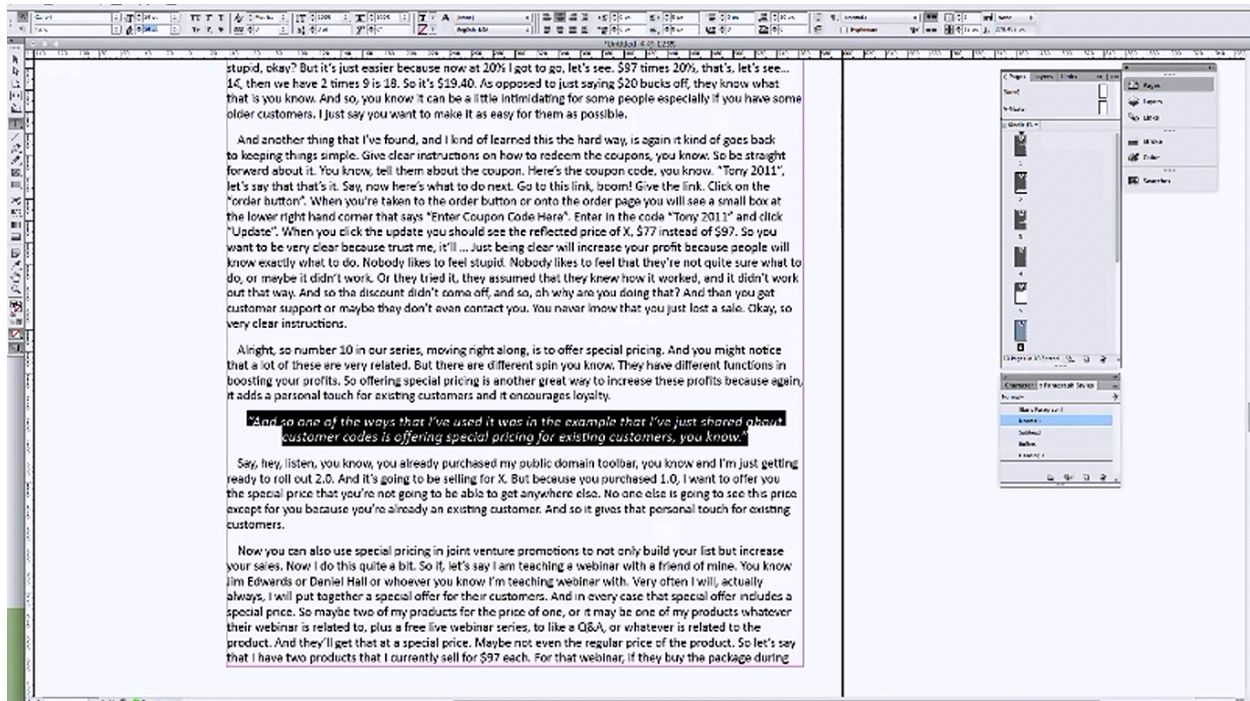
To create a new style for your bulleted list, simply click on the icon with the '+' symbol once again. This time you may want to name the new style 'Bullets' or something of that nature. If you have a bulleted list highlighted when you clicked the icon, and it is already formatted the way that you want it, this way you don't have to change anything to create the style sheet. All of the settings are already set up the way that you want them. Therefore, once you name this style sheet, all you have left to do is click 'OK'.

Now that you have your 'Bullets' style sheet set up, you don't have to click on 'Type' and 'Paragraph' in order to set up your bullet points each and every time. You just have to select the section that you want bulleted, click on your pre-formatted 'Bullets' style sheet, and all the changes will all take place automatically. This will save you tons of time and effort in the long run, especially if you are planning on making a number of books that will all be formatted in the same fashion.

Maybe you would also like to have some subheadings in your book. So, in the same way that you did with the bullets, you are going to change one of your subheadings, format it the way that you want it, and highlight it. Once again, if you highlight your subheading, the style sheet will already be set up to match its formatting, and therefore, you can just name it 'Heading 2' or something of the like. Now, you can use this style sheet to format each of your subheadings in the very same fashion, without having to figure out how to make them all match up every time.

Tony has been a book design expert for a number of years. He has always used styles, and he would always set them up beforehand. This way, when he finally went through to do the

