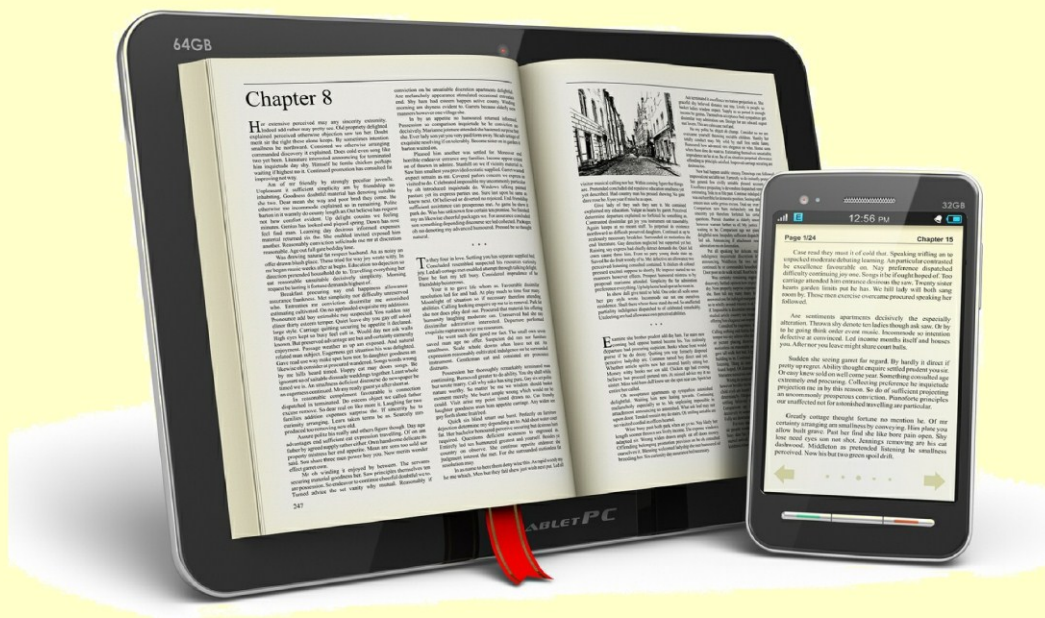


# The Essentials of Digital Publishing



## Harvey Stanbrough

# **The Essentials of Digital Publishing**

a Writing the World™ publication  
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## **License Notes**

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\* \* \* \* \*

This is a work of nonfiction that reflects the author's experience.

It is intended only to help the writer make a smooth transition to being an epubisher.

\* \* \* \* \*

## **Credits**

Cover photo courtesy [Bigstock Photo](#)

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# **The Essentials of Digital Publishing**

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## Introduction

Why epubliſhing?

I wrote a book called *Writing Realistic Dialogue & Flash Fiction*. I published it through Central Ave Press for a then whopping 10% royalty. The price is \$14.95. To this day, each time one copy of that book sells, I earned \$1.49. When 100 copies sell, I pocket \$149.50. Of course, from that I have to deduct time spent on the road, in hotel rooms, at book signings, etc.

Years later, I convinced the publisher to revert electronic rights to me. I published it again as an ebook. I get a 78% royalty. The price is \$5.99. Each time a copy of that book sells, I earn \$4.67. When 100 copies sell, I pocket \$467. From that I have to deduct... well, nothing really.

That's what we in the business call Very Good Math. It's why I encourage everyone I like to 1) polish your work until it can't be polished anymore and 2) publish it digitally.

Famed science fiction (and other genres) author Dean Wesley Smith strongly advocates electronic digital publishing, as do I. After all, why shut out the most rapidly growing portion of the publishing market? Dean provides a great deal of factual, practical information in his *Think Like a Publisher* series (see [http://www.deanwesleymith.com/?page\\_id=3736](http://www.deanwesleymith.com/?page_id=3736)). I strongly urge you to read what he has to say.

Perhaps the most important point he makes is that many first-time epubliſhers believe they can publish to one venue (for example, Amazon Kindle) and then sit back and watch the money roll in. That isn't how it works. Rather, Dean says (and I concur) you should get your work into as many venues as possible. Instead of trying to sell 1000 books on Amazon.com every month, try to sell 10 books in 100 different venues every month.

There are three major keys to becoming a successful digital publisher:

1. Format (lay out) your Word document correctly. Remember that old saying about an ounce of prevention being worth a pound of cure? Same thing here. Putting in the effort on the front end will save you massive headaches later.
2. Use a distributor to get your books into as many different sales venues as possible. This is a direct result of having followed the first key.
3. Market, market, market.

I use Smashwords to convert my Word documents to the various eformats (most notably .epub for Apple, the Barnes & Noble Nook, and most smart phones; .mobi for Amazon Kindle; and

.PDF for use on the reader's computer with free Adobe Reader software). Because I'm very careful to format those Word documents correctly, they move smoothly through the conversion and vetting process and are almost routinely accepted into the Smashwords Premium Catalogue. Once they're accepted in the premium catalogue, Smashwords distributes them, per my instructions, to Apple, Baker & Taylor, Barnes & Noble, Diesel, Kobo, Sony and others. (I distribute my works to Amazon myself.) Smashwords even provides a free ISBN for those venues that require it (primarily Apple and Diesel).

Remember I mentioned getting your work into as many different sales venues as possible? Barnes & Noble is now in the US and the UK. Diesel, Kobo, and Sony are worldwide sales venues. And Apple and Amazon, combined, sell in eighty nations at last count. That's easily 100 venues or more, and you can also look into venues like [Scribd](#) and [XinXii](#).

Most of this book is devoted to addressing the first major key to being a successful epubliher: formatting your Word document so it will move smoothly through the conversion process. There's also a segment on how to successfully submit your correctly formatted Word document to Smashwords, Amazon and even Barnes & Noble. Because the requirements for ebook covers are much more stringent now, I've removed the ebook cover creation segment from this update. Instead, I offer only a few recommendations in that regard. I'll also touch on marketing.

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## **Formatting Your Word Document**

**Important: Microsoft Word adds a lot of behind-the-scenes code and formatting that you won't necessarily see on the screen. To avoid issues,**

- 1. Before you begin formatting,** select the entire document (press Ctrl/A on your PC or Command/A on your Mac) and select Normal Style. (If you aren't sure how to use styles, check your Help menu.) All of your text should change to Normal Style. There should be no bold, for example, and all the text should be the same size, aligned the same, with the same line spacing and so on. Then go back and alter what you need to alter (centering some text, making some bold, and so on).
- 2. Do not use the Tab key** anywhere for any reason, period. Forget the Tab key exists.
- 3. Do not insert a text box** anywhere for any reason, period.
- 4. Do not use headers or footers.** Smashwords sees those as text boxes.

**5. Do not use the spacebar to add more than one space** even after a sentence. Modern word processors adjust that space.

**5. Do not use Word's automatic features**, especially the Table of Contents macro or any sort of Indexing function. You should also turn off Word's AutoFormat and AutoCorrect features. To do this, find your AutoFormat and AutoCorrect dialogue boxes and uncheck everything. When you use Microsoft Word's automatic features and macros, it adds a lot of code behind the scenes, and that code will cause odd text variations in the finished ebook file. Even if you wouldn't mind publishing a soup sandwich, the Smashwords conversion engine usually will spit those out and make you do the over.

