



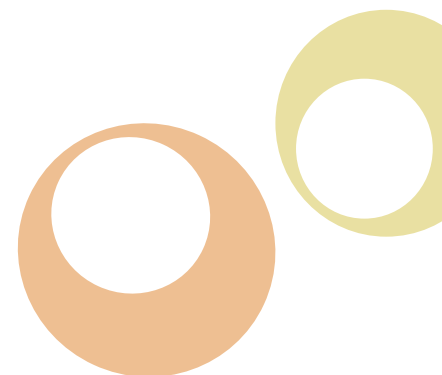
# HOW TO CREATE CHILDREN'S PICTURE EBOOKS



# Introduction

## Content

Introduction	3
Picture Book Considerations	6
Publishing Considerations	7
Creating a Cover Page	8
Images for your Cover & eBook	10
Publishing Options	21
For Microsoft Word	22
Formatting Your Text	30
For PDF	31
Conclusion	32



# Introduction

**A**n eBook is an abbreviation of “electronic book” - a book or any text, poetry, short story etc that is saved in digital form and made available to read on electronic devices like a laptop or desktop computer, a handheld computer, a smartphone or a dedicated eReading device, like a NOOK or a Kindle.

With constant ventures appearing in the field of technology, reading and writing a book is no longer limited to libraries and publishers. Self-Publishers are very commonplace in online bookstores like Amazon, because of the introduction of the eBook. Although an eBook is a digital format and it is not printed, you can easily have your eBook set to “print-on-demand” for a low set up cost, with companies like Createspace.com or Lulu.com, if you wanted to sell your eBook in hard copy as well in digital format.

The eBook has made book creation much simpler than it was in the olden days. Now, you can easily create your own eBook at home, work or anywhere you please, and anyone can do it, you don't have to wait for a large publishing company to pick up your project anymore.

While some people like their books all wordy and technical, others enjoy reading an eBook that's full of pictures and colours. Another reason behind the increased popularity of picture eBooks is their ability to teach and inform people through images rather than just words. Plus, picture eBooks are also helpful in teaching kids about a fact or a place. Children these days are maturing quickly and display the



desire to use modern technology more and more. Therefore, creating a picture eBook can help them understand things and stories at a higher level.

There are many opportunities and reasons people want to create picture eBooks, here's some examples:

- 1 - Wedding or Engagement Photos
- 2 - Children's Books
- 3 - Family Heirloom Photo Collection
- 4 - Holiday Snaps
- 5 - Sporting Event Collection
- 6 - Birthdays and other celebrations

What are the main challenges for people wishing to create Picture eBooks? The two main challenges to create Picture eBooks are:

1. Finding or creating the “right images” or illustrations to use in your eBook; and
- Formatting the eBook when completed to suit the various online publishing platforms like Kindle, Nook and iBooks.

# Introduction

There are of course, other things that eBook creators may struggle with, including:

- 7 - What to write?
- 8 - Topics to write about?
- 9 - Fiction or non-fiction?

However, this eBook is assuming you have already achieved the above challenges and merely need assistance with your pictures and/or illustrations. Technically you could outsource all of the challenges, even the writing, but most people may prefer to do this work themselves and save some money.

It's no secret that publishing your eBook online can make you a lot of money, but it would be the exception to the rule. Most people make very little money from their eBooks, and some don't even cover their costs. Therefore you may want to create some of your own illustrations for your children's books to save some money.

How do you create an online income from writing eBooks?

The real key to earning a good income from your eBook creation is:

1. Building up a business with many publications over time; and
2. Having a unique and quality product with great promotion and marketing strategy in place.

Both of the above "keys" require patience and training. You can buy eBooks yourself



which will help you with these "keys", and most people do, but there is no real "get rich quick" strategy with eBooks. And there are also elements of "luck" or "chance" which you can't anticipate either. Beware of internet marketers who preach they have the "secret" to making money with eBooks, there are no secrets, if it's a new "trick", it will be short lived if they are "selling" the formula.

I encourage you to take the time to write a business plan for your eBook business and develop a marketing strategy over time. Don't forget your branding, if you intend to make a career of writing eBooks, including picture eBooks, then branding your range of books can lead to cross-promotions, marketing opportunities (including "Book stacking" where you sell three books as one for a discounted price – Amazon now allow this) and other online product sales opportunities.

"Content is King" and "Presentation is Queen", so build a useful, popular range of books on established well-selling topics, and you will build a long term business.

# Introduction

If your eBook business strategy includes Picture eBooks, you will no doubt be frustrated most by the formatting issues. Read this eBook, implement the advice, and most importantly keep abreast of new developments with formatting and techniques as often discussed in online forums like Pat Flynn's First Kindle eBook FaceBook Page <https://www.facebook.com/groups/357112331027292/>

Forums and online websites like Pat's always include ways of asking questions and seeing the challenges the other eBook creators are also facing.

## Promoting and Marketing your eBooks

There is no quick formula to promoting your eBook. Many eBooks have been written on this topic alone, however, in a broad sense you should:

1. WHO are your target demographic readers?
2. WHAT are they looking for that you can offer, and no one else is (eg. Your USP – Unique Selling Proposition)?
  1. WHEN can your readers get the benefit of your eBook?
  2. WHERE are they buying those eBooks and for how much?
  3. WHY and HOW will your target demographic find and purchase your eBook online?



Because this eBook is not about the 5Ws, I don't intend to address them here. Suffice to say you should still try to write out the answers to these questions (at the very least) if you are still devising your eBook Marketing Plan.

# Picture Book Considerations

If you are creating a children's Picture eBook, then I suggest you keep in mind a few guidelines to keep your eBook popular in the open market. Here are my suggestions:

1. Keep your word count relevant to your target demographic. Babies to Toddlers should have minimal words, 4-5yos should have short paragraphs on each page at the most, primary school age and above have 500 words in total and upwards depending on your book.
2. Always use simple fonts like Times New Roman (this eBook uses Calibri in size 14). Font sizes should be 12 to 14.
3. Keep away from bullet points, don't use page numbers and you can centre items, in fact for images, you should centre them.
4. Map out your eBook story on a "story board" which is simple collection of mocked up pages, telling your story in summary. How many pages and how long your story depends on your intention as an author. If you are in any doubt, always check out your competitors as a guide.
5. Always check each publishing company's individual formatting requirements, and always check your formatting in a finished published format before you walk away from the project.

1. Remember many eReaders (like most Kindles) are only black and white. Therefore, you should make sure your images look nice in colour and in black and white too.



2. If you are not an artist or illustrator, and you don't want to buy stock "sold to the public" images, you can hire someone online (outsource) to do the work for you. Don't be afraid to give illustration creation a go, you'd be surprised how easy it is. Kids don't need fancy, they need fun and colour.
3. Mock up some basic graphic picture ideas whether you intend to create your own images or outsource the work. Either way, you or your artist have to work from some baseline of what you want to achieve overall.
4. There are many ways you can "colour" your images, you could leave them black and white (like an outline), you could colour them in online with a graphics program like Photoshop (paid), Gimp or Inkscape (both free online), you can colour them in offline with a colouring paint medium to use on paper, like oils, acrylics or water colours.

## Writing your Story

1. Use your basic story board you have created.

# Publishing Considerations

2. Talk to your child, or another (target demographic aged) child to see what they like to read about.

3. Talk about colours, images, topics and ideas and try to incorporate these things into your picture eBook story.

4. Write out each page, one at a time.

1. Get your picture ideas together and put them to each page (if you are putting a picture on each page – you don't have to. You could just have a couple of pictures per book if they were really good and detailed).

2. Once finished, scan any artwork you have to get them on to your computer and match up your writing with the images. The easiest software to do this with is Word for Windows. If you don't have Word, you could use Open Office (a free online equivalent to Word).

3. Create the whole book in A4, however, depending on where you intend to publish your eBook (eg. Kindle, iBooks etc) there will be some adjustments to be made when you go to upload your eBook with the respective online publishers.



**T**here are several methods to publishing an eBook that mainly include the usage of Kindle, PDF, Word and iBook formats. In this book, you'll be learning how to create a picture eBook from scratch ready to save as a PDF document at the end.