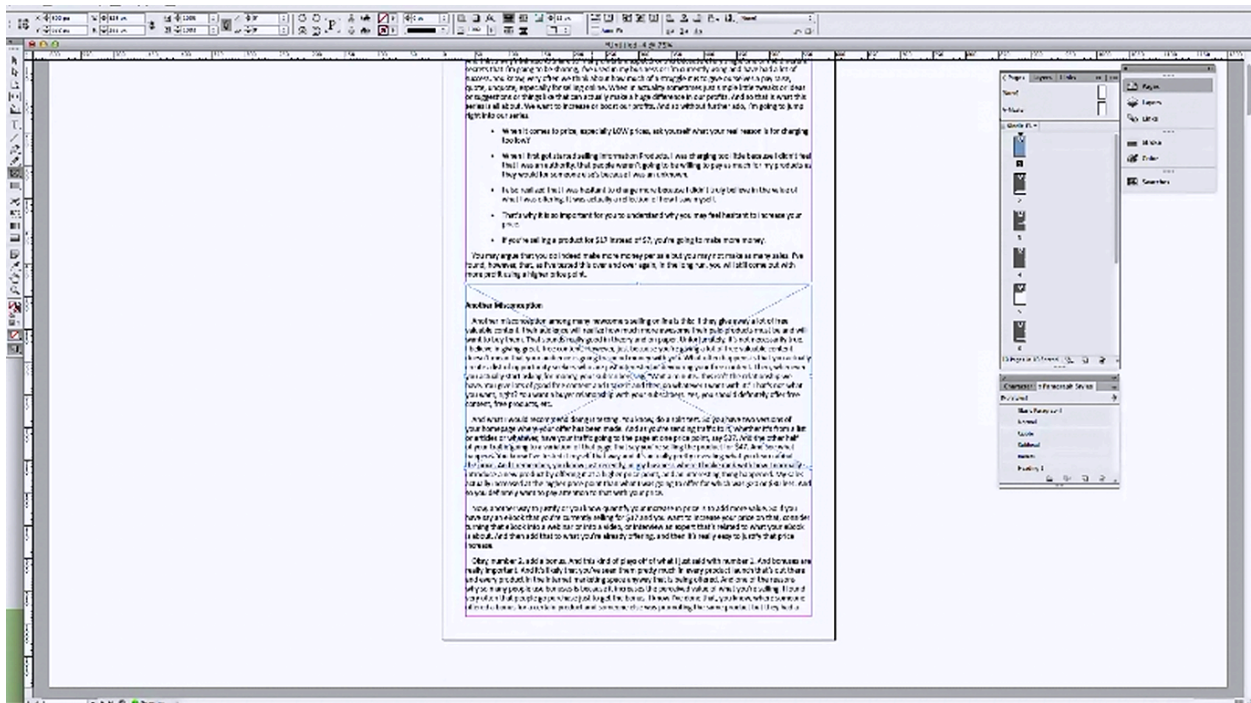
formatting, all he had to do was click buttons. This made this part of his job incredibly quick and easy. You can really do this as many times and for as many exceptions as possible, according to Tony. For example, if you have quotes in your manuscript, you can set up a style for that. As always, you would begin by selecting the text that you wanted to change, and then you would begin formatting it in the way you wanted it to be.



Say that you have a quote that you need to format. The first thing that you would probably want is for it to stand out. So, you would enlarge the font slightly and italicize it. You would then probably center it, and place some space between the lines around it. Now that you have it formatted the way that you want it, you can click to create a new style. Remember, since you have your text highlighted, everything is already set up for that style. So, you would simply name this new style something like 'quote', click 'OK', and now you have a new style set up for all of your quotes. This way, if you come across another quote, you can format it in the same way that you formatted the last one with just one click. This also helps to ensure that all of the formatting in your book matches up and everything is uniform.

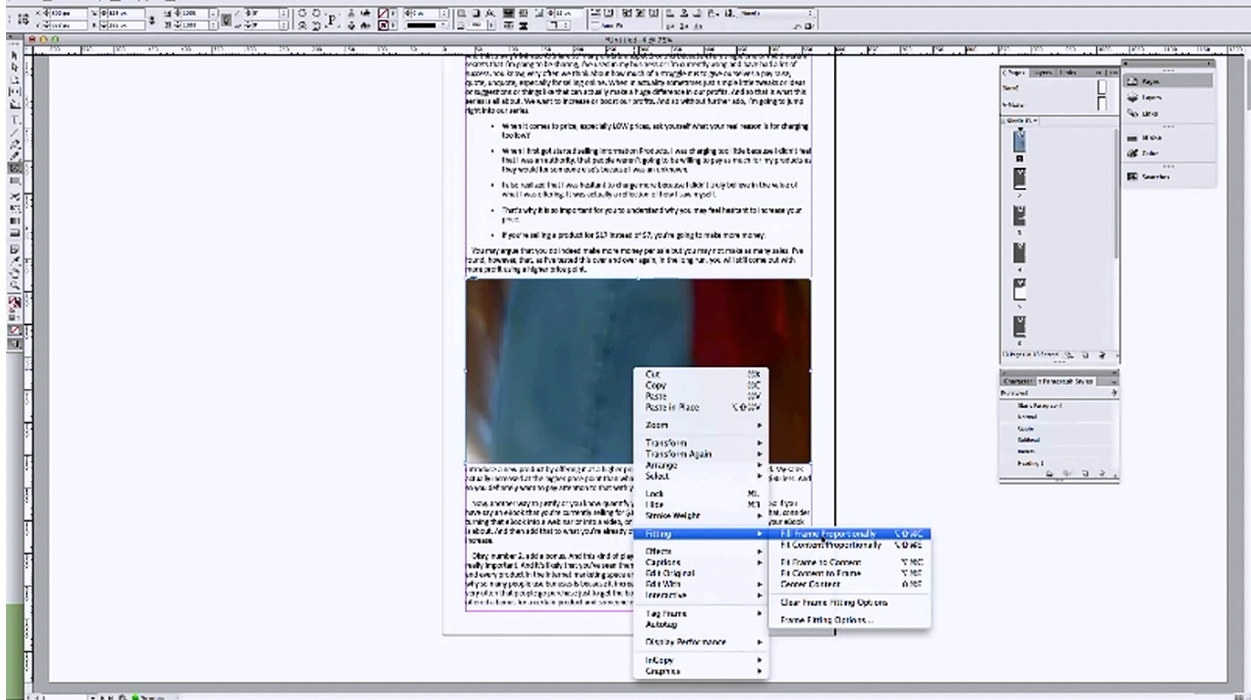
Again, all you have to do is put your cursor anywhere within the line, click on the style, and that line will instantly be formatted in whichever way that you set up the style. At this point, you should have everything set up to where all of your text is set up to 'Normal'. Any quotes that you have can be formatted just by clicking on this preformatted style. The same can be said for your chapter headings, subheadings, and bullet points. Now that you know how, you can add styles for anything that you want to. This will make your formatting a lot easier, and again, it will help to ensure that the formatting throughout your text matches up.