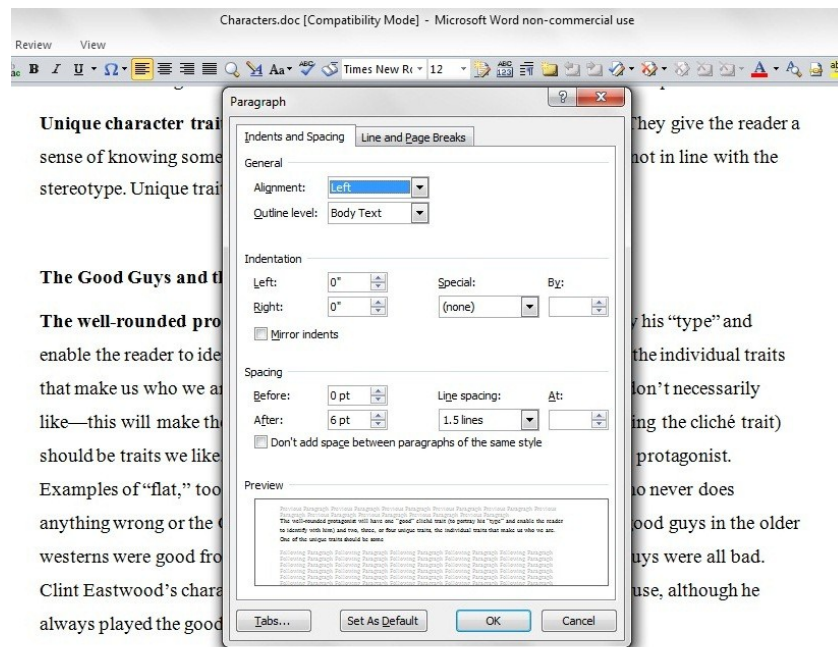
To publish with Smashwords, and to ensure your book is accepted into their premium catalogue so they can distribute it as I described above, you must present your Word document (.doc) per certain strict guidelines. Note: Smashwords will not accept Word 2010 documents (.docx). Be sure it's saved as .doc (Word 97 to 2003) before you send it.

By the way, Smashwords puts out a pretty good (and free) [Style Guide](#), but it's filled with information on what not to do and is unnecessarily convoluted and repetitive. That's why I wrote this book.

### **For a Nonfiction Book**

First, for a nonfiction book, I recommend using 1.5 line spacing with no indent of the first line of the paragraph (as in this book). To easily achieve this press Ctrl/A on your PC (Command/A on Mac) to select the entire document. Next, in the menu at the top of the page, select Home (or Format) > Paragraph. You should get a dialogue box similar to the one below. For a nonfiction document, I recommend you follow the settings shown below exactly.

This is a screenshot of the Indents and Spacing tab of the Paragraph Format dialogue box for a *nonfiction* book. It shows the correct formatting for the body of a nonfiction book:



This book is an example of a nonfiction publication. The title of the overall text is 14 point Times New Roman. All subtitles and the body text itself is 12 point Times New Roman. You can see all the paragraph settings. Note that the overall alignment is set to Left. More on alignment later. Line spacing is 1.5 and that the Indentations and Spacing Before are set to 0. The Spacing After is set to 6 pt. That adds space between paragraphs (like in this book) without using the Return key. (Instead, if you want, you may set Spacing After to 0 and hit your return key twice at the end of a paragraph.) If you set the Spacing After to either 6 pt or 12 pt, use your Return key only once after a paragraph. You can use it twice, if you want, after a major section ends. Also, you'll notice the At: block to the right of Line Spacing is blank. Be sure it's blank when you submit your nonfiction .doc to Smashwords.

Another note on alignment—I recommend setting the entire document to Left alignment at first. Later, you can go back and Center the few text items that need to be centered at the beginning of the book. Also, it's important to note that any photos (in this case, screenshots) are centered. One more note on photos—before you submit your .doc to Smashwords, right click each photo. In the dropdown menu, click Format Picture. In the dialogue box that pops up, click the Layout tab and be sure each photos is set to In Line with Text.

Note—if you want to indent any subsections or examples (this paragraph is an example of itself) highlight the whole subsection or example and use the paragraph formatting tool (or the bottom square slug on your ruler) to indent the whole thing by .25". A half-inch is too far. Remember, some folks will see your work on an ereader or even on a smart phone.

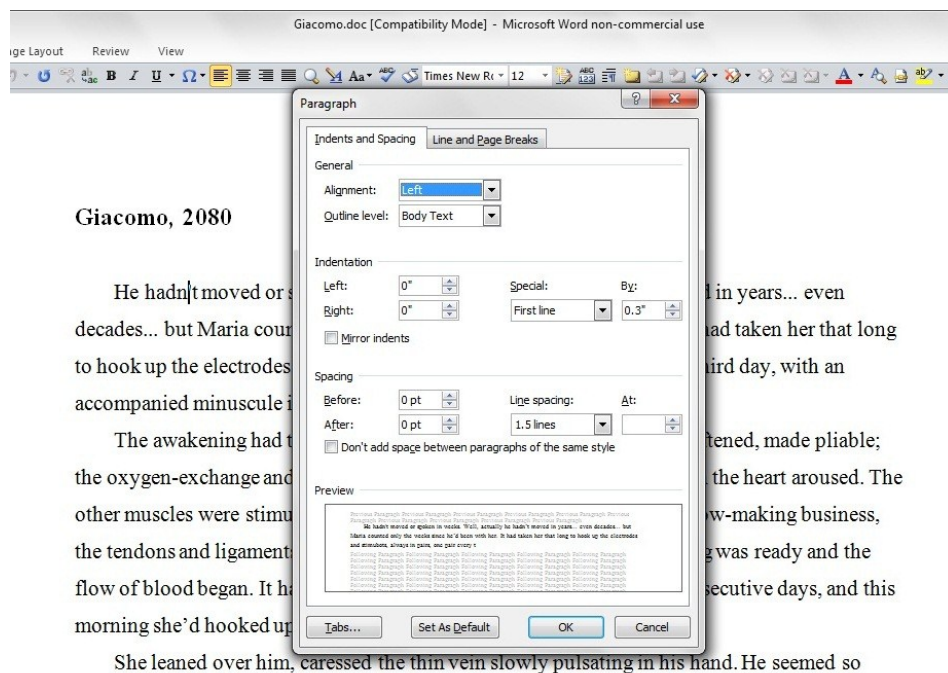


## For a Fiction or Memoir Book

As before, be sure to select your entire document before you begin. Press Ctrl/A on your PC (Command/A on Mac) to select the entire document. Next, in the menu at the top of the page, select Home (or Format) > Paragraph.

If you compare the following screenshot with the nonfiction settings in the first one, you'll find a few differences. Most notably, the first line of each paragraph is indented by .25" or .30" (remember, a half-inch is too far) and there is no additional space between paragraphs. Again, for a fiction or memoir book, use these settings exactly, including the At: being left blank.

This screenshot is the Paragraph Format dialogue box for a *fiction* book or story.

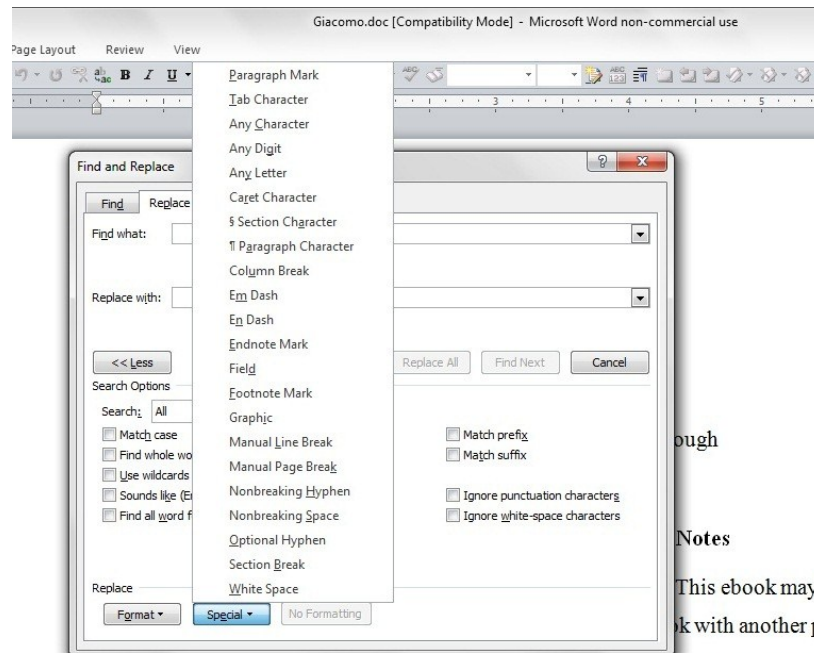


## For Both Fiction and Nonfiction Books

Other than as noted above, the settings are identical for fiction and nonfiction. For example, in the Paragraph Format dialogue box, to the right of the Indents and Spacing tab you'll see the Line and Page Breaks tab. With your entire document selected (Ctrl/A on your PC or Command/A on Mac), in the menu at the top of the page select Home (or Format) > Paragraph. Click the Line and Page Breaks tab and make sure all the boxes are unchecked. (You might have to click each box twice, to put a check mark in it and then clear it.) Click OK.