Whether you chose to sell your eBook on Amazon Kindle, Apple's iBookstore or Barnes & Noble's Nook, if you can create and save your eBook as a Word document (.doc) you will be able to easily format your eBook to suit any of those stores when you are ready to publish your eBook.

When you create a picture eBooks to sell on Kindle, iBooks or Barnes & Noble, you need to first make sure that your eBook is enhanced with entertaining and informative images. However, inserting images into eBooks is not always straight forward and can seriously affect the final formatting of the eBook once published online. You should always check with each individual publisher as to the up to date formatting recommendations and guidelines for individual companies.

Some publishers may also charge more for your eBook to be published with

# Creating a Cover Page

them as a result of the volume of images within your eBook. Hence you need to give serious thought and consideration to how many images you intend to include in your eBook, how important they are and the formatting of those images.

**A** cover page defines your eBook even before it has been read. It may seem weird but people really do judge a book by its cover these days, especially if it is sold online. If the cover page isn't attractive or inviting, then it's more likely that people will ignore your book rather than purchasing or reading it. Therefore, a cover page is of great importance when it comes to creating an illustrative eBook especially when it is sold online.

To create a cover page for your eBook, you have a choice of:

1. Insert your own image and type over it (like on this eBook)
2. Edit your own image in a photo editor like iPiccy.com and create an artistic like appearance
3. Create an image from scratch with the free "tools" feature in Word
4. Outsource someone else to create a cover page for you
5. Use an online "eBook Cover Creator" software program



Access to most software cover creators may require you create a login id via membership, and may involve a fee. If this option appeals to you, go into Google and search "ecover generator software" and some websites will appear for you to consider. This site here offers a few basic eCover designs for free without having to sign up

You want your book cover to be professional and eye-catching. Look at other book covers to see what appeals to you, and find a designer who can assist you in creating the look you want by showing them a few that you like.

## Quick low-cost covers

You can always create a basic free eCover online, but if you're not happy with the free options over here <http://www.mycovermaker.com/> then you you might seek out a freelancer on Fiverr.com – for \$5 someone will create a basic cover page. The eBook cover is not necessarily bad because it is cheap, but they are unlikely to include any images or editing for \$5. So you will need your own picture to use, and if you want an edit done to the page, they



# Creating a Cover Page

may ask for another \$5. But it's still cheap!

## Quality covers

If you want a more upmarket cover, you will need to pay someone probably over \$100. The best place to find a qualified experienced designer online would be at any of the following online outsourcing websites:

- Shelancer.com
- Elancer.com
- Odesk.com

Fiction writers are recommended to get a professional looking cover if they want good sales.

## Best Cover Sizes

If you are unsure as to what size to make your eBook cover, stick with 800px (H) x 600px (W) jpg for best quality over all formats. However, some specific sizes are as follows:

Barnes & Noble Embedded Cover: 600px x 730px iBooks

Embedded Cover: 600px x 860px iBooks

Catalogue Cover:

Original images size: 2048px x 1536px at 72px

2048px x 1536px at 72px = 1024 x 768 pixels at 144px iPad screen resolution = 1024px x 768px at 132px



Amazon Embedded Cover: 600px x 800px (incl. Kindle) Amazon Catalogue Cover: 1562px x 2500px

Any cover page embedded into your Word document can be adjusted in size once you have inserted it into your Word document, and will be automatically adjusted to fit by the book publishing site.

# Images For Your Cover & eBook

**S**ome images are available online to download are free, and some are for sale. Usually the quality and size you can download has a lot to do with the price (if it is for sale). But this is not always the case, many online image websites change their policies from time to time with special promotions, therefore you should always keep your eyes out for new special offers.

No matter which images you chose to download, it will be owned by someone else, and therefore subject to copyright. You must read their terms and conditions prior to downloading and using that image in an eBook (or for a cover).

Remember, "Royalty Free" does not mean "no copyright". It simply means (subject to their terms and conditions) you can use the image without paying them any money (ie. No royalties). It does not necessarily mean "you don't pay to use the picture up front" and it may have restrictions on what you can use and when – it may just mean you don't have to pay ongoing royalties when sales are made of products bearing that image. Often royalty free images are used a lot, it is not "exclusive" for to use it.

You can use "Public Domain" images however you please. But most public domain photos are not that inspiring. Google "public domain images" and you will see what I mean!!

"Rights Protected" images are bought for a certain time period for a specific project. These images are negotiated beforehand with the photographer, for a fee. Then you will be entitled to exclusive rights to



the image during the time period. While this is often how commercial projects are done, for small bloggers like us, this can be too expensive.

## Image Considerations

JPG is the best quality for images to use in eBooks and on websites.

PNG is necessary if you want to save the "transparent" background of your image (or banner) because a JPG will fill in any transparency of a PNG file with "white" – hence, it will no longer be transparent if you save it as a JPG. JPG will default to a white background even if you originally created it as a PNG with a transparent background.

GIF is good quality too, but often not usable online due to the size of the file, so stick with JPGs. No one wants a "slow to load" image because it is large in size, some bloggers/affiliates will reject banners that you provide if they have a large file (eg. A GIF).

Free Images you can use from online websites \*\*Please note: These sites were current at the time of writing this eBook,

# Images For Your Cover & eBook

however, image websites change their terms from time to time, and you should check each site carefully when you go to use them yourself.

Why would a website allow you to use their images for free?

Well, possibly for a few reasons. But it is usually because they are trying to generate traffic to their site to either:

- Get you to sign up to a paid photograph download club;
- Get you to click on their Google AdSense (or other PPC) banners;
- Get you to click on another similar "paid" sites banner box, which will pay them an ongoing income if you join the other site (ie. They are affiliates for other paid image download sites).

Also, they may be trying to get you to "join" their site so they can either:

- Send you emails of relevant photography products they may want to sell; or
- They want to collect a large collection of email addresses so they can eventually sell on that database to a larger consortium corporate entity (like when Facebook recently bought out Instagram for \$1 billion after only 18 months of operation – solely due to the size of the email database, FB couldn't say no! Remember, Instagram was free to use, hence every man and his dog joined that liked to fiddle with pictures to make them pretty)



- So don't worry about why the images are free, but be aware of these hidden boxes that intentionally mislead you into clicking on them, when they are not what you are actually looking for. EG. I've accidentally clicked on a "Download Here" button, thinking it was the image download button, and it has turned out to be a link to another website asking me to pay for something. There is no doubt that some of the free image website set up their pages so you accidentally click on the wrong box – very annoying. But a small price to pay for "free images" – right?

Right. Of course it is even more frustrating when that happens on paid sites too, but let's move on... Here's some suggestions to get you started and I rate them in stars (out of five stars) to guide you on the value I believe they can offer you when you are looking around for a free image online:

\*\*\*Kozzi.com (BEST) great online image collection free for personal and business uses, and I think this one is the best at the time of publishing this eBook Workshop. You can use any of the images for anything, the only restriction is you cannot onsell any of the images as your

# Images For Your Cover & eBook

own. You don't have to pay them any credit (ie. Attribution) so you don't have to say where the photo was from when you download and print/use it. Their terms and conditions make it very clear that anything goes, except reselling the images as your own. You must sign up (join) if you want to download an image. All sizes are available, and they have a huge range of quality images. I would start here if I was you, and they do have some great photos, but most are not that good. They also encourage you to purchase from their "sister" image company.

\*\*\*FreeDigitalPhotos.net have over 2000 free images you can use for commercial and non-commercial work but usually are required to give "Attribution" where the photo is used (ie. Quote [www.FreeDigitalPhotos.net](http://www.FreeDigitalPhotos.net) as the source of the image (with a hyperlink to their site). This is fine for eCovers, because you can simply put the name/link the following page to where the cover image is used. However, you are not allowed to sell, redistribute or claim the images as your own. They have an easy to use list of categories. I found this one the best of them all for range and quality.

\*\*\*SXC.hu has a huge collection of photographs uploaded by amateur photographers, offering high quality images taken from around the world. As usual, carefully read the photographers' terms and conditions before downloading to use.

\*\*\*MorgueFile.com offers great photographs in high digital resolution. They have over 55,000 images, divided into



categories, and they will have something for everyone. Highly recommended!

\*\*\*PhotoRogue.com is a bit different, in that it allows you to "request" a photograph you are looking for, and volunteer photographers will try to get it for you! I've never used this service, so I can't personally verify it, but I thought you may want to know about it!

