

**Indie Author Guide To
Publishing For The Kindle
With Amazon's
Digital Text Platform,
Mobipocket Creator
& MS Word 2003
Or Higher**

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1. INTRODUCTION TO THE AMAZON DIGITAL TEXT PLATFORM

Amazon's Digital Text Platform, or DTP, is a conversion tool used to create content for the Kindle ebook reader device, and put that content up for sale in the Amazon Kindle Store. You cannot use the DTP to create Kindle editions of your work for your own personal use, the content creation process automatically generates an accompanying Amazon product page.

2. WHY PUBLISH WITH DTP?

Assuming you've already made the decision to self-publish, there are some very good reasons to go with Amazon DTP. The Kindle is the dominant dedicated ereader device currently on the market, and the ebook market has been growing at a rate of around 400% year over year since 2007. It's simply too large a market sector for authors and publishers to ignore. Publishing your book in Kindle format via Amazon's DTP is free, and doing so gets your work onto the virtual shelves at Amazon in a matter of days.

Also, it's no longer true that only Kindle owners will be able to buy and read your Kindle book: Amazon has released free Kindle reader "apps" that run on PCs, Macs, smart phones, the iPad, the iPod Touch, the iPhone, Blackberrys, and numerous other devices. About the only people left out of the Kindle book party are those who only read ebooks on competing, dedicated devices (e.g., the Sony Reader). Releasing a Kindle edition of your book can be a very cost-effective trial for a book you're considering releasing in print formats. And here's one more thing to consider: my Kindle edition, self-published books outsell my print editions of the same books at an average rate of 100 to 1. While it's true that my royalty on those Kindle book sales are only about half the royalty on my print editions, I more than make up for the shortfall in volume.

There are certain marketing advantages to publishing your book in Kindle format as well. First, Kindle owners and people who otherwise read Kindle books are a specific population; it's easy to target your promotional efforts by seeking out their blogs and discussion groups. Second, because the Kindle book store has a much more limited inventory than the 'regular' Amazon book store, you don't have to sell as many copies of your DTP book to quickly rise into the Kindle store bestseller ranks. Finally, because Amazon book listings combine reviews and sales figures from all available editions of a given book, you can use your DTP edition to accumulate

sales and reviews to support a later POD release in the 'regular' book store. If you do this, the day your POD book goes on sale, it can already have sales and positive reviews associated with it from the Kindle book store.

3. SOME QUESTIONS AND ANSWERS ABOUT THE DTP

3.1. WHO CAN USE THE DTP?

As of this writing, anyone with an Amazon account can use the DTP to create and sell Kindle editions of anything from short fiction to doorstep-sized tomes.

3.2. IN GENERAL, HOW DOES IT WORK?

You begin by entering details about your book, such as title, category, author name(s), keywords, description, etc. You specify your sales channel preferences (e.g., Amazon US only, or Amazon UK also?) and verify your rights to the material. You also specify which royalty option you'd prefer, 35% or 70% (more on this later). Next, you upload your pre-formatted manuscript and cover art. When the upload is complete, you can preview what your manuscript will look like on the Kindle from your web browser screen. If all looks correct, the final step is to set your price, save your changes, and then 'Publish' with one final button click.

3.3. WHAT DOES IT COST?

There is no cost to set your book up for sale as a Kindle edition via the DTP.

3.4. HOW LONG DOES IT TAKE?

It takes anywhere from 20-45 minutes to fill in the necessary online forms, upload and preview your DTP edition. From the time you click the 'Publish' button, signifying your approval of your book, its details and the associated cover art, it takes approximately 3 business days for your book to show up in the Kindle book store as "available for purchase". However, it will take up to another two weeks for all of your book's details to be fully populated on the book's listing page (e.g., your brief description).

If you've previously released a print edition of the same book for sale on Amazon, it can take up to six weeks for the two editions to become "linked" to one another on the Amazon site. This "link" allows people viewing your book's Kindle page to see it's also available as a print edition, and vice-versa, and it causes all reviews of any edition of the book to display on every edition's product listing page.

It can take up to twelve weeks for your Kindle book to show up on the Amazon UK site, if you've opted in for Amazon UK sales.

3.5. WHAT RIGHTS DO I GIVE UP WITH DTP?

First, the usual caveat: legal advice is outside the scope of this article, and full disclosure on the matter can be found in the DTP Terms and Conditions, which can be accessed at <http://forums.digitaltextplatform.com/dtpforums/entry.jspa?externalID=2&categoryID=3>. If the document should be moved at some point in the future, rendering the provided link broken, just go to <http://dtp.amazon.com>, click the Support link, and do a search on "Terms & Conditions" in the support area. You can also usually find a link to the Terms & Conditions page at the bottom of any page in the DTP part of the Amazon site.

Having said that, in agreeing to the Terms & Conditions you're granting Amazon sole right to sell, distribute and promote the Kindle edition of your work, as created by the DTP, in whatever manner they see fit. You're agreeing to let them share free digital excerpts and images of your work taken from the Kindle edition (i.e., 'Search Inside the Book,' 'Read A Free Excerpt,' etc.), as well as to discount, bundle or cross-sell your Kindle edition work as they wish.

You're also granting them the right to release the work to customers who buy it, store the work on their servers or the servers of their designee(s), and store the work on behalf of purchasers in each purchaser's 'digital locker'.

You are not giving up any other rights to publish any other editions of your work, not even other ebook editions. Given that the Kindle file format is proprietary and specific to the Amazon DTP, it's not as if standalone DTP/Kindle rights could ever be sold to another entity anyway. Still, it's worth mentioning that this is still a form of self-

publishing, so any agent or publisher with an anti-self-publishing stance will probably be turned off by publication of your Kindle book regardless of your largely intact rights.

There are more details in the Terms & Conditions, and I urge you to read it in its entirety, and even consult with an attorney about it if you have any doubts, before you decide whether or not to use the DTP.

3.6. CAN I OFFER THE SAME EBOOK FOR SALE ELSEWHERE IN DIFFERENT FORMATS?

Yes. Amazon's DTP Terms of Service prohibit you from offering a *Kindle* edition at a lower price outside of Amazon's Kindle book store, but place no limitations on how you price the same ebook when it's offered in different formats through other vendors. So you could publish the same book in epub and Sony Reader formats through Smashwords, for example, and price those editions however you like: their prices do not have to match the Amazon Kindle edition's price.

3.7. DOES MY KINDLE BOOK NEED TO HAVE A PRE-ASSIGNED ISBN?

No, and you don't have to purchase one for your DTP book, but I strongly suggest that you do anyway. I make this suggestion because things