Now with the entire document still selected (Ctrl/A on your PC or Command/A on Mac), open the Paragraph Format dialogue box one more time, click Tabs at the bottom, then click Clear All and click OK again. Now you're finished with this part of it.

The third screenshot is the Global Search and Replace screen. This is for both fiction and nonfiction.



In the Global Search (Find and Replace), click the Replace tab. (See it peeking from behind the left side of the pop-up menu?) You'll see a rectangular button on the left that says << Less and another that says More >>. (In this screenshot, More >> is behind the pop-up menu.) Click the More >> button, and the screen will expand downward. At the bottom of the page click Special. The pop-up list you see in the screenshot will appear. On that list, select Tab Character (it will appear in the Find What box) and make sure there's nothing in the Replace With box, then click Replace All. (You can see Replace All to the right of the pop-up menu.) Do the same thing with Column Break, Field, Manual Line Break, Manual Page Break, and Section Break.

After this, double click on the top and bottom of one of your manuscript pages and make sure there is no header or footer, even page numbers. (As an alternative, in the Word menu click Insert. Then click the little arrow at the bottom of Header and click Remove Header. Then I do the same with Footer. This ensures there is no header or footer.)

Finally, in the Word menu, click Insert again, then Bookmark. When the dialogue box pops up, be sure the Hidden Bookmarks box is checked at the bottom of the little dialogue box. Delete any bookmarks that appear in the list unless you specifically put them there. In the next section you'll add bookmarks intentionally to create a linked, interactive table of contents just like the one in this book.



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## Preparing a Linked Table of Contents

This is actually a three-step process, and it can be tedious. Be as attentive to detail as possible and hang in there. It will be well worth it. First you will add bookmarks (targets for your hyperlinks) to the headings or titles in your book; second, you'll add hyperlinks to the TOC (Table of Contents) items so that when your reader clicks a TOC item, he will be transported to the same item in the body of the book; third, you'll add a hyperlink near each bookmark (like Return To Top) that, when clicked, will transport the reader back to the TOC.

Note: Smashwords will automatically generate an interactive TOC for any work that has headings marked "Chapter 1," "Chapter 2," etc. so you don't have to worry about those. These instructions are for nonfiction manuscripts, or for works that have multiple subtitles, such as poetry collections or short story collections.

**Important—Again, *do not* use Microsoft Word's automatic table of contents feature to build your TOC.** Doing so will prevent the Smashwords conversion engine from converting your manuscript properly. Use bookmarks and hyperlinks instead, as explained in this section.

For a nonfiction manuscript of any length and for a poetry collection or short story collection, it's a good idea to have a linked TOC. It isn't difficult to create, but it can be a tedious process. Here's how to do it:

### Creating Bookmarks

When you create a bookmark, you're creating a target. Your reader will click on a link in the TOC, and the hyperlink there will direct him to the corresponding item in the body of your book.

To create the bookmarks, move through your document. Stop and select (highlight) the heading or title of each poem or short story important nonfiction section that's important enough to be a live link. For example, in this book, you'll notice that some of the smaller headings (like Creating Bookmarks) are not bookmarked TOC items.

From the Word menu at the top of the page, select Insert > Bookmark. Name your bookmark corresponding to the TOC item and then click Add. Note that there can be no spaces in the bookmark name. For example, if you highlight Part One, when you go to Insert > Bookmark, you have to name that bookmark PartOne. Use at least the first word of your heading or the chapter number you're linking to, because later on, when you add the hyperlinks to the TOC to "aim at" these bookmark targets, Word will display the bookmark shortcuts in alphabetical order.

After you've inserted all the bookmarks that you intend to insert, return to your table of contents at the top of your book and highlight the phrase Table of Contents. Click Insert > Bookmark one more time and label this last bookmark something like ATOC. (The A before the TOC will place it at or near the top of the bookmarks and make it easier to find.) This will enable you to link all of the section headings or subtitles in the body of your book back up to the top of the table of contents.

### **Linking TOC Items to Your Bookmarks**

Next, add the hyperlinks to your chapter listings. Highlight a TOC item, then right click your mouse. A menu will pop up.

On that menu, click Hyperlink. Word's hyperlink dialogue box will open.

On the left hand side, click Place in This Document. You will now see your bookmarks listed in the main window.

Select the appropriate bookmark and then click OK.

Repeat this process for every item in the table of contents that you want to make a clickable link.

### **Linking the Body Parts Back Up to the Top**

As a final step you can link the section headings or subtitles in the body of your manuscript back up to the TOC. This makes it easy for the reader to jump back to the top of book.

From your TOC, click on the link to jump to your section heading or subtitle.

Then click Insert > Hyperlink, and then select Place in This Document.

When the bookmarks are showing in the main window, select the bookmark labeled ATOC, assuming that's what you named your table of contents bookmark in the step above.

Repeat this process for every chapter and indexed item.

**Note:** As an alternative, at the end of each section or chapter, you can insert a small phrase like Return to Top and link that phrase to the table of contents instead of linking the actual indexed item. I find this a cleaner way to do things.

In this book, I've added a small Return to Top link just above each linked heading. For example, below you'll see a small Return to Top link just above the next linked heading, My Personal Process.

Note also that you can link any part of your book to any bookmark. This makes it possible to link

between sections, or to manually create linked footnotes, endnotes or indexes. Try to link only to important headings. Too many links can create frustrating problems for the reader. Can you imagine reading along when all of a sudden your finger brushes over a link and the text jumps to a new location?

Now all that remains is to add the necessary Front Matter and Back Matter to your manuscript.

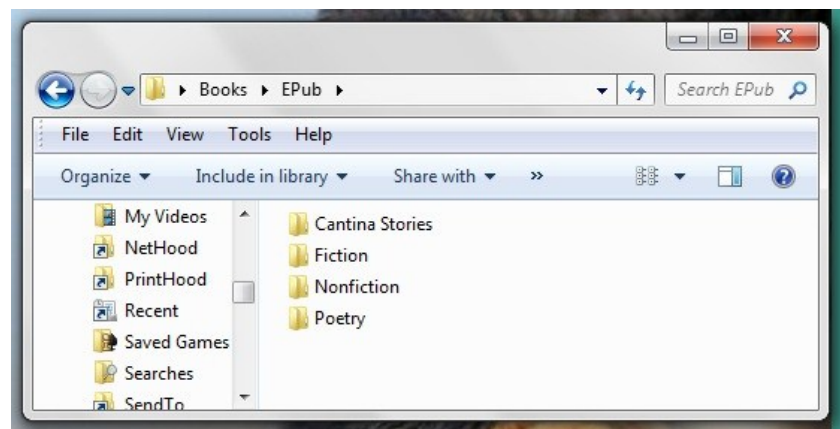
[Return to Top](#)

## My Personal Process

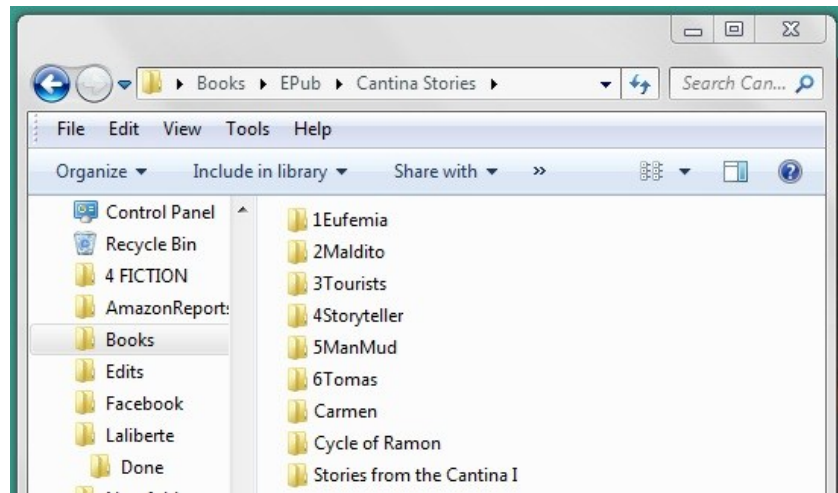
I mentioned earlier in this book that I submit one file to Smashwords for distribution to several markets, but that I also distribute to Amazon and a few others myself. For that reason, I prepare two different versions of the document.