\*\*\*Flickr.com allows you to share, store, search and sort your images. Although Flickr is free, and they have a large collection of images there to view, some are carefully coded by the owner of the image when they uploaded the image to ensure you can't download it easily. You will have to register with Flickr to use their site to upload or download images. All Flickr account holders document their terms on Flickr, so read the permissions carefully before using a downloadable image. It may say you can use the image for your website, but not to put in a book or eBook.

\*\*FreePhotosBank.com gives non-exclusive, non-transferable license to their images. You can search the photos (in an Advanced Search) and it shows

# Images For Your Cover & eBook

which ones have the highest ratings and the most downloads. I found this one to be average.

\*\*FreeMediaGoo.com has a good collection of free images, audio, textures, and other visual mediums that you can use with some restrictions. You don't have to credit the image source.

\*\*Bigfoto.com for pictures from around the world, including America, Asia, Europe and Africa. The main categories have subcategories.

## Paid Image Sites

The below list all have spectacular images you can purchase, prices are usually around \$1 up to \$50 for a really large high quality image, but you will normally only need a small size image – for an eBook, for example, you'd want to purchase an image of around 600px X 600px – this is only a guide. You can make images larger or smaller once you own it, however, it will lose image quality (ie. it will pixilate) if you make it too much bigger than it's intended size.

- iStockphoto
- Shutterstock.com
- Dreamstime.com
- Mostphotos.com
- Depositphotos.com

The bonus of using a professional paid site is that you have full rights to use the photo



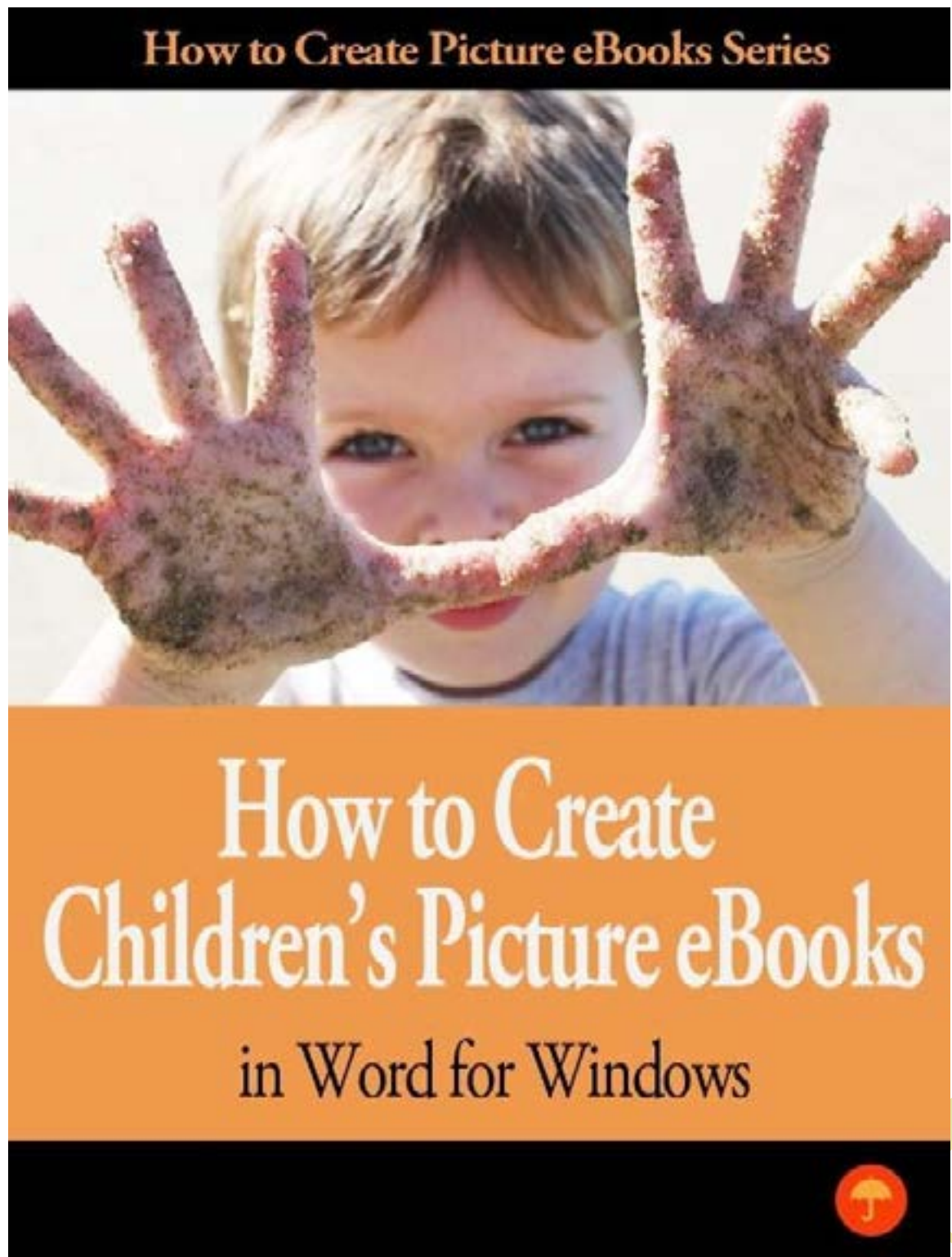
for your eBook. Some image companies put restrictions on printing an eBook cover with one of their images if you are going to sell the book in hard copy. So always check each individual site that you have the right to use the photo as you please.

I decided to use my own photo for this eBook:

But I created the above cover in Photoshop, it's easy once you know how. If you don't want to spend that kind of money on software, you could easily create the above cover in iPiccy.com for free.

I used my own photo for this cover. This way I don't have to worry about "rights" and royalties etc. It is so much easier to just use your own snaps and jazz them up in an online free photo editing website like [www.iPiccy.com](http://www.iPiccy.com). Below is a quick tutorial on how I created this cover in less than 10 minutes, for free, online. Photoshop probably took me the same time, and using the eCover Free Online

# Images For Your Cover & eBook



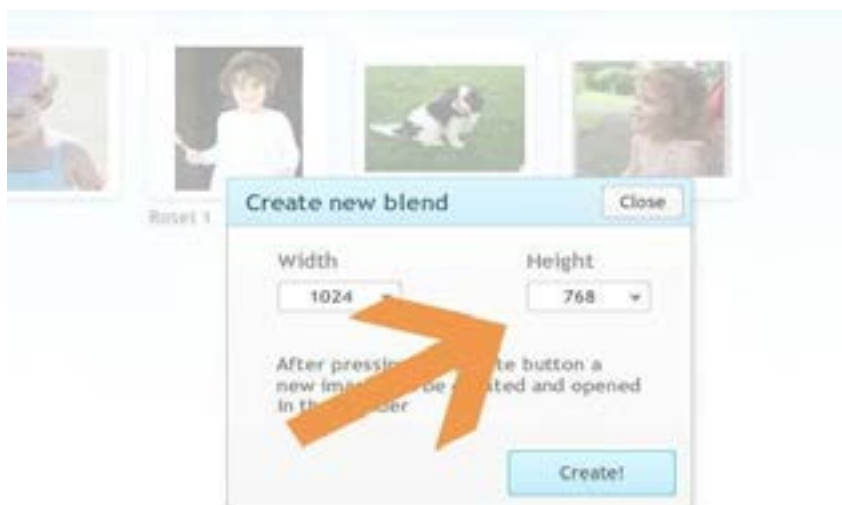
# Images For Your Cover & eBook

tool takes about 15 minutes, and is not near as nice looking as what you can do here. Instructions to create a cover for free in iPiccy.com