Inserting Photos in InDesign



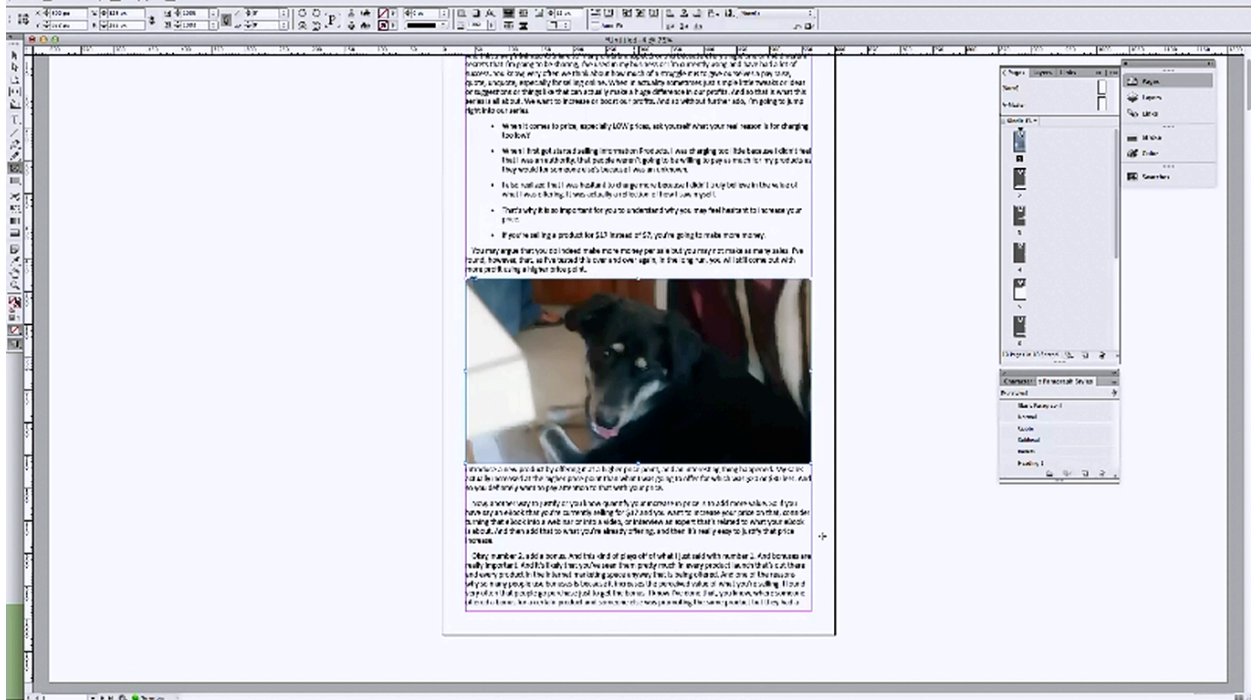
So, now that you have your text formatted, what about pictures? First of all, keep in mind that if you are creating a book for Kindle, that you have to have your pictures inline. This is extremely important. If you don't set it up this way, they will be all over the place. In other words, they will move around because they are not locked in to where you have placed them. It is possible to place them and keep them where you want them to be, but you have to go about it in the right way.

Say that you have a photo that you want placed right above one of your subheadings. The first thing that you want to do is draw a rectangle frame to place your photo within. You can find the tool with which to do this on the tool bar on the left-hand side. It is a rectangle with an 'X' inside of it. Once selected, you can draw out a frame over your text simply by clicking and dragging. Now, you need a photo to use; so, you would click on 'File' and then 'Place'. Doing so will allow you to browse your computer for a photo.