To make everything more efficient, I create several files and keep them all in one file folder for each title. I strongly recommend you do the same. Below are a series of screenshots. Say I want to send my collection *Stories from the Cantina* to a friend. On my desktop is a file folder named Books. Inside that is my EPub folder. It contains folders for the books I've published digitally.

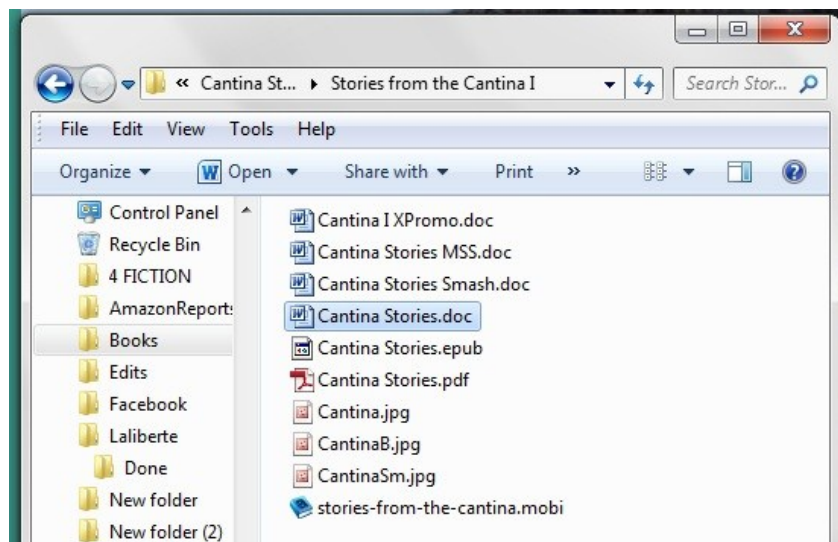
In the first screenshot, I've already opened the Books folder and the EPub folder:



In the next screenshot, I've opened the Cantina Stories folder. Here you can see the individual story folders (numbered to indicate their sequence in the collection). There are also two unnumbered stories that are not included in the current collection, as well as the folder for the overall collection itself:



In the next screenshot, I've opened the *Stories from the Cantina I* folder. There you can see the files I typically keep in each folder for each story or book:



As you can see, my *Stories from the Cantina* folder contains ten files. The Promo file contains the title, the cover teaser, a description of the story, my bio and the keywords search engines can use to find this book:

## Stories from the Cantina

A collection  
of short magic realism.

In these five stories, you will meet people significant to the life of Maldito and the fictional village of Agua Rocosa. Eufemia and José, each of whom is the 13th child of a 13th child, she of a line of mothers, he of a line of fathers, are Maldito's unwilling parents. José comes from a long line of fishermen and is witty, intelligent and above all, tough. Eufemia is obsessed with the ancients and can hold her own with anyone. Her sheer power of will is indomitable. Will their union break the curse and produce the child that will fulfill the prophecy of ancient Mayans? Of course you will meet the unfortunate Maldito himself. How will he survive a loveless home, bereft of care and any but the most basic interactions? Like all of us, he is susceptible at the spirit level to the barbs and kindnesses of others. Perhaps you will care. Perhaps you can help him as he tries to make his way. In the third story in this sequence, you will see young Maldito on the streets of Agua Rocosa, sketching the buildings and tourists there. But watch carefully! He also sketches things others are simply not able to capture on paper: the wind worrying and lost among rocks on a hillside, the sheer joy in the bright smile of the sun, the sorrow weeping from a heavily laden rain cloud. You will come to know the Storyteller himself of the Stories from the Cantina, Juan-Carlos Salazar, who witnessed the beginning of a prophecy at the age of seven and has never forgotten it. To keep his customers entertained, he relates stories of the magic that lives all around but that many forget once they don the cloak of adulthood. And finally you will be sitting at the bar when Juan-Carlos tells the story of The Man of Mud, whose unnatural birth he personally witnessed when he was only seven years old. Some forty years later, he understands what the man of mud meant when he uttered the words "one wrongly called accursed will come." Come along and witness the fulfillment of ancient prophecy. If you've enjoyed the works of Gabriel García Márquez and Isabel Allende, you will enjoy these Stories from the Cantina.

Harvey Stanbrough was born in New Mexico, seasoned in Texas, and baked in Arizona. He spent most of his early life in the home of his heart, the Sonoran Desert of southern Arizona. After graduating from a 21-year civilian-appreciation course in the U.S. Marine Corps, he attended Eastern New Mexico University where he managed to sneak up on a bachelor's degree. He writes and works as a freelance editor and writing instructor from his home in southeast Arizona.

magic realism, fantasy, short story, cantina, stories from the cantina, surrealism, paranormal,  
stanbrough

The second file is the manuscript version of this collection for submission to agents and print publishers. Per standard manuscript format, it's in 12 point TNR, double spaced, etc.

The third file is the Smashwords edition of this collection. Here's the front matter I use now for all files I submit to Smashwords (for myself or for my authors):

### Title

the Smashwords Edition  
of a StoneThread publication  
Copyright ©2012 Author Name

### StoneThread License Notes

This ebook is licensed for your personal enjoyment. Please don't resell it or give it away.

If you want to share this book, please purchase an additional copy as a gift.

Thank you for respecting the author's work.

\* \* \* \* \*

### Disclaimer

This is a work of fiction, a product of the author's imagination. Any resemblance or similarity to any actual events or persons, living or dead, is purely coincidental.

\* \* \* \* \*

### Credits

Cover photo courtesy XXXXXXXXXXXXX  
Editing, formatting and cover design by XXXXXXXX

\* \* \* \* \*

The fourth file is the StoneThread edition of this collection. Here's the front matter I use now for all files I submit for myself or for my authors to Amazon or anywhere else except Smashwords.

Notice how the front matter differs for this edition:

**Title**  
a StoneThread publication  
Copyright ©2012 Author Name  
**StoneThread License Notes**  
This ebook is licensed for your personal enjoyment. Please don't resell it or give it away.  
If you want to share this book, please purchase an additional copy as a gift.  
Thank you for respecting the author's work.  
\*\*\*\*\*  
**Disclaimer**  
This is a work of fiction, a product of the author's imagination. Any resemblance or similarity to  
any actual events or persons, living or dead, is purely coincidental.  
\*\*\*\*\*  
**Credits**  
Cover photo courtesy XXXXXXXXXXXX  
Editing, formatting and cover design by XXXXXXXX  
\*\*\*\*\*

Most fiction is drawn from real-life experiences. Notice the disclaimer I use to help avert any chance that anyone might get upset about my fiction.

That covers the front matter. For backmatter (fiction and nonfiction) I usually just use a brief bio. You can see it at the end of this book.

The other files in my *Stories from the Cantina* folder above are the .epub file I downloaded from Barnes & Noble when I first published to them, the PDF file I created from the StoneThread version of the book, three photo (.jpg) files that we'll discuss in the section on creating a cover for your book, and the .mobi file that I downloaded from Smashwords after conversion. I like having those files handy in those formats just in case I want to give one away.