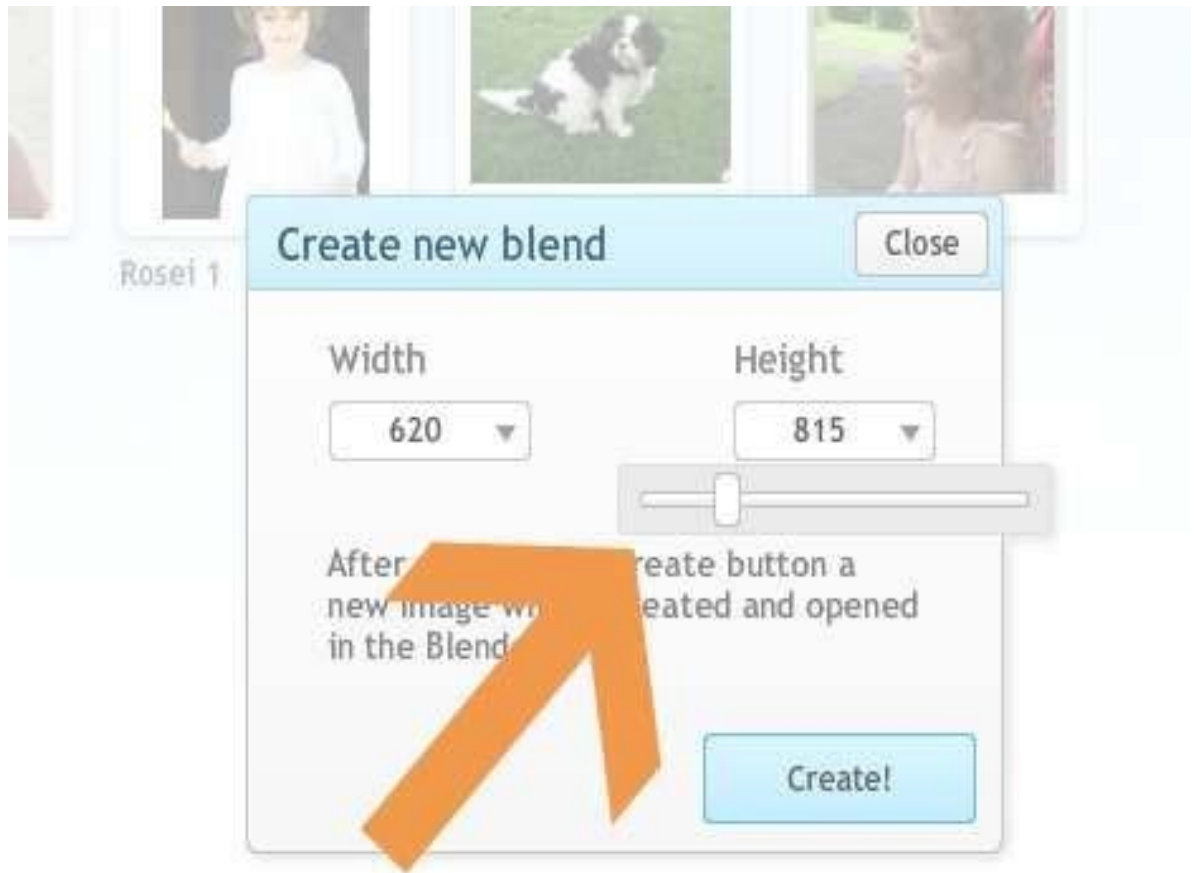
Step 1. Open a new document in as close a size to 600px x 800px.

To open a new document you need to log into [www.iPiccy.com](http://www.iPiccy.com) then select the layered paper box (see above). This will open up a box like below:

Then change those dimensions to approximately 600w x 800h. See below.



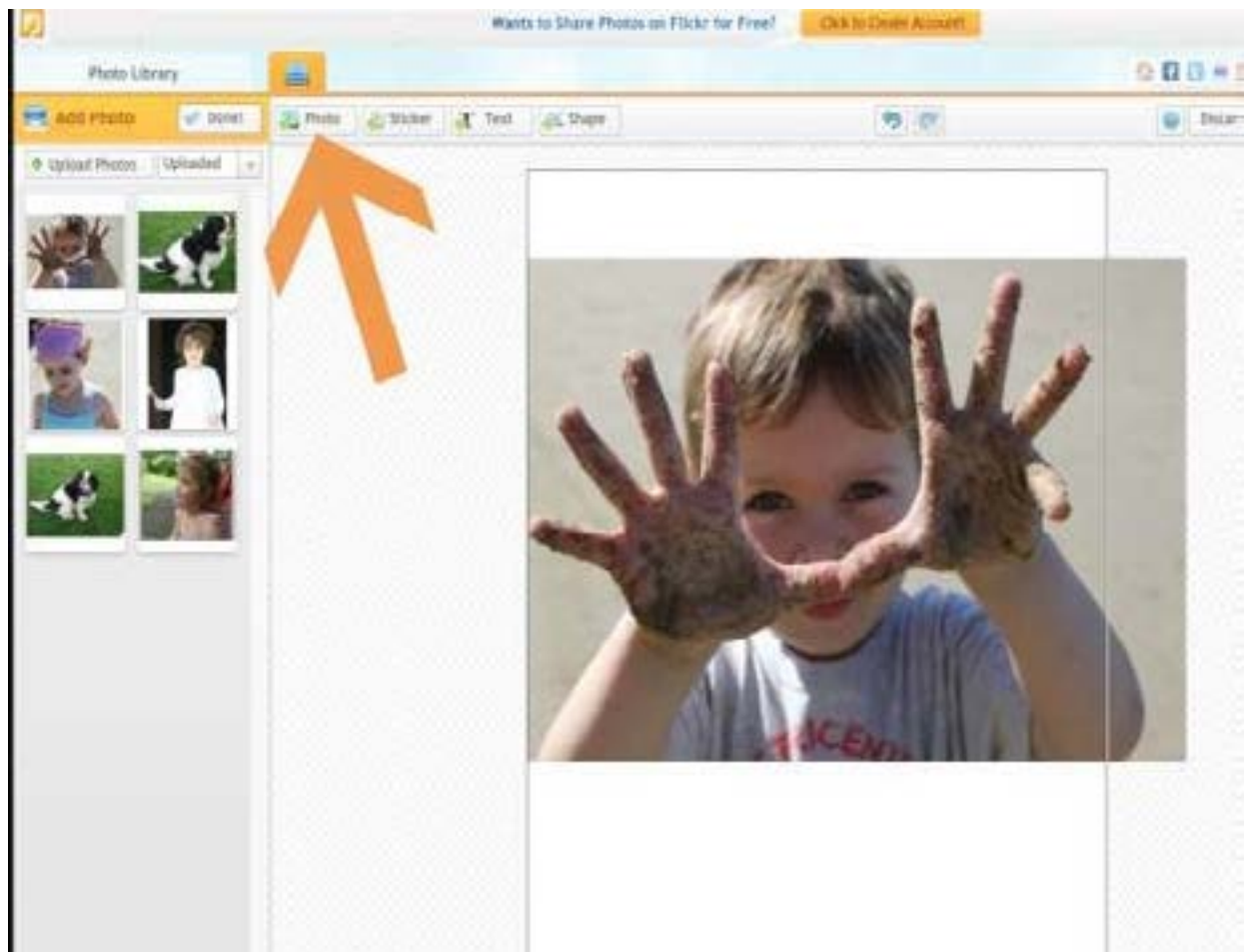
# Images For Your Cover & eBook



Then go into the document to the “layers” page (see below) and click on the “photo” button in the top menu. It will then show all the photos you have already uploaded to the iPiccy.com website. You simply click on the photo you want in your cover, and “drag” it over to the book outline you’ve already created.