Once you find the photo that you would like to do, click on the 'Open' button, and then 'OK'. Now you can click anywhere within your frame and the photo will be placed there. However, it's probably not going to fit within that frame exactly right at first. So, you would need to do is right mouse-click on the photo, and then choose 'Fitting' from the menu followed by 'Fill Frame Proportionally'. You could also have chosen 'Fit Content Proportionally'. That would fill the frame with your content, and leave any existing blank space on the sides. Then, if you wanted to show the full frame, you could right-click on it again, choose 'Fitting' and then 'Fit Frame to Content'.

At this point, you may notice that you have a problem. Your picture is placed over the top of your text, which is a big deal. So, the next thing that you will need to do is click on your selection tool, which is generally the arrow at the very top of your tool bar. You may notice that right now, you can move your photo anywhere and it doesn't affect the text at all. However, you need your image to be anchored into the text. How do you do that?



If you look closely, there is a little solid blue box lying on the outline of your photo. Hover over it and a message will appear which says 'Drag into text to anchor object. Shift+drag to make inline object.' Again, you want your picture to be in line with the text, so you will hold down the shift key as you drag the image into the text. Be sure to place it where you need it to be.

For some reason, during the presentation, this did not work for Tony. According to him, if this happens to you, you can simply hold down the 'Option' key down as you drag the picture, the 'Anchored Object Options' window will appear. You can use this to anchor the photo into the text. In the settings, you also have the option to make the photo in line with the text, which you want to be sure and do. You can do this by choosing 'Inline or Above Line' from the 'Position' field.

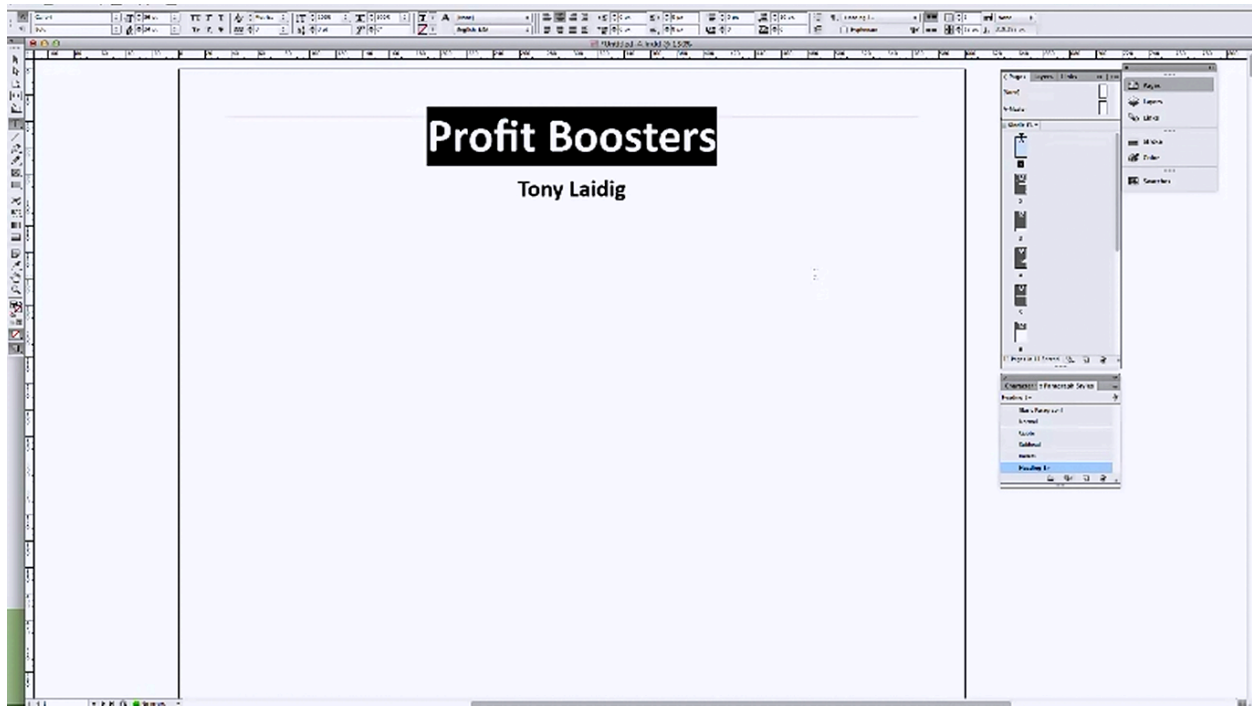
After Tony set everything up in the 'Anchored Object Options' window, he was still having trouble getting the program to do what it was supposed to do. He said that he was glad it wasn't working right because he was sure that other people watching the presentation were having the same sorts of problems. So, he started the process over, except this time he placed the frame to the side of the text box. This time, he got the photo to anchor, but it did not anchor correctly.

Whenever you import your picture into a box, you can hit 'CMD+X' to cut it, which makes it go away. However, you can then place your cursor inside text, where you want the picture to be placed, and then click paste and the picture will be pasted in line with the text. Humorously,

this still did not work for Tony though. So, Tony decided to save his document, quit InDesign, and reopen the program. Even the experts have their days, it seems.