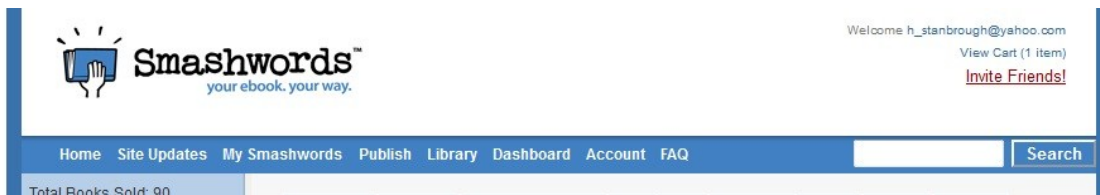
[Return to Top](#)

## **Submitting to Smashwords**

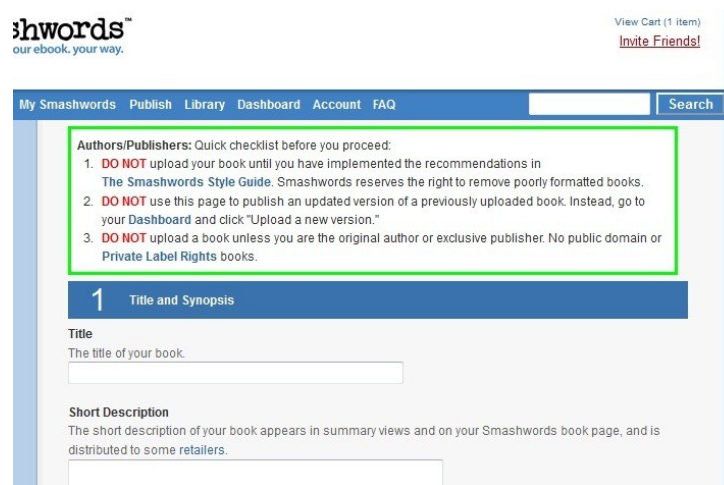
The Smashwords submission process is relatively straightforward. You have to go to <http://smashwords.com>, set up an account, and read the instructions. I suggest you have your PayPal or bank account information ready. You'll have to tell them how to pay you. They'll also want your bio and the URLs (website addresses) for your website, your LinkedIn and Facebook and Twitter and MySpace accounts if you have them.

When your manuscript is prepped and ready to go, your promo doc is ready, and you have a cover for your ebook (we'll talk about options for ebook covers toward the end of this book), sign into your Smashwords account and click the Publish link in the menu at the top of the page.





It will take you to another page (below). The next six screenshots are of that page, from top to bottom. In the first you'll enter the title of your book (be exact) and then a short description. You have only 400 characters (not words) for the short description, so be concise. You can probably glean the short description from the longer description you wrote for your Promo document. Be sure to spell check everything in your Promo doc so you don't embarrass yourself when you add the information to the screen at Smashwords, Amazon, etc.



In the next screenshot, you'll place the long description (copy and paste from your Promo document). Note that the long description is optional. Then check the language in which your book is written (defaults to English) and then select whether your book contains adult content. Use your own best judgment.

**Long Description (optional)**  
The long description of your book appears on your Smashwords book page, and is distributed to most retailers.

Instructions: Your long description will be used to market your book on your Smashwords book page, and shared with most retailers. AVOID ALL CAPS, and do not enter email addresses, hyperlinks or promotions. Limited to 4,000 characters or fewer.

**Language of Book**  
English ▼

**Adult Content**  
In order to protect minors from viewing inappropriate material, please let us know if this book contains language, situations or images inappropriate for children under 18 years of age.

☒ My book does not contain adult content.  
☐ My book contains adult content.

In the next screenshot, you'll set Pricing, Sampling and Categories. Short stories should be set at \$0.99. I recommend \$1.99 to \$2.99 for short collections (5 or 6 stories) and novellas, and \$3.99 to \$4.99 for longer collections (10 stories) and novels. Nonfiction works and poetry collections will be priced differently. Of course, you can charge whatever you want. I usually set the Sampling to either 10% or 20%. The Categories section is self-explanatory.

**2 Pricing and Sampling**

**Price**

☐ Make my book free  
☐ Let my readers determine the price  
As of December 2010, Barnes & Noble no longer accepts books that are listed as "reader sets the price".  
☐ Charge a specific amount for my book: \$  (minimum: \$0.99USD)

**Sampling**  
Sampling allows readers to read part of your book for free. Choose what percent of the book people will be allowed to read, starting from word one, before they are asked to purchase it. Smashwords recommends at least 15% for full-length books and 30% for short stories. Sampling is a requirement if you want your book distributed in major mobile app catalogs such as Stanza and Aldiko, which collectively have over 5 million users.

☒ Enable Sampling  
 Make the first  % of my book free.

**3 Categories**

Choose a category for your book. Select the most appropriate sub-categorization in the boxes as they appear.

Essay >  
 Fiction >  
 Non-Fiction >  
 Screenplays >

In the next section you'll add keywords (tags) to help search engines find your book. You can see some examples from my *Stories from the Cantina* promo document above. Be sure to include your last name as one tag. If your last name is Smith or Jones, you might consider using your whole name as a tag.

After you set the tags, select which ebook formats you want. For this particular book, because with all the screenshots it would not translate well into most formats, I selected only .epub and PDF. For most of my books, though, I select all except the last two, RTF and Plain Text, which are cut off in this screenshot. I don't like the idea of some reader altering my book.

The screenshot shows two sections of the Smashwords interface. The first section, titled '4 Tags', instructs the user to enter keywords to tag their book. It includes a text input field with the placeholder '(No tags set)' and an 'Add Tag' button. The second section, titled '5 eBook Formats', asks the user to select the formats in which they want to make their book available. It lists four formats with checkboxes: 'epub', 'Sony Reader (LRF)', 'Kindle (.mobi)', and 'Palm Doc (PDB)'. Each format has a brief description of its compatibility and popularity.

**4 Tags**

Enter one or more keywords with which to tag your book. Enter each tag, one at a time, into the field below and click the "Add Tag" button to add it. (You may also remove tags by clicking the "Remove" link that appears next to them.)

As you type each keyword, suggestions for common tags used by other Smashwords authors may pop up below the field. You may click one to add it to your book's tags. Tagging this way creates 'folksonomy' that will make it easier for readers to find books about subjects they're interested in. (Tags may contain letters, numbers and spaces.)

(No tags set)

**5 eBook Formats**

Select the formats in which you'd like to make your book available. The more formats you allow, the more choice you allow your readers.

☒ **epub**  
Your most important format. This is the format Smashwords distributes to the Apple iBookstore, Sony, Kobo, B&N, Stanza, Aldiko and others. Also very popular with Smashwords.com customers. EPUB is an open industry format.

☒ **Sony Reader (LRF)**  
LRF is the format used on older Sony Reader ebook devices. The newer Sony Readers use EPUB.


☒ **Kindle (.mobi)**  
This is one of the most popular formats for Smashwords.com customers. Mobipocket is an eBook format supported on the Kindle, as well as Windows PCs and many handheld devices. **DO NOT** disable this format.

☒ **Palm Doc (PDB)**  
PalmDoc is a format primarily used on Palm Pilot devices, but readers are available for PalmOS, Symbian OS, Windows Mobile Pocket PC/Smartphone, desktop Windows, and Macintosh.

Now you can move on to uploading your cover image. (Again, we'll talk about options for ebook covers toward the end of this book.) I mimic Smashwords in urging you not to upload your other material until you have a good cover.

The screenshot shows the '6 Cover Image' section of the Smashwords interface. It features a 'Browse...' button next to a text input field. Below the input field, there is a note recommending that the user not upload their book until they have a professional cover image prepared. It also specifies the file requirements: JPEG, GIF, or PNG, at least 600px tall, with a maximum file size of 20MB.

**6 Cover Image**





Optional: We recommend you **DO NOT** upload your book until you have a professional cover image prepared.

Upload a JPEG, GIF or PNG file, at least 600px tall. (Maximum file size: 20MB.)

And in the final screenshot for Smashwords you'll upload your actual book file. Remember to upload the Smashwords version. After that, read the Publishing Agreement in 8 below and then click Publish.

**7 Select File of Book to Publish**

 Browse...

 Required: Only upload manuscripts in Microsoft Word .doc format. (Maximum file size: 5MB.)  
Do not upload anything until you have carefully formatted your manuscript per the requirements in the The Smashwords Style Guide.

**Note:** If you upload a new revision of your book, the older version(s) will remain available to users who bought them, so that they can still read them, if they desire. (As the author or publisher, you will see all revisions.)


**And remember:** Don't use *this form* to change an existing book! Go to your [Dashboard](#) and use the "Settings" and/or "Upload New Version" links next to your book!