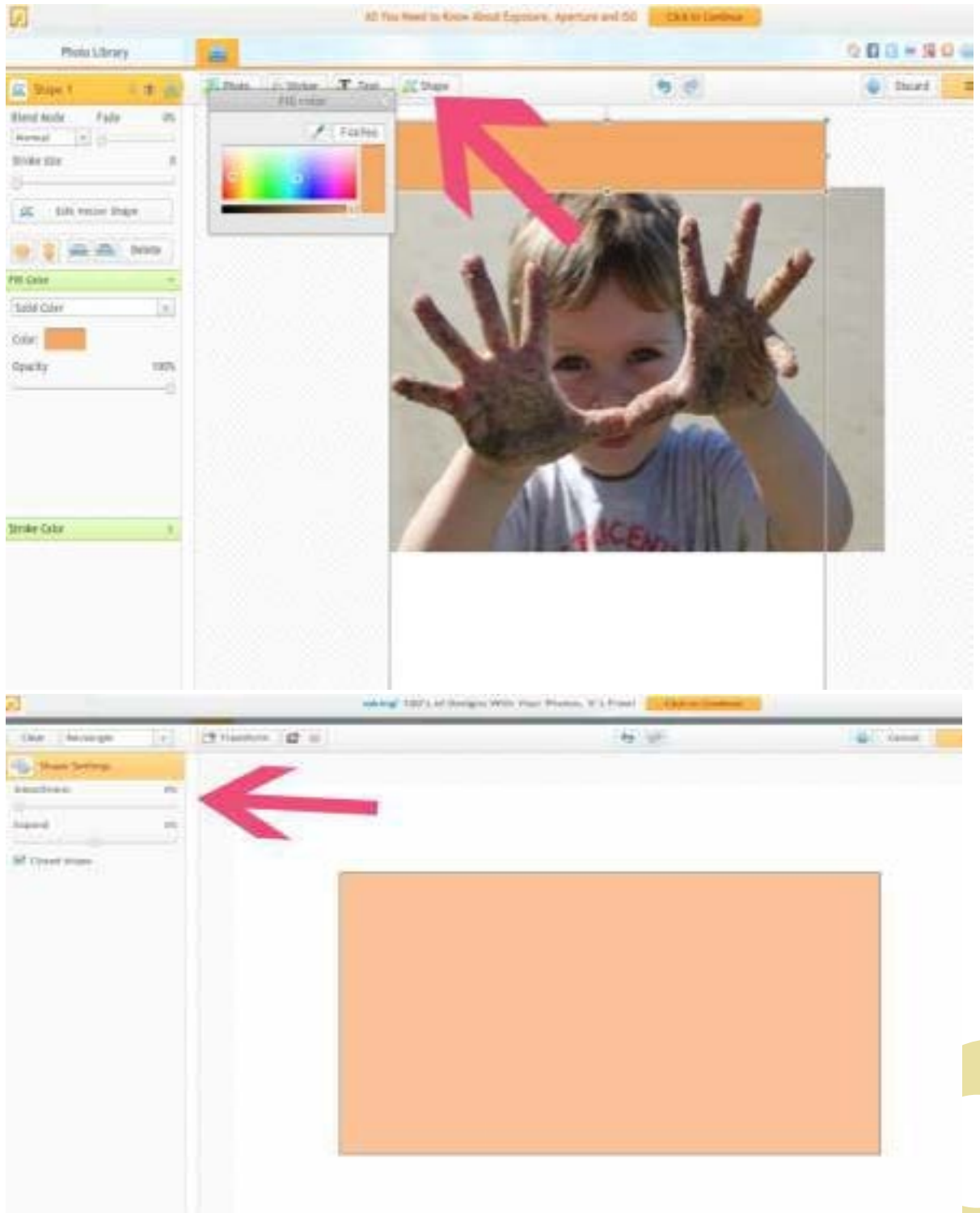
# Images For Your Cover & eBook



Once you have the photo over onto your cover, you can easily adjust the size of the photo and you can move it around the page by holding your mouse on it and moving it around the page freely. Place the image where you want it to go.

The next thing I did was "created a rectangle" in a block colour. To do this I went to the above "Shapes" option on the top menu and it opened up another window (see below).

# Images For Your Cover & eBook



# Images For Your Cover & eBook

In the “shapes” window I selected the “rectangle” shape option in the dropdown shape option box on the left side of the page and it automatically brought up this shape. Don't worry about the colour here, you can change it when it's back on your normal window. Once I had the shape I wanted, I simply clicked on the “Done” button on the top right corner of this window and it inserted my block colour image right onto my ecover ready to move around, resize and change the colour of immediately.

I moved my new rectangle to where I wanted it to go and changed the colour to “orange”. I then created another rectangle in exactly the same way and made it the same colour, and moved it to the bottom of the cover. (see below).

I then clicked on the “Text” button and it popped up with the “Your Text Here” black image on top of my cover. I typed the text I wanted in the top left box on



the above screen, and I changed the font by simply clicking on it to the left of the window and moved my “text” to where I wanted it on the page. (see below).

# Images For Your Cover & eBook

I then did the same "text" insertion to create the title to the bottom of the page. I then wanted a little logo on my cover, so I clicked on the "Sticker" button and when I clicked on the circle logo on the left window it simply appeared on my cover. I then changed the colour by simply clicking on the logo (on my cover) and then to the left of the screen opens up a new window (the stickers disappear) and a colour box appears, which you simply click on to change the colour accordingly.

I then clicked on the save button (not "done") and saved the image as a JPG.



# Publishing Options

**Y**ou should be aware of the fact that the eBook formats available today exceed more than twenty forms. While many of these can be read through multiple devices, there's no fixed format available for all the devices to read. Plus, there's also a considerable variation in present in page sizes, image sizes, screen sizes and image formats along with many other elements.

In order to make your eBook readable for multiple devices, you will most likely have to publish it within multiple formats. And for doing so, you must plan out your target audience ie. what type of e- readers will be interested in reading your work. This should be done before any type of formatting takes place. Depending upon which device you want your eBook to appear on, you'll need to do some research on the device before you can start designing anything. The formats that you will use should be in accordance to the specifications of that particular device.

Among the most well-liked file eBook formats that can be read by a majority of devices are Adobe PDF, HTML, and ePub including the plain text format. Many e-readers prefer looking at pictures along with doing some reading so you can use images to enhance your eBook as well. However, devices like Kindle from Amazon are only built in with screens that are monochrome. And so, if you believe that your content is strong enough to attract e-readers towards your eBook, just make sure that the images you put in are clear and also look good in the black and white format.



**W**ord documents are easily saved as a PDF from within Word. If you don't have Word, Amazon sells Microsoft Home & Student for approximately \$100 (at the time of writing this eBook) which includes Word and other Microsoft software like Excel. You can also try Microsoft Word for 60 days for free by visiting their website here <http://office.microsoft.com/en-us/try/> to register.

Alternatively, you could download and use for free Open Office over here <http://www.openoffice.org/>. Open Office is a free online alternative to Word for Windows, however, it does not have all the features Word has, so you need to bear this in mind if you think you need all the "picture editing" features that Word for Windows has built into their software.

With Microsoft Word, you'll be able to have a lot of features on your hand that can be used in creating an eBook quite easily. A number of styles are available in this application that you can use for formatting an eBook from scratch or update an existing format for working on

# For Microsoft Word

a dissimilar platform. A huge benefit of using Microsoft Word for formatting your eBook is that the file saved within Word can be in .pdf, .html, and .doc formats. And when you're finished with this file, you can always use another program to convert the existing file into any other formats of eBook that you need.

To begin creating your eBook, you must first create a fresh Word document. Next, you will start working on the cover page of that eBook. As mentioned above, you can try a number of free services websites available online for creating a cover page or simply make one yourself.

As an example, following are the step-by-step instructions of creating an eBook cover page for a kids picture eBook, simply using the "objects tab" within Word.

There are two types of images you can have in your eBook.

1. Photographs (or "images" you upload from your PC);
2. Shapes and objects you can create within Word.

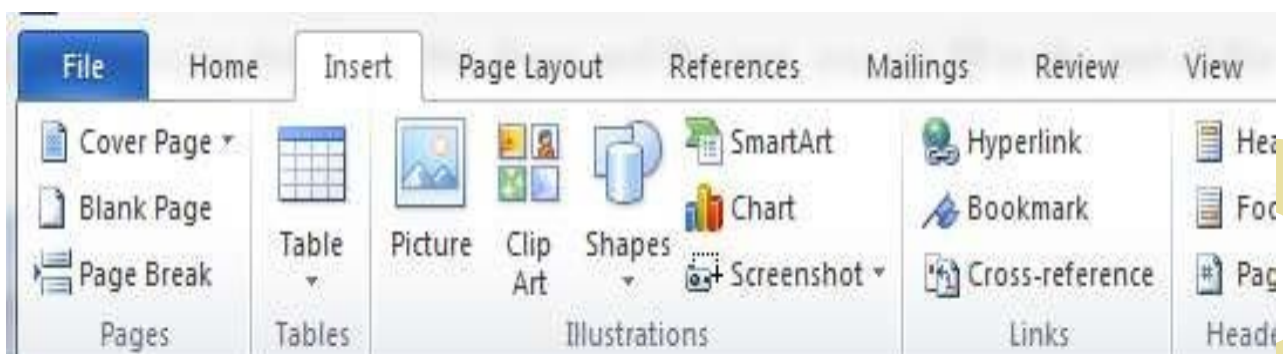


If you chose to simply upload an image from your hard drive, make sure you use the "Insert" option, and you don't "cut and paste" the image into your Word document. Sometimes the formatting doesn't work properly if you cut and paste documents (see below). Select "Insert" and then click on "Picture".