Tony went through the process once more after reopening the program, and the program was still not working right. He decided that he probably needed to reboot his computer, but he couldn't because he was presenting live. So, he simply moved on.

Creating a Dynamic Table of Contents

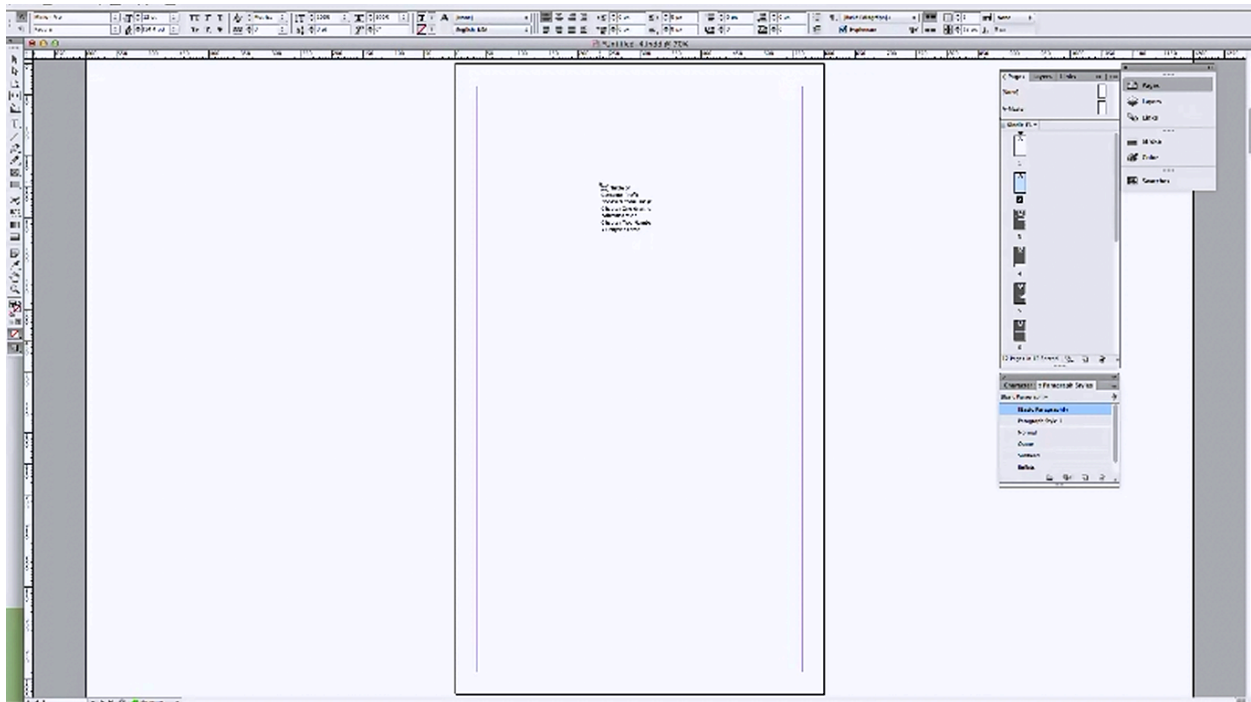


You will need to create a table of contents for your book, but before you can do that, you need to have the rest of your document formatted the way that you want it. You also need to be sure and have your title page, copyright page, and any other content you want in the document put into place beforehand. In order to make space for his title page, Tony simply put in a page break before the Chapter One heading, which created a blank page at the start of his document. After that he titled his work 'Profit Booster' by Tony Laidig. You can see this demonstrated in the picture above. As you can see, he centered the words and enlarged the font as well.

After creating your title page, you should also insert another page for the copyright page as well as another for the table of contents. Tony did not feel the need to demonstrate the copyright page. However, he did demonstrate how to make a dynamic table of contents. He could have put another page break in after his table of contents. However, for demonstration purposes, he inserted another page by clicking on the A-Master, dragging it down, and placing it after page one in the side panel. That will insert a blank page within your document.

In order to generate a dynamic table of contents, you will want to click on 'Layout' and then 'Table of Contents'. You can title this in any way you wish. Tony always titles it 'Table of Contents' because that's what seems natural to him. In the 'Table of Contents' window, you

So, within the 'Style Heading 2' section of the window, he chose 'New Paragraph Style', which brought up a new window. Within this window, you can format these subheadings in any way that you like. He chose Calibri, 12pt for the font. Then he put in a leading 14pt to match it up with everything else in the document. Then, he selected 'Indents & Spacing'. Tony created a left indent of 30px, so that these subheadings would be indented more than the chapter headings. Afterwards he clicked 'OK' and returned to the previous window. In this window, all he had left to do was choose 'No Page Number' for his subheadings, and then click 'OK' once more.