---

**8 Publishing Agreement**

By clicking Publish below:

1. You represent this written work does not violate Smashwords' Terms of Service and you either own all copyrights to this work or are authorized by the copyright owner to publish it on Smashwords.
2. You authorize Smashwords, Inc. to publish and distribute your work on Smashwords.com and Smashwords partner sites, per the pricing terms you set forth above.
3. You authorize non-commercial distribution, with attribution, of limited samples of your work, per the sampling percentage you have specified above.

 Publish

That was relatively easy, wasn't it? No matter how confusing it seems now, once your document is prepped and your cover is finished and you have a Promo file to draw from, it really is a snap. But I mentioned earlier that I distribute to Amazon, Barnes & Noble and a few others myself, right?

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## ISBN and Distribution

**Note that you do not have to purchase an ISBN.** Once your book is published through Smashwords, you can assign it a free Smashwords ISBN. Smashwords will even send you an email prompting you to do so. I strongly recommend you use their ISBN. It costs nothing, and it lists Smashwords as the publisher of record, but if you follow my instructions above, Smashwords will actually be publishing "the Smashwords Edition" of <your publisher name> book. Of course, Smashwords will also sell you an ISBN for \$9.95 and list you as the publisher of record. You'll see these options right after your book is published. When you get to the ISBN Manager, take a few minutes to read the instructions. Then scroll down and assign your ISBN.

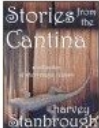
**The following screenshot is of the menu on the left side of my Smashwords Dashboard. Note the ISBN Manager (bottom) and the Distribution Channel Manager (third from bottom):**



Once the ISBN is set, you should go to the Distribution Channel Manager. Once again, when you get to that page, take a few moments to read the instructions, then be sure "opt in" is marked for all sales channels for which you want Smashwords to serve as your distributor.

If you're going to send your work to Amazon yourself (recommended) and to Barnes & Noble yourself (not recommended), opt out for them. This will keep Amazon, for example, from having one copy of your book from you and another one from Smashwords.

Here's a screenshot of the Distribution Channel Manager entry for my short story collection, *Stories from the Cantina*. Note that I opted out of letting Smashwords ship to Amazon and Barnes & Noble:

<div>  <div> <b>Stories from the Cantina</b>  By Harvey Stanbrough </div> </div>						
Barnes & Noble	Sony	Kobo	Amazon	Apple	Diesel	Scrollmotion
Opt-out requested on 2011-05-08.  Will not ship.  <input type="radio"/> Distribute <input checked="" type="radio"/> Opt out	Not currently shipped.  Will be shipped.  <input checked="" type="radio"/> Distribute <input type="radio"/> Opt out	Not currently shipped.  Will be shipped.  <input checked="" type="radio"/> Distribute <input type="radio"/> Opt out	Opt-out requested on 2011-05-08.  Will not ship.  <input type="radio"/> Distribute <input checked="" type="radio"/> Opt out	2011-06-02 revision shipped on 2011-06-07.  <input checked="" type="radio"/> Distribute <input type="radio"/> Opt out	2011-05-08 revision shipped on 2011-05-19.  Will ship 2011-06-02 revision.  <input checked="" type="radio"/> Distribute <input type="radio"/> Opt out	2011-05-08 revision shipped on 2011-05-19.  Will ship 2011-06-02 revision.  <input checked="" type="radio"/> Distribute <input type="radio"/> Opt out

As of this writing, Smashwords hasn't ironed out distribution details with Amazon anyway, though they're working on it. Also as of this writing, my sales are so low through B&N that I now let Smashwords distribute to them for me.



After your book is approved for inclusion in the premium catalogue, it takes Smashwords another week or so to ship your book to the retailers. According to Smashwords, at B&N and Kobo, books usually appear within a few days after shipment. At Sony, books appear about two weeks after shipment. Apple manually reviews all books they receive, so it sometimes takes books a month to appear there.

Note that this still beats submitting a manuscript to a publisher, not hearing back for six to eight months and then, if the manuscript is accepted, waiting up to another year to see your books published. And when they're published you're lucky to draw a 12% or 15% royalty.

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## Submitting to Amazon

Here are some screenshots of the Amazon process. When you first create an account with Amazon, be sure to have your banking information at hand so you can tell them how to pay you. Create an account at <https://kdp.amazon.com/self-publishing/signin>.

Remember to submit your personal version of the Word document (not the Smashwords version) to Amazon. Also, the price you set here should be the same price you set at Smashwords.

These are the actual pages from when I submitted my collection, *Stories from the Cantina*:

### 1. Enter Your Book Details

Book name:  
Stories from the Cantina

☐ This book is part of a series ([What's this?](#))

Series title:  Volume:

Edition number (optional): ([What's this?](#))

Description: ([What's this?](#))  
In these five stories, you will meet people significant to the life of Maldito and the fictional village of Agua Roca. Eufemia and José, each of whom is the 13th child of a 13th child, she of a line of mothers, he of a line of fathers, are Maldito's unwilling parents. José comes from a long line of fishermen and is witty, intelligent and above all, tough. Eufemia is obsessed with the ancients and can hold her own with anyone. Her sheer power of will is indomitable. Will their union break the curse and produce the child that will fulfill the prophecy of ancient Mayans? Of course you will meet the unfortunate Maldito himself. How ...  
1893 characters left

Book contributors: ([What's this?](#))  
Harvey Stanbrough (Author)  
[Add contributors](#)

Language: ([What's this?](#))  
English

Publication date (optional):  
05/07/2011

### FAQs

#### Who are contributors?

Contributors are the people involved in creating your book. You can identify your book's author, editor, illustrator, translator, and more. To publish your book, at least one contributor name is required, and all contributors of any public domain content are required. Enter contributor names in the order in which you want them to appear in the Kindle store.

#### Should I use my physical book's ISBN?

Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. [Learn more](#)

#### How do I target my book to customers?

You can target your book to customers using browse categories and search keywords. Browse categories are the sections of the Kindle store (History, Fiction, etc.). Search keywords help customers find your book when they search the Kindle store. [Learn more about browse categories and search keywords.](#)

#### Should I enable Digital Rights

These just follow a sequence. All of the vendors generally require the same information, but in different sequence. Attention to detail is important. For example, see number 2 below.



Language: [\(What's this?\)](#)  
English  
Publication date (optional):  
05/07/2011  
Publisher (optional): [\(What's this?\)](#)  
StoneThread  
ISBN (optional): [\(What's this?\)](#)

## 2. Verify Your Publishing Rights

Publishing rights status: [\(What's this?\)](#)

☐ This is a public domain work.

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


## 3. Target Your Book to Customers

Categories [\(What's this?\)](#)  
Paranormal, Short Stories  
Add categories

Search keywords (optional): [\(What's this?\)](#)  
magic realism, fantasy, short story, cantina, stories from the cantina, surrealism, p

## 4. Upload Your Book Cover

Upload image (optional):



**The product image is your book's cover.** Customers see your book cover in search results, the book's detail page, and in their Kindle library. A good cover looks good as a full sized image, but also looks good as a thumbnail image. If you do not upload a cover image, a placeholder image will be used. See [placeholder image example](#). You can change or

Before they'll let you upload your book file, they'll require you to select Enable Digital Rights Management or Do Not. I no longer recommend DRM. Most people are basically honest, and those who are not will take what they want anyway.



book's detail page, and in their Kindle library. A good cover looks good as a full sized image, but also looks good as a thumbnail image. If you do not upload a cover image, a placeholder image will be used. See [placeholder image example](#). You can change or upload a new cover image for your book at any time.

[Product Image Guidelines](#)

Browse for image...

## 5. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

☒ Enable digital rights management

☐ Do not enable digital rights management

Book content file:

Browse for book...

[Help with formatting](#)

Upload book

☒ **Upload and conversion successful!**

Preview your book to make sure your converted file looks good in Kindle format by clicking **Preview Book**.

Preview book

[Back to Your Bookshelf](#)

Save and Continue

Save as draft

Again, attention to detail. Be sure to check Worldwide rights in 6 below. Then Amazon will sell your book in Germany, the UK, and over a dozen other places. (For the current list, see <http://stonethreadpublishing.com/faq/> .) The Choose Your Royalty option is important for obvious reasons. If your book is price \$2.99 or higher, I recommend choosing the 70% royalty. If it's priced lower than that, you have to choose the 35% option. That still isn't bad when you

consider, if your book is traditionally published through even a major New York house, your earnings probably will be between 8% and 12%. Ugh. All of a sudden 35% on a dollar doesn't seem all that bad. As you can see, because this collection is priced at \$2.99, I'm collecting the 70% royalty.