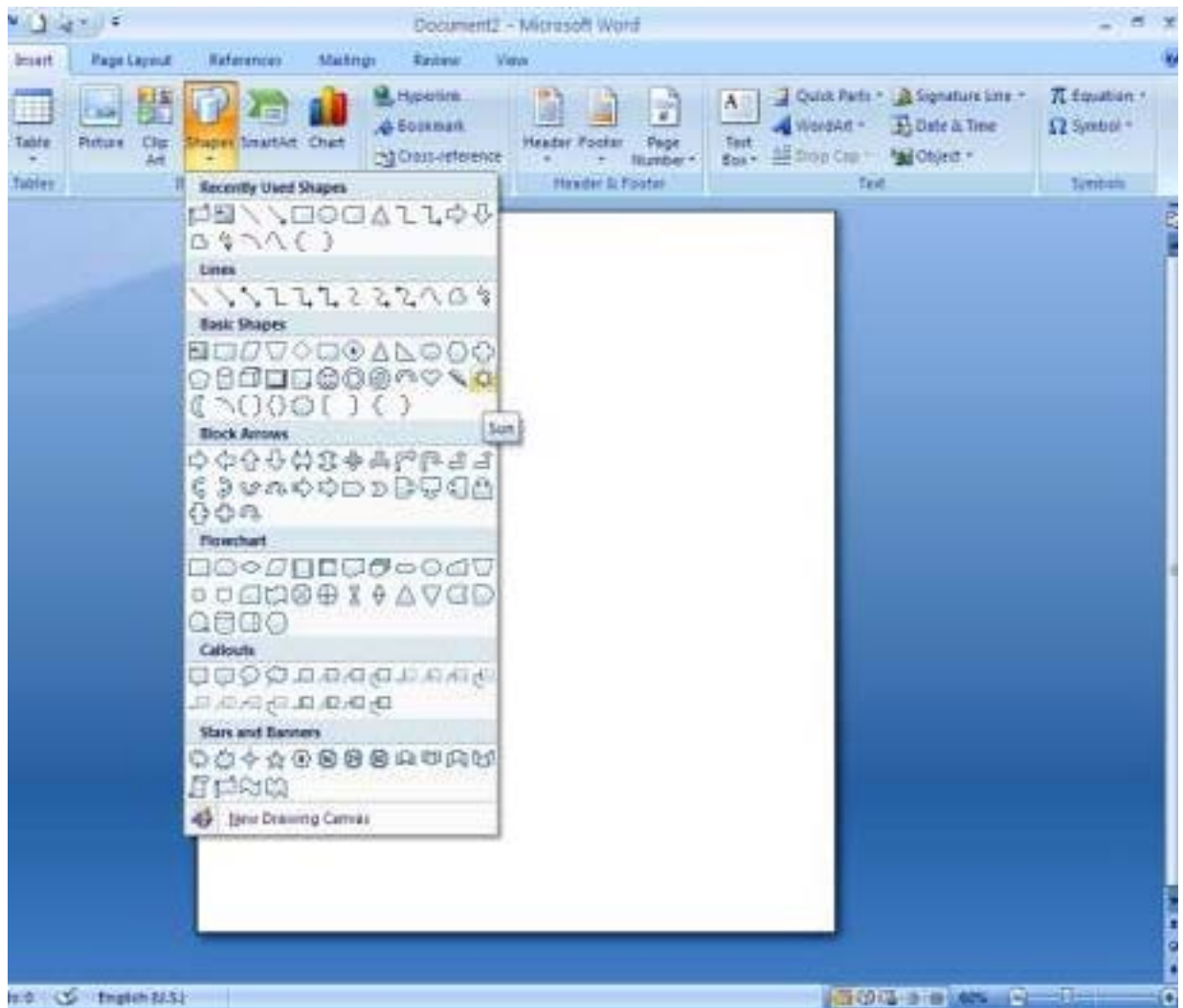
## Create a Cover Page on Word

If you want to create a cover page within Word, from scratch, then you can create objects by following these instructions:

