



# **CREATING A KINDLE EBOOK ON THE MAC**

**SAM  
CROMARTIE**

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## **ABOUT THE AUTHOR**

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## CHAPTER 1: EBOOK OPTIONS

Although distribution of books in print form via established publishers remains the gold standard for the literary world, readers across the globe are moving into the digital world. In 2011 ebooks accounted for twenty percent of the market, and Kindle accounted for fifty percent of ebook sales, Apple for 22 percent, Barnes & Noble for 20 percent, and Borders/Kobo for eight percent. This movement opens the door for writers to bypass the lengthy and discouraging traditional routes of obtaining an agent and submitting a manuscript to an editor. Self-publishing of an ebook requires little financial investment, and the process gives the author full control over the final product.

The downside of this freedom is the potential to flood the market with works that are marginal in value with poor grammar, false statements, and boring content. Services are available for a price to edit books. If the author chooses to bypass them, he or she must edit the book with the same diligence as a professional editor or risk ridicule and a bruised reputation that could inhibit attempts to distribute a future work.

Another disadvantage of self-publishing is the difficulty publicizing the book. It may be the greatest literary work since *Beowulf*, but if no one knows it exists, sales will be limited to your mother and a few loyal friends. The author must develop his own communication system to alert the planet of his creativity. Fans can be reached via Facebook, Twitter, a webpage, a blog, and personal appearances.

Several options for self-publishing an ebook are listed below.

iTunes Connect accepts documents in EPUB format or iBooks format created by Apple's iBooks Author software that can be obtained for free. iTunes pays the author 70% of the list price of the book with each sale. The downside is the requirement that the iBook be sold only at the Apple iBookstore. It may only be read on the iPhone, iPod touch, and iPad.

Barnes & Noble Pubit accepts documents in Microsoft Word, HTML, RTF, TXT, and EPUB formats. It gives the author 65% of the list price as long as that price lies in the range of \$2.99 and \$9.99. The percentage drops to 40 for other prices. Distribution is limited to Nook devices and apps.

Google eBooks accepts works in EPUB and PDF format. It gives the author 45 to 52% of the list price. Distribution occurs via Google eBookstore and resellers.

Kindle Direct Publishing accepts documents in Microsoft Word, EPUB, Mobipocket, HTML, RTF, PDF, and TXT. It pays the author 70% of the list price in a range of \$2.99 to \$9.99 and 35% for outlying prices. To receive the 70% value, the author must agree to restrict sales to Kindle. Otherwise the percent drops to 35. Fans may read Kindle books on Kindle devices and apps including the Kindle app on the iPad and iPhone.

Multi-channel distributors send your ebook to more than one retailer. BookBaby charges a \$99 fee plus \$19 per year. The author receives 100 percent of net. It accepts HTML, Microsoft Word, RTF, and TXT as well as other formats for which there is an additional charge.

Publish Green charges \$399-\$999 and pays the author 90 – 100 percent of net. It accepts Microsoft Word, PDF, and InDesign formats.

Smashwords charges no fee. The author receives 60 to 85 percent of net. It accepts Microsoft Word.

The author selected Kindle Direct Publishing because of the large audience provided by Kindle and by the Kindle app available to Apple devices. The techniques for creating Kindle ebooks described below have been confirmed on MacBook Pro with Mac OS X version 10.7.3 with the following applications: Microsoft Word for Mac 2011, Apple Pages '09 version 4.1, Calibre version 0.8.41, Kindle Previewer version 2.4, iPhoto '11 version 9.2.3, and Preview version 5.5.1 on Mac OS X version 10.7.3. SnapNDrag 2.6.5 was used for computer screen images.

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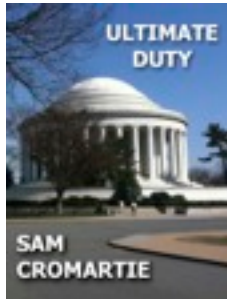
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## CHAPTER 2: CREATE A BOOK COVER WITH PAGES AND IPHOTO

If you do not upload a cover image for your ebook, Kindle will provide a placeholder image containing the title and the name of the author. It will appear on the Amazon detail page. As an author with little artistic skill, you may prefer to pay an expert to create a cover for a fee. It is, however, not difficult to make your own cover from a photograph that you can take yourself with a digital camera. Here are a few that I have created for my Kindle books.





Remember that the cover image may be the most significant factor in a reader deciding to purchase your ebook. Do not upload an image with any flaws. It would be preferable to pay someone to design it. Cover Images for Kindle must be submitted as JPEG or TIFF.

To create your own cover, open iPhoto.  
Choose an image for the cover.



Double click on the image to make it large.  
Click INFO to see the size of the image.  
Click on EDIT > QUICK FIXES.  
Click on CROP > CONSTRAIN.  
To the right of Constrain is a rectangular box with numbers.  
Click on the tiny arrows in the box.  
Select 4x3 BOOK.  
Re-click on the arrows in the box.