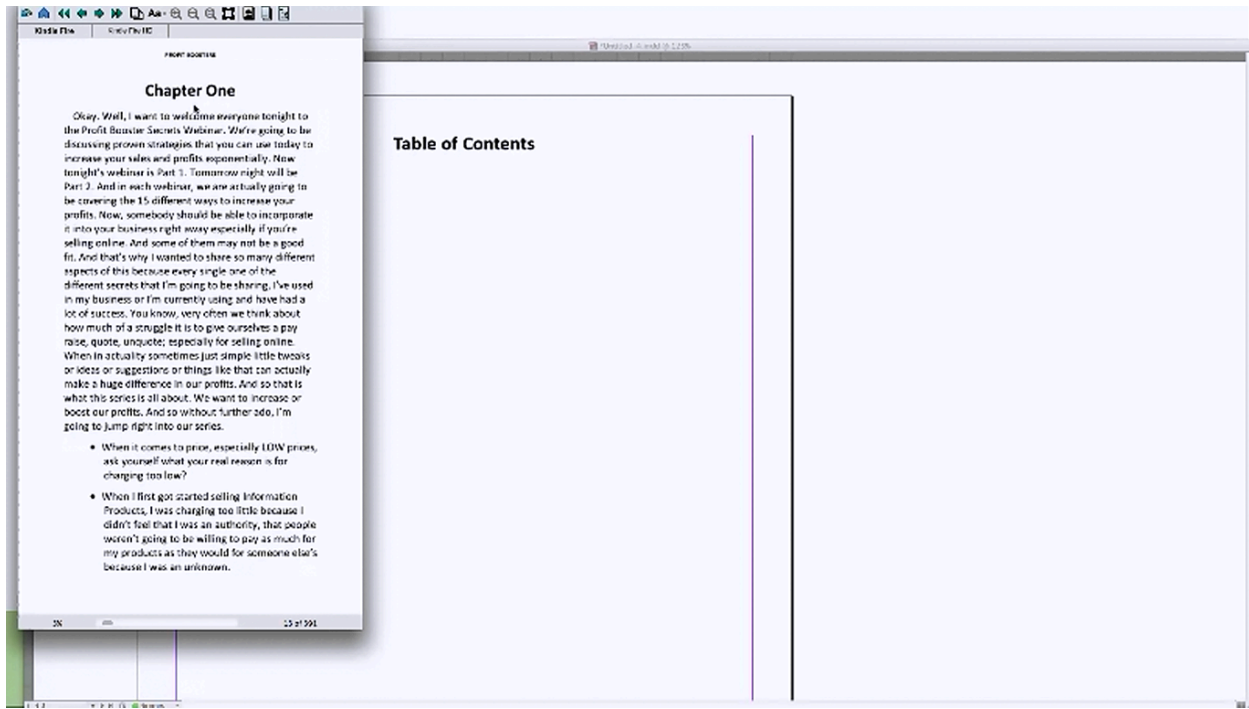


When you return to your document, you will have some text attached to your cursor. All you have to do is click within the text box and the table of contents that you set up will appear. In the picture above, you can see where the subheading came in and that it is indented. The regular chapter headings came in just like they were supposed to as well.

Before you create your table of contents, the rest of your manuscript (including the formatting) should be finished. So, once you have created your table of contents, you should then be ready to create a MOBI file and upload your manuscript to KDP. The first thing that you will want to do is save everything as is. Then, you will want to click on 'File', and choose 'Export for Kindle'. At this point a window will pop up which will allow you to name the file. When done, click 'Save' and another window will appear. Within this new window, you will want to be sure and check the box beside 'Include InDesign TOC entries'.

Everything else in the 'General' tab can be left to its default setting. There are other 'tabs' that you can choose from on the left side of the window. Next, choose 'Images' so that you can change the 'Image Quality' to 'High'. Then, you will want to choose 'Meta-Data' because this is where you can enter in the book title, author's name, etc. Fill out all of these fields, and then you can simply click 'Guided Export' to finish. A window will appear which is meant to show you if you have any errors within your document. If you don't, then you can simply click on the 'Close' button.

Finishing Up



You can now open your document up in the Kindle previewer. So, you would begin by opening up the previewer, and then you would click the 'Open Book' link within the program to begin browsing for your manuscript file. Once you select the file in the browser, click on 'Open' in order to test it live.

One thing to keep in mind is that Amazon encourages you to put in anchors of where you want the book to start, but when you use InDesign, you don't have to do that. According to Tony, you still can, but InDesign automatically determines where the beginning of your first chapter is. For example, Tony didn't place any chapters within the document in his presentation, but in the Kindle previewer it the book automatically opened up to the first chapter.

Since you set all of your bullet points, headings, subheadings, and so on up as styles, all of your formatting should match up when you open your manuscript up in the previewer. So, all of your formatting should look very clean and very structured because of this. Since your document does open up to the first chapter automatically, you will want to back up a little and make sure that your title page, rights page, and table of contents all look the way they are supposed to.

You also may want to make sure that your links work. Keep in mind that everything that you used the 'Heading 1' style on is going to pull it into the table of contents. Tony used this style on his book's title, so that got pulled into the table of contents, for example.

The formatting in Tony's book turned out just the way he wanted it. Everything looked uniform, clean, and structured. The reason for this was because he took a little bit of time to set up the various styles in InDesign. You will want to do the same in each of your documents. The same is true whenever you are working in Microsoft Word or any other word processor.

