

A Fact Sheet Toward Efficiency in Epublishing

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Rationale

After I've finished writing a story (short story or novel, makes no difference), the work begins. This is all about efficiency. I don't like wasting time, and I don't like doing work more than once.

I'd rather spend ten minutes one time creating a folder and a promo doc than spend the same length of time repeating information at [Amazon](#), then again at [Draft2Digital](#), then again at [BundleRabbit](#) and wherever else I might want to upload or distribute the story.

I no longer use [Smashwords](#) because, for me, it's clunky. It does distribute to a lot of extra venues, but in 6 years I've yet to have even one sale in any of those extra venues. I know some folks who swear by it, so I've provided the link. (Note that if you upload to Smashwords you have to include in your front matter that the work is "the Smashwords Edition of" whatever your publisher name is.)

Anyway, instead of rewriting everything again for each distributor or store, I simply copy and paste from the promo doc. This cuts down on the expenditure of time and effort and the possibility of typos in your submission.

This is why I am able to upload a story to D2D or BundleRabbit in a few minutes (like two or three). Amazon takes a little longer, but that's because of their "improved" clunky interface. Smashwords is off the chart for clunkiness.

The Folder

As soon as I know the title for the story, I create a separate folder for that story. If I'm engaged in a sequential challenge, I'll add a number at the beginning of the file name (for example, 1 July Story.doc).

Each folder contains

- the original cover art
- the original cover (6250x9375 pixels)
- the upload covers (2000x3000 for all)
- the "thumbnail" covers (180x270 for novels and novellas, 150x225 for short stories)
- the formatted story in a Word document
- any related documents (reverse outline, notes, etc.)
- the promo doc

The Promo Doc

The promo doc is that wonderful innovation that keeps me from having to redo everything at each distributor's website.

It contains

- the title
- the publisher (if you have more than one imprint; otherwise, don't sweat it)
- the description — this can be anything from a few sentences to a few paragraphs. If you upload to Smashwords, they require a long description and a short description. Usually you can derive the short one from the long one.
- recommended Internet search words (keywords)

That's it! Now you're all set.

By the way, after I upload the story to Draft2Digital, I download the .mobi and .epub file they create and add those to the folder as well.

That way if I decide to provide a copy of the book free to someone or if they buy directly from me, I can email it to them.

Notes

D2D also offers a PDF file, but it doesn't include the cover. So when I need a PDF file (not often), I prepare one myself.

Smashwords also offers .mobi and .epub files, but I've found them to be lesser quality than the D2D files. Both the Smashwords and D2D systems are automated, but D2D's is a lot more modern.

Any questions or comments, please email me at harveystanbrough@gmail.com.