1. Choose an appropriate shape from the "Insert" bar.

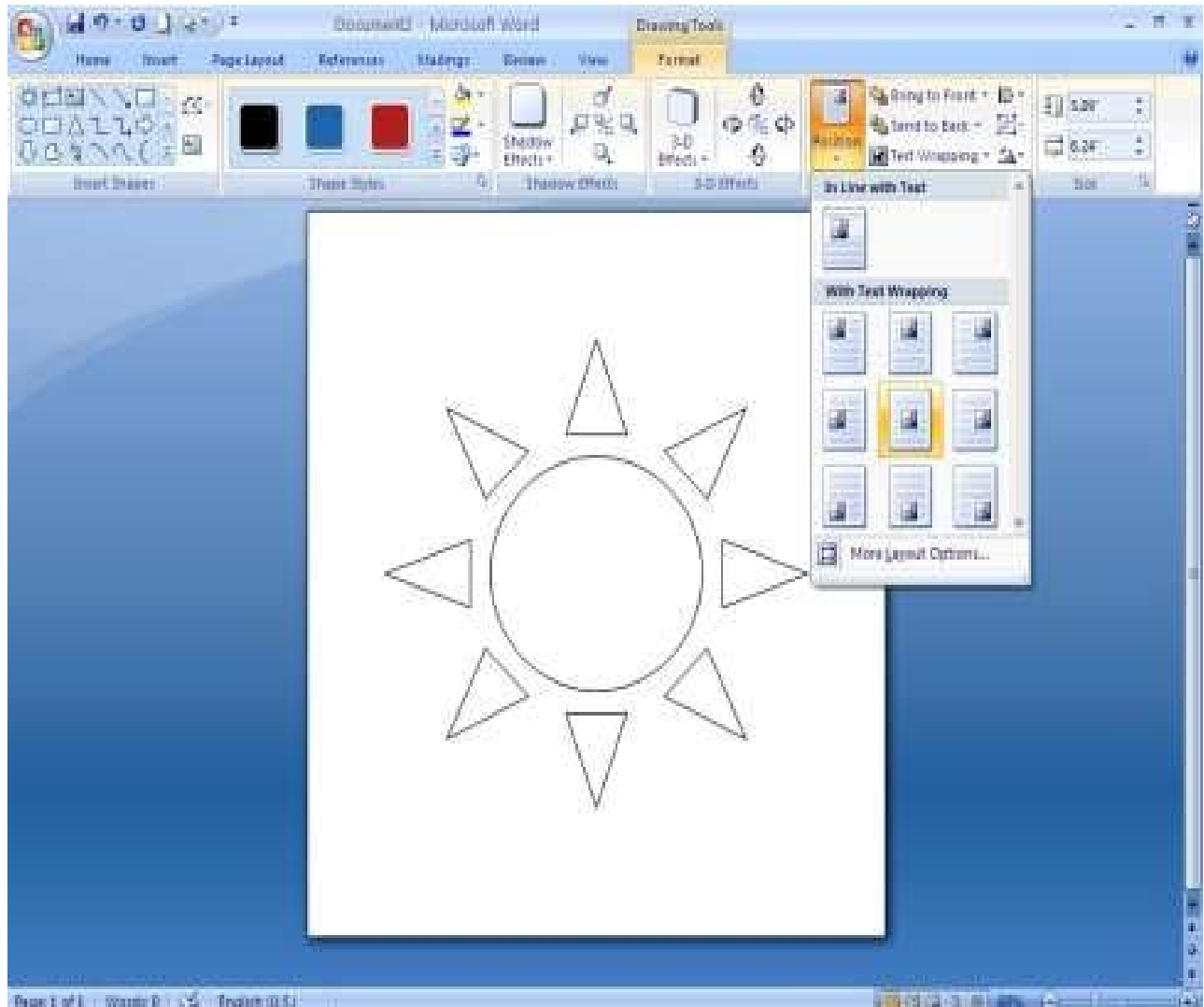


# For Microsoft Word



2. Once you've chosen a shape, position it in the centre and resize it.

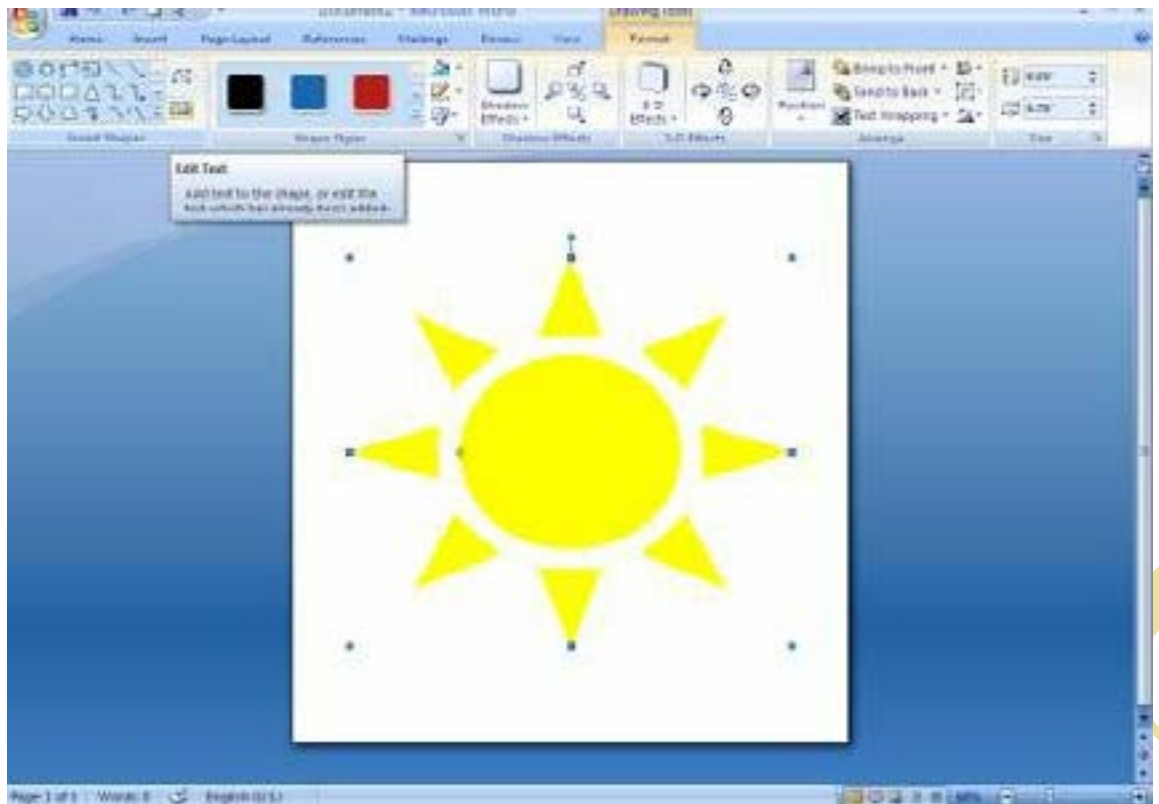
# For Microsoft Word



3. You can then fill in this shape with a relevant color using the shape fill option.
4. Depending on your choice, you can either leave the shape outlined or use the no outline option to make it clearer.

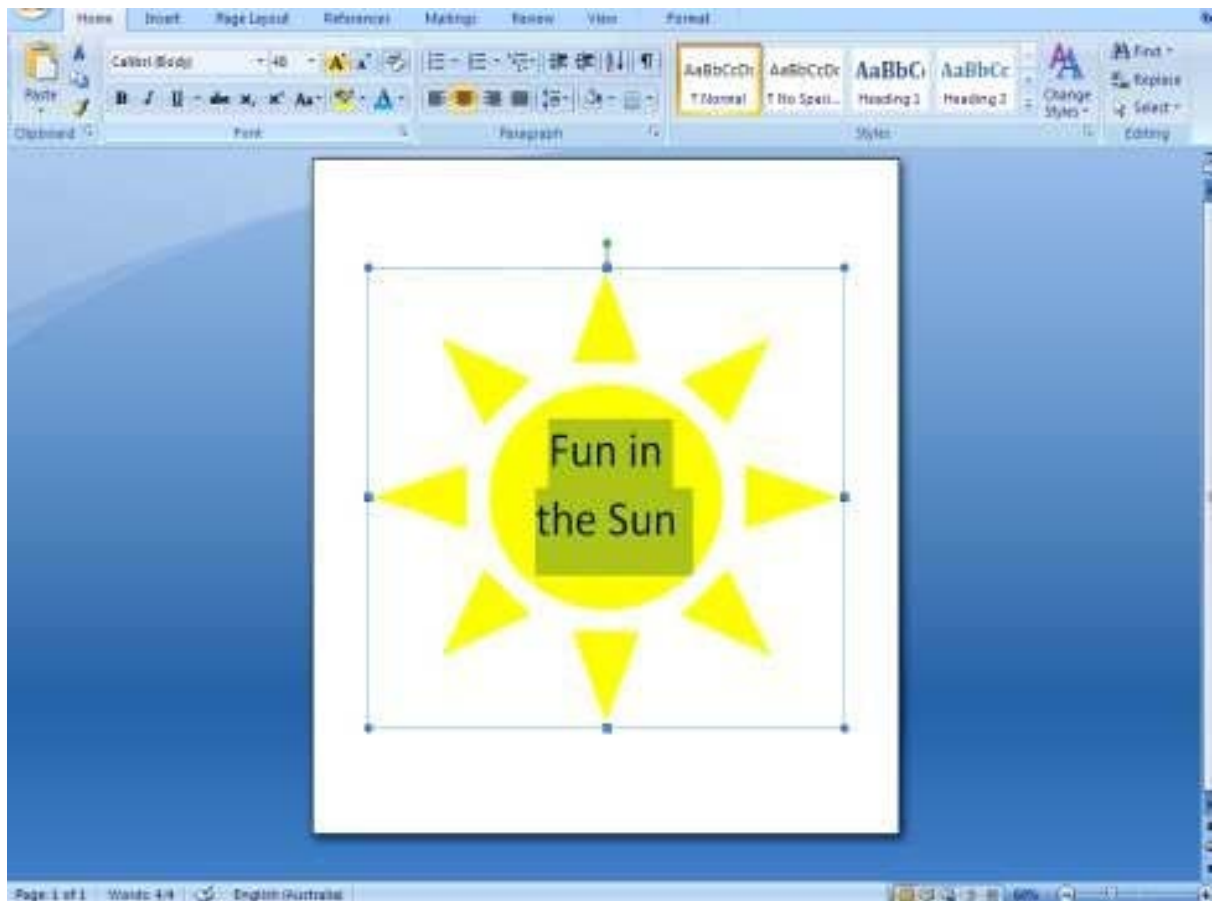


# For Microsoft Word



# For Microsoft Word

1. Creating an eBook means that you'd have to come up with a catchy title so that people are attracted towards it. You can do this by clicking on the edit text button located in the format bar.
2. Once you've placed the text inside the shape, you can select the entire text and change its font or color as per your preference. Since this book is designated for younger e-readers, its font and the title are quite simple to make.



# For Microsoft Word



7. After you're done with the shape and the text, you can fill in the rest of the page with a different yet vibrant color.

# For Microsoft Word



Remember, you can always make the appropriate changes in your cover page according to your taste and needs. The cover page that you design using Microsoft Word can be also saved as a template that can later be used for creating other eBooks. Of course, the content of the book will be different each time.

Thus, the finished product will look something like this,

# For Microsoft Word



# Formatting Your Text

In order to publish your eBook in other formats, you must first format your Microsoft Word document appropriately. Thus, you'll have yourself a downloadable file (MOBI and EPUB) for the Kindle and iPad devices.

The layout and size of your document in Word should be vertical or portrait as eBooks bearing a landscape design will not be accepted for publication. Furthermore, if you want to put in images (pictures or graphics) inside your eBook, remember to resize them first using a small editor or Photoshop etc. You can then save these images and reinsert them into Word. Charts should be converted into images too in order for them to retain their original formatting.

Also, when using Microsoft Word, do not use text wrapping around images as they should be positioned in-line with the text instead. Another point to keep in mind is that the images included in the eBook should not be placed next to each other. That's because the type of layout then prepared will not work in favor of e-readers like Kindle or iPad. Also, avoid using any special characters or symbols unless it is absolutely necessary because there's a good chance that these characters may not be properly converted into the eBook formats if they're not part of a standard set of font. That is why many writers are told to choose fonts like the Times New Roman for the symbols and text.

Creating eBooks also means that you don't have to worry about any costs that will be included along with any illustrations or images that you want to add. For Word, you



can simply insert images and illustrations by converting them into .jpg or .gif files. Programs such as Photoshop can help you enlarge, reduce, or crop images along with making other necessary modifications. You will also be able to save these files at a decreased resolution, thus the file size will be reduced.

Incorporating illustrations in your text is easy when you're using Microsoft Word but placing them in a precise manner could be a bit difficult than insertion. If your eBook requires a lot of illustrations or images (i.e. if it's a picture eBook), then using a program like desktop publishing would prove to be quite beneficial in making things work. Also, whenever you're laying out illustrations or photos in a Word document, try placing them in such a way that there's always an ample boundary between the adjacent text and the image. Captions should also be included where appropriate.

Page breaks should also be included between every chapter when using Microsoft Word. To do this, place your cursor right at the end of your text and click the page break option present on the insert bar.

# For PDF

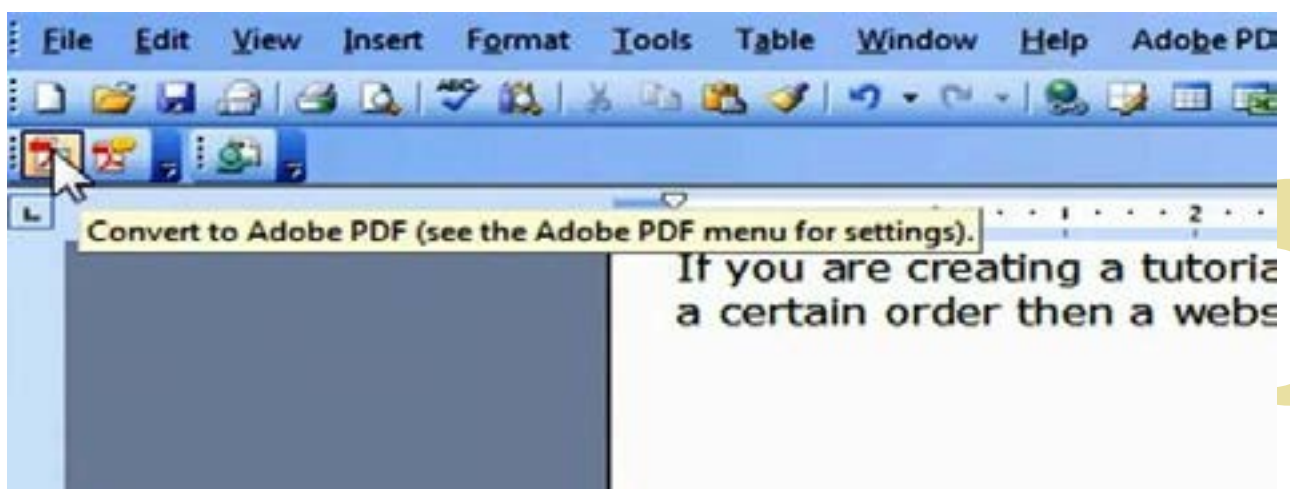
Indenting your paragraphs is also an important part of creating an eBook. To do this, you will have to click on the page layout bar and insert a measurement for first line indentation instead of using "Tab" from the keyword.

The Table of Contents or TOC of an eBook forms an essential part of the entire document because it's the first thing anybody would come across whilst reading your book. Therefore, be sure to put in a TOC using the reference table (there are a few styles that you could choose from). Moreover, your eBook should not contain any blank pages and the headings for every chapter should be written using the "Heading 1" option on your home tab. In order to activate your TOC within Word you will need the Heading 1 formatting set up on the headings anyway.

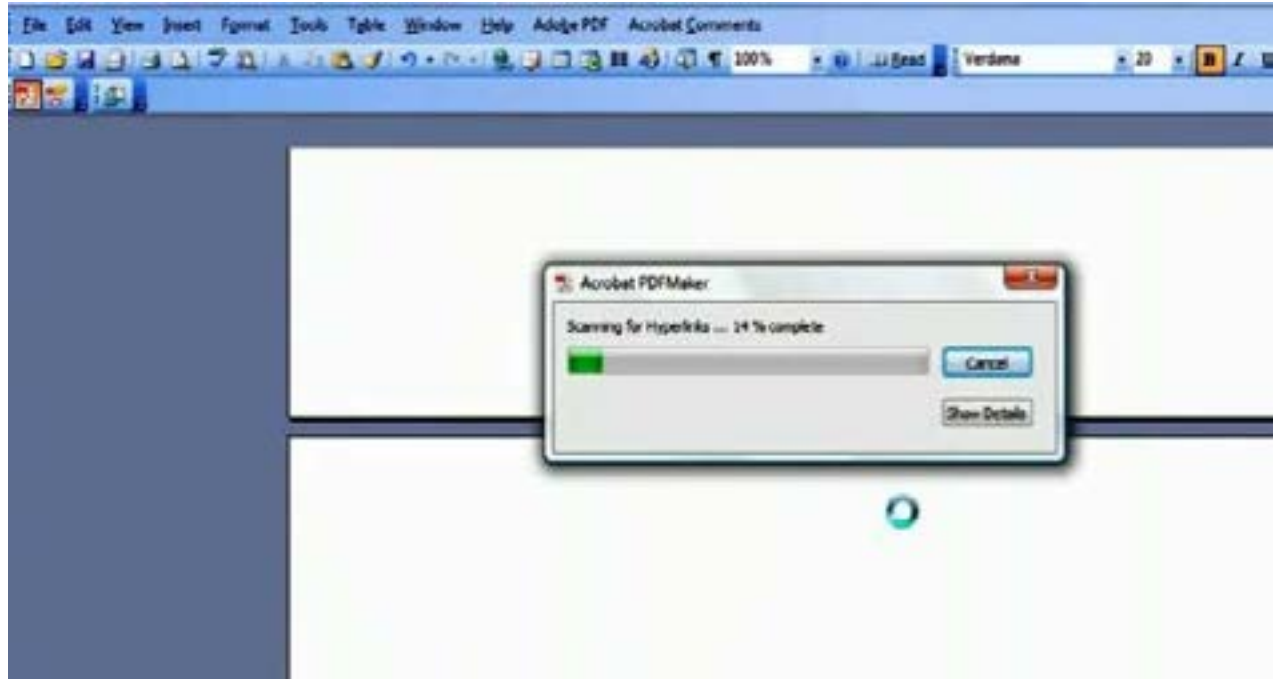


**P**DF is undoubtedly the best format for creating an eBook. Reading pages on a screen becomes much realistic with these files as they recreate the hardcopy experience. And in order to create your files on PDF, you will simply have to use the Adobe Acrobat. However, if you're running short of time and budget, there are a number of free resources available on your computer and online that can be used for obtaining the same results without much hassle.

Adobe Acrobat also allows you to convert your document into PDF format. The conversion takes place within a matter of seconds.



# Conclusion



For starters, creating your eBook in a .doc format wouldn't be such a bad idea if you've got Microsoft Word installed in your system. You can also create your eBook in an .rtf format using a contrary Word processor. All of these files can be easily converted into the PDF format using any one of the numerous converter programs available online.

You can start thinking about converting your file into a PDF format once you're done with the creating and editing of the eBook. Since there are countless freeware programs and online converters that can be used for quickly converting your files into PDF format, you can opt for any one of these programs and find out what meets your requirements. These programs can be easily Googled by simply typing .doc to .pdf converter, although the format can be changed i.e. document can be used instead of .doc.

**W**hether you're creating a book based on photography or an illustrative that includes children's stories, having an idea of the formats and options available to you for publishing your eBook is eminently crucial. It is hoped that through this book, every individual, regardless of their age and place, will be able to completely understand the basic concepts involved in creating an eBook. With this book, creating an eBook will no longer be a difficult task and you'll be provided with all the necessary skills needed to embark on the journey of expression through pictures.