If you take a little time and format your entire book by using the styles, the process of creating a Kindle book out of your document is going to be much, much simpler. In other words, if you follow the styles from the beginning, you won't have to go back and forth fixing things as much, if at all. Tony really stressed this point during his presentation because it really will save you a lot of frustration, time, effort, and often a lot of grief to use these styles throughout the whole process.

If you have been having issues with your graphics, like Tony did in his presentation, he feels that this is a reboot issue. He says that because he had done it multiple times prior to his presentation and it worked every time. So, if you run into this issue he suggests that you reboot your computer. He couldn't try this during the presentation for obvious reasons, but he feels that this probably would have solved the problem. Aside from this minor problem, Tony was able to format his document without any trouble. Hopefully, this demonstration proves helpful to those who prefer using InDesign.

Questions & Answers

Is there a way to figure the price of a book in CreateSpace without actually putting the book up if you know the approximate number of pages?

Yes. You would go to CreateSpace, click on 'Books', and then choose 'Publish'. After that, you would choose the 'Buying Copies' tab. In this section, you will find a 'Member Order Calculator'. Let's say that you had a book with a black and white interior, the trim size is 6x9, and it is approximately 120 pages long. If you set all of these settings up within the calculator and set the quantity to '1', the calculator will give you an estimation of what it would cost you to order your own book. That alone should help guide you in setting a price.

While presenting this information, Tony decided to provide a few extra tips. If you were, for example, to change the size of your book to 8x10, you would notice that the price of your book stayed the same. It would be same for all of these other trim sizes as well. In this case, the book would cost you \$2.29 each.

Now, if you click on the 'Royalties' tab, you will see that there is a 'Royalty Calculator' on this page. You know that your cost for each book is \$2.29. In the royalty calculator, you put in that your book is 120 pages long, and your trim size is 6x9. Amazon takes a fairly substantial cut out of the profits. So, knowing that the book would cost you \$2.29, you decide that your book should be priced at \$9.99. When you put this price in the calculator and click 'Calculate', the calculator will list out how this will be divided out with each sale. In this case, your royalty for each sale will be \$3.70.

At this point you know that the cost to for printing and ordering the book is \$2.29, you will receive \$3.70 for each sale, and the price of your book is \$9.99. If the cost of making your book is \$2.29 and the royalty for your book is \$3.70, then that adds up to approximately \$6. So, what happened to the remaining \$4? Well, Amazon takes about 40%. They take this and the actual cost of producing the book. So, Amazon is going to clip 40% right off. Then, there is the cost of actually printing the book, which is going to be taken off the top as well. Whatever remains will be your royalty. Do you see how that works? This is all pretty straight forward if you know how to figure it out.

How will we know if and when you redo your illustration program, or do we buy it in a book?

You can buy the book if you want to get introduced to it. It's available on Amazon right now. There are two volumes. The course is taught, but you can sign up for it at anytime. It's live. If you go to www.EasyBookIllustrations.com, it's available right now. Tony states that you could send him an email. If you do, he might actually be nice and make you a deal on it. He said during the presentation that he forgot what the price of it is, and that it may currently be set a little high.

When he checked he found that he had it priced at \$177, but he said that he would set up a special page for everyone taking the Book-A-Day course. This way anyone who hasn't invested in Easy Book Illustrations, but wants to, could get it at a special price. A link to this special price will be set up in the Facebook group. Tony says that he teaching the advanced version of this course. So, you may want to take this later on as well.

Could you share any of the InDesign templates that you have with us?

To this Tony responds "I actually don't have any." He continues on, stating "Most of the templates that I created were in QuarkXPress because that where I created most of my book design...and I'm not using that anymore...and it [was] on a PC...and my PC's dead. So, if you follow the style sheet designs that I showed you tonight, you'll be set. They're really...the method that I showed you for creating the style sheets is the exact same method that I used whenever I was starting a new book."

Is there a restriction on the use of the student-discount version of InDesign like a watermark?

There isn't a watermark, but technically you're not supposed to use the student addition for commercial purposes.

How do we get to InDesign? Do you find it in Kindle or does it have its own site?

InDesign is a program created by Adobe. To use it, you would have to invest in it. It is part of their creative cloud, which means that you can purchase it, along with all of Adobe's other programs, for a monthly fee of \$50 a month or so, depending on whether or not you have any other Adobe programs already.

Can you import an RTF instead of Word?

Absolutely.

Can you make drop caps with the InDesign styles?

You absolutely can. When you add drop cap to your document, one of the first things that you'll probably notice is that the drop cap is indented like the rest of your text. Tony suggests that you set up a new style just for your drop cap paragraphs. There are two ways of doing this. First, you can create a character style just for the drop cap or you can create a paragraph style to remove that indent. So, you would want to double click to bring up the style menu. Then, under 'Indents and Spacing', you'll want to change the first line to zero. After that, you can just name your new style and click 'OK'.