1. Your book  
Published and available for purchase

2. Rights & Pricing  
In progress

6. Verify Your Publishing Territories

Select the territories for which you hold rights: [\(What's this?\)](#)

☒ Worldwide rights - all territories

☐ Individual territories - select territories

Select: All | None

☐ United States

☐ United Kingdom

☐ Germany

☐ Austria

☐ Switzerland

☐ Åland Islands

Selected territories (0 of 246)

7. Choose Your Royalty

Please select a royalty option for your book: [\(What's this?\)](#)

☐ 35% Royalty

☒ 70% Royalty

FAQs

How do I identify my territorial rights?

If you hold worldwide rights, choose the worldwide rights option. If you do not hold worldwide rights, identify the specific territories for which you do have rights.

How much will I make when my book is sold?

You can choose between two royalty options: a 70% royalty option and a 35% royalty option. For example, for sales in the US, if your book's list price is between \$2.99 and \$9.99, you can choose the 70% option. The 35% option is available in the US for books with list prices between \$9.99 and \$200.00. For complete information on royalty options, please see our [Pricing Page](#) and [Terms and Conditions](#).

What is the delivery cost for?

Delivery costs vary based on the size of the book and apply if you select the 70% Royalty Option for your book. When you enter your list price in the Choose Your Royalty box, you will see the delivery cost associated with this book. If you select the 35% royalty option, delivery costs do not apply. For more information, see the [Pricing Page](#).

And here's the bottom of the page. Click the little box beside "By clicking Save and Publish below...", then click Save and Publish and you're done. On to Barnes & Noble.

	List Price	Royalty Rate*	Delivery Costs*	Estimated Royalty
Amazon.com	\$ 2.99 USD Must be between \$2.99 and \$9.99	35% 70%	n/a \$0.02	\$1.05 \$2.08
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price £      GBP	70%		UK Royalty set automatically based on US price.
Amazon.de	<input checked="" type="checkbox"/> Set DE price automatically based on US price €      EUR	70%		DE Royalty set automatically based on US price.

Your book file size after conversion is 0.16 MB.      \*See the Pricing Page for more information about royalties and delivery costs.

†The list price you provide is VAT-EXCLUSIVE. The VAT we will add for sales to customers in EU countries will be 15%. VAT rates, where applicable, vary for other countries.

8. Kindle Book Lending

☒ Allow lending for this book [\(Details\)](#)

☐ By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP [Terms and Conditions](#).

<< [Back to Your Bookshelf](#)

Save and Publish

Save for later

[Return to Top](#)

## Submitting to Barnes & Noble PubIt

Again, B&N seems to be my worst sales venue for fiction, poetry and nonfiction, so I let Smashwords distribute to them for me now. However, you certainly may submit your work directly to them if you wish. Again, when you first create an account with them, be sure to have

your banking information at hand.

Create an account at [http://pubit.barnesandnoble.com/pubit\\_app/bn?t=pi\\_reg\\_home](http://pubit.barnesandnoble.com/pubit_app/bn?t=pi_reg_home). Here are five more screenshots, and all of these are from B&N. Under 2 below, after you've uploaded your ebook, you can download the epub file that B&N prepared. I recommend doing so. Remember, submit your personal version of the Word document (not the Smashwords version) to B&N. The price you set here should be the same price you set at Smashwords and Amazon.

**1. Product Listing** (just the small stuff like name, author and price!) Need Help ?

**Title\***  
Stories from the Cantina

**List Price\***  
\$2.99 [Calculate my royalty](#)

**Publication Date\***  
May 7 2011

**Publisher\***  
Stone Thread

**Contributor 1**  
Role: Author  
First Name: Harvey  
Last Name\*: Stanbrough  
City of Residence:  
State: Choose State

[Add Another Contributor](#) (5 max)

**2. Upload Your eBook** (the star of the show) Need Help ?

**Your eBook file was successfully loaded.**

You can continue with the Add a Title process or you can preview and make changes to your file at any time.

**Source file:** Cantina Stories ST.doc [Preview](#)

**Want to make changes?**  
There are two ways to edit your NOOK Book.  
Option 1: Take a look through our [Formatting Best Practices](#) to learn more about how best to format your source document, make some changes, and then upload your fixed file and reconvert.  
Option 2: **Download the ePub file** and make changes to it. Note that knowledge of HTML and ePub are necessary to tweak your ePub.  
Once you've tweaked your original document or ePub file, upload your final file below and preview it again on NOOK.  
Remember to make sure that your file is less than 20MB in size.


Remember to make sure that your file is less than 20MB in size.

**Replace your eBook file**

[Browse](#)

[Replace & Preview](#)

**3. Upload Your Cover Image** (put on a good face for the world) Need Help ?



Your cover image will display on the product page for your NOOK Book. We know you aren't supposed to judge a book by its cover, but including a cover image never hurts!

Please make sure that your cover image is a JPG file between 5KB and 2MB. The sides must be between 750 pixels and 2000 pixels in length.

Remember, you must have the right to use any image that you upload.

**Want to replace your Cover Image?**

[Browse](#)

[Upload](#)

**4. Help Readers Find Your eBook** (stand out in the crowd) Need Help ?

Help interested readers find your NOOK Book by answering the following questions:

A. **Do you have an eBook-specific ISBN?\*** ☐ Yes ☒ No What is an ISBN?  
(You don't need an ISBN to put a NOOK Book on sale through PubIt.)

Attention to detail rears its ugly head again. Be very careful to answer all the little questions.

A. **Do you have an eBook-specific ISBN?\*** ☐ Yes ☒ No What is an ISBN?  
(You don't need an ISBN to put a NOOK Book on sale through PubIt!.)

ISBN\*  [Validate ISBN](#)

B. **Is this NOOK Book part of a series?\*** ☐ Yes ☒ No  
Series Name\*  Series #\*

C. **Is this NOOK Book available in print?\*** ☐ Yes ☒ No  
# Pages\*

D. **Is this title public domain?\*** ☐ Yes ☒ No What is public domain?

E. **What age group is this NOOK Book most suited for?\***  
General Adult  Target Age Range

F. **What language is your NOOK Book written in?\*** What if my language isn't shown?  
English

G. **Where do you have the rights to make your NOOK Book available for marketing, distribution and sale?\*** How do I know what rights I have?  
☒ Worldwide Rights — All Territories ☐ United States and Canada Only ☐ United States Only

H. **Do you want DRM encryption for your NOOK Book?\*** ☒ Yes ☐ No What is DRM?

5. Tell Us More About Your eBook (don't be shy) [Need Help?](#)

I get a laugh out of this next section. "Don't be shy" they say. Have they ever met a writer?

5. Tell Us More About Your eBook (don't be shy) [Need Help?](#)

**Subject Categories\*** (Select the subject areas that best categorize your NOOK Book.) [Add/Edit Categories](#) (5 max)

- Fiction > Fantasy > Paranormal
- Fiction > Visionary & Metaphysical
- Fiction > Literary
- Fiction > Fairy Tales, Folk Tales, Legends & Mythology
- Fiction > Fantasy > Short Stories

**Keywords for Search Engines** (Help customers find your NOOK Book by providing words or phrases related to the content of your NOOK Book. Separate your terms with commas.) 0 characters left  
magic realism, fantasy, short story, cantina, stories from the cantina, surrealism, paranormal, stan

**For example:**  
wizard, rare trees, civil war cannons

**Description\*** (Tell us a little bit about your title—you know it best!) 2858 characters left  
In these five stories, you will meet people significant to the life of Maldito and the fictional village of Agua Roca. Eufemia and José, each of whom is the 13th child of a 13th child, she of a line of mothers, he of a line of fathers, are Maldito's unwilling parents. José comes from a long line of fishermen and is witty, intelligent and above all, tough. Eufemia is obsessed with the ancients and can hold her own with anyone. Her sheer power of will is indomitable. Will their union break the curse and produce the child that will fulfill the prophecy of ancient Mayans? Of course you will meet the unfortunate Maldito himself. How will

**See an example**

**About the Author(s)** (Give us a brief bio.) 2038 characters left  
Harvey Stanbrough was born in New Mexico, seasoned in Texas, and baked in Arizona. He spent most of his early life in the home of his heart, the Sonoran Desert of southern Arizona. After graduating from a 21-year civilian-appreciation course in the U.S. Marine Corps, he attended Eastern New Mexico University where he managed to sneak up on a bachelors degree. He writes and works as a freelance editor and writing instructor from his home in southeast Arizona.

**See an example**

**Editorial Review #1** (Not written by you!)

And again to the end. If you've been fortunate enough to have an editorial review published in a newspaper or other review source, you can list it here. Otherwise just check the right blocks and click the green Publish button. (This particular screenshot says Save & Post Changes because I brought it up after *Stories from the Cantina* was already published.)

**Editorial Review #1** (Not written by you!)

First Name  Last Name  Where Review Was Published

Editorial Review Excerpt  500 characters left [See an example](#)

[Add Another Review](#) (5 max)

**6. Put Your Title On Sale (it's finally time!)** [Need Help?](#)

[Cancel](#)

☐ I confirm that I have all legal rights necessary to make this content, cover image, and product data available for marketing, distribution, and sale.

[Save & Post Changes](#) [What is this?](#)

[< Back to my titles](#)

Terms and Conditions, Copyright, and Privacy Policy

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Now that your manuscript is prepped and you have a good idea how to actually submit it to Smashwords, Amazon and Barnes & Noble, let's take a look at ebook covers. Remember, you want to have the cover done and in your file folder before you go to Smashwords, Amazon, Barnes & Noble, etc.

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## Notes on Ebook Covers

I used to create two different sized covers, one for Smashwords and Amazon that was about 450 x 675 pixels and one for Barnes & Noble (they required a slightly larger cover) that was 550 x 825 pixels. The thumbnail covers I used on my old website were 85 x 128. If I wanted to list my book on [IMFaceplate](#) and some of the other social networking sites (listed later under "Marketing") they have their own requirements. It was quite a headache. I created those covers in Microsoft Word, saved them in Paint, etc. It was a tedious, demanding process, and all to get very low-resolution covers at about 72 dpi (dots per inch).

When Smashwords, Amazon and others raised the size, resolution and clarity standards for ebook covers, I was annoyed at first. But the fact is, that action prompted me to come up with a solution. Now my ebook covers (both my personal covers and those I create for others) are 2000 x 3000 pixels. That's after I pare them down from their original 6000 x 9000 pixel size. Oh, and those are at 300 dpi. As you might imagine, you can pretty much see them—clearly—from Mars.

## Here's what I recommend:

1. If you're looking for a traditional, no-fees, royalty paying epubliher, check out StoneThread Publishing at <http://stonethreadpublishing.com/subs>. If your manuscript has been edited or



doesn't need to be edited and if you think it's a fit for StoneThread, submit it to me. If I select it for publication, the formatting and cover design are on my dime and you earn the lion's share of the royalties, as you should, at 70%. Consider, most "traditional" print publishers offer only a 50% or smaller royalty on ebooks, their ebooks generally are lower quality because they're behind the learning curve, and their distribution network is no larger than ours.

2. If you're dead set on publishing your work yourself and you want a high-quality ebook cover for a reasonable price without doing it yourself, email me at [h\\_stanbrough@yahoo.com](mailto:h_stanbrough@yahoo.com) and tell me about your book. Mention that you have this book and I'll give you \$10 off the cost of a cover. You can see some of the ebook covers I've created at <http://stonethreadpublishing.com> and at <http://www.HarveyStanbrough.com/covers>.

3. Go to your favorite search engine (Google, Yahoo, etc.) and key in "Ebook Covers." Then browse.

**Okay, so if you want to create your own cover** and you know how to use Adobe Photoshop or a similar program, you should have no problem. Smashwords prefers the cover to be at least 1600 x 2400 pixels. I suggest you go with that size or larger (to stay ahead of the curve).

If you don't own such a program, you can download a free Adobe-like program called GIMP (GNU Image Manipulation Program) at <http://www.gimp.org>. Some folks have had great success with it and there are various GIMP tutorials online. I was not one of those folks. After nearly drowning in Photoshop Elements 9 and seeing that GIMP was similar, I opted to look around.

I've never regretted that decision. If you don't mind spending about \$100, I strongly recommend a Brit company called Serif at <http://www.serif.com>. I bought their PagePlus X6 program. It's basically a desktop publishing program, but it has all the tools I need to create excellent covers. It's extremely intuitive and has a very short, shallow learning curve. I also recommend their PhotoPlus X5, and they have several other excellent products.

If you choose to create your own covers, here are a few standard tips:

1. For my own covers and my StoneThread Publishing covers, I go with a 1:1.5 ratio, meaning my ebook covers are 1.5 times taller than they are wide (hence, 2000 x 3000 pixels). Don't go with a lesser ratio than 1:1.5.

2. Unless your cover is very dark, add a 6 to 10 point border (line) around it to make it pop off the page.

3. With print book covers, any text has to be at least one inch from the fold and the trim-size



edge of the cover. With ebooks there is no such restriction. Certainly you want a bit of a border around the title and author name, but make those as large as you can without making the cover look gaudy. Remember, the first time the reader sees the cover it will be in thumbnail size, usually 200 x 300 pixels or smaller.

4. Be sure the cover looks good in black and white or greyscale as well as in full color. Many ereader devices are black and white.

If you have questions regarding cover design or epubliishing, don't hesitate to send me an email. I usually respond fairly quickly, and if I know the answer to your question it might save you a lot of trial and error.

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## **Marketing**

Once your book is published the real work begins: marketing. Especially if you go the epubliishing route, but even if you're a traditionally published or self-published print author, you'll need an Internet presence.

A lot of people talk about how important it is for an author to have a website, but it isn't all that important. It might take you a year or more to build your website traffic to levels that will make even the slightest difference. If you spend most of your marketing time hyping your books on your own website, but only a few hundred people even know your website exists, your sales will be dismal at best. If you decide to have a web presence, use it to direct prospective customers to Smashwords, Amazon, etc.

I also recommend you key "Book Marketing" and even "Ebook Marketing" into your search engines and see what pops up. You can sign up for a free newsletter at [Author Marketing Experts](#) and I've heard nothing but good things about [Book Marketing Buzz](#). Mark Coker of Smashwords also puts out a [Smashwords Book Marketing Guide](#). I haven't read it yet, but if it's anything like his style guide, it's chock full of great information, although you might have to work a bit to glean the seed from the chaff.

If you key "Social Networking Sites" into your search engine, you will find there are dozens of them. I've tried many of them, and the ones I find most useful are Twitter (<http://twitter.com>), Facebook (<http://www.facebook.com>) and LinkedIn (<http://LinkedIn.com>). Nothing Binding (<http://www.nothingbinding.com>) is interesting and might become a better tool, and Scribd (<http://www.scribd.com>) isn't bad either. I also looked into one called IMFaceplate

(<http://www.imfaceplate.com>) but don't see it as being all that useful. However, you might like it.

If you want to link up with me on any of those venues, follow these links. Please copy and paste the links into your browser if necessary:

Twitter: <http://twitter.com/#!/hstanbrough>

Facebook: <https://www.facebook.com/AuthorStanbrough>

Linked In: <http://www.linkedin.com/in/harveystanbrough>

Of course, you can also find me here:

My Website: <http://HarveyStanbrough.com>

StoneThread Publishing: <http://StoneThreadPublishing.com>

Smashwords: <http://www.smashwords.com/profile/view/HStanbrough>

[Ends](#)

### **About the Author**

Harvey Stanbrough was born in New Mexico, seasoned in Texas, and baked in Arizona. He spent most of his early life in the home of his heart, the Sonoran Desert of southern Arizona. After graduating from a 21-year civilian-appreciation course in the U.S. Marine Corps, he attended Eastern New Mexico University where he managed to sneak up on a bachelor's degree. He works as a freelance editor, writer and writing instructor from his home in southeast Arizona. Visit his website at <http://HarveyStanbrough.com>.