Now, when you go down to the beginning of your next chapter, you can just click on your new 'Drop Cap' style and the text will change automatically. This reiterates the point that if you do the formatting first, before you make the new style, the program will automatically apply all of what you do in your selection to that style. This makes things a lot simpler.

By the way, these drop caps should show up when you open your document up in the Kindle previewer. InDesign is supposed to support the latest formatting rules for Kindle. Tony checked this out for presentation purposes. When he did they did indeed show up, so if you have a problem with this, know that this is supposed to happen and something else must be wrong.

If you do not call it 'Heading 2', then it will not show up in the table of contents, right?

No. That's not true. What you have to do is choose what you want to show up in the table of contents. That is based on your settings, not what you named your styles. So, if you were to name your subheading style 'subhead', as long as you had the 'subhead' style set to show up in the table of contents it would. It doesn't matter what it is called.

One member made a comment saying "Quark is my knowledgebase. I'm trying to bravely learn InDesign." To which Tony replied "Yeah, that's kind of the way I have been. I've been a QuarkXPress user since 1993. So, twenty years...and...so, the switch to InDesign was a little bit of a mind shift...there's a lot of things the same, but a lot of things different. In some respects, I think QuarkXPress is easier to use, but...whenever you consider the dynamic nature of InDesign with Photoshop and all of those other programs, InDesign makes a lot more sense."

I remember you mentioning inline photos before, but I can't remember if we can do that in other programs besides InDesign?

Yeah, even if you're using Microsoft Word or any other program, your photos need to be inline.

How do you justify the text to get the words to line up to the left and evenly on the right?

That is a good question because, by default, Kindle actually justifies everything. So, the easiest way to do this is to do it by style. In Tony's document, the left alignment was selected. However, you do have other choices. You can center the text, align it to the right, and so on. You can also justify with the last line aligned left, which is what you would normally want. You could also have the last line centered, justify all of the lines, and so on, and so forth. All you would have to do is double click your style, choose 'Indents and Spacing' from the window that appears, and then choose 'Left Justify'.

When Tony did this in his presentation, all of the text changed regardless of the style it had. For example, the bullet points in the document ended up becoming left justified as well. Tony explained that this happened because the bullet's style was set to be based on 'Normal', which the style window showed. So, if you do any core formatting like this, everything that is based on the 'Normal' style will be affected by that change as well.

When you set up your styles in InDesign, will they be saved for future files automatically?

No, but you can actually save your style sets. Tony recommends that you create a template file out of the file that you have the styles set up in. Then, you can just delete the text that you have in it and import the new text. That way you can just use these styles over and over again without having to set up anything new.

When publishing to Kindle, do you normally have an introduction page, acknowledgment page, etc., or does the book just begin at Chapter 1 like you demonstrated this evening?

You can have those things if you want to have them, just like you would for a regular book. It's really up to you. Tony just didn't include all of that front matter stuff in the demonstration.

You didn't fix the funky line spacing in the table of contents, how would you do that?

It's a pretty straight forward process. If you look at the 'Indents and Spacing' section of the 'Normal' style, there is a space after each paragraph of 10px. However, whenever Tony created the new style for the table of contents it was not included. So, what you would do is edit this spacing in the new style, hit 'OK', and your spacing should be correct after that. Then, if you save it and regenerate the new file, it will all be fixed the way that it is supposed to be.

For CreateSpace perfect bound books, do we need to work with signatures or increments of eight, or does it not matter for on-demand printing?

That's a great question. Normally, because of how the books are printed, you can just work in increments of two or four pages. Back in the good old days it used to be signatures of 16. However, these days Tony usually aims for signatures of four. If you have an odd number of pages, they just insert blank pages automatically, so ultimately it really doesn't matter anymore like it used to.

Will it cost more to join the advanced illustration course later on?

Right now the price for the advanced course is \$67. Later on it will go up to \$97, but that's as high as it's going to go.

When you say it is a 'dynamic table of contents', does that just mean that it is a table of contents which includes hotlinks?

Yes. That is exactly what it means. So, if someone is in your Kindle book, and they click on the link for Chapter Two, they will be taken automatically to Chapter Two.

What is the name of Kerry's book?

She will post it in the Facebook group. Tony couldn't remember what she had titled it during the presentation.

Can my images be centered? They look weird when they are in line with the text.

Yes. Tony says that is what he usually does with his.

Can you put a copyright symbol in InDesign and expect it to show up in the Kindle formatting?

During the presentation, Tony was unsure because this is a special character. So, he tried it to make sure. You can insert this symbol by clicking on 'Type' and then choosing 'Insert Special Characters', 'Type', 'Symbols', and 'Copyright Symbol'. In order to test this out, Tony inserted the symbol, saved it, and created and brought the document up in the Kindle previewer once again. When he pulled this up, the copyright symbol was within the text. So, yes it should for you as well.

The previous question was the final one for this session. Once again, thank you for joining in on this session. Hopefully this information was helpful to those InDesign users out there. If you are not currently using InDesign, you may in the future, so please take note that this information will continue to be available to you. A lot of members have expressed an interest in iBooks Author, so information on that will be included within the next training session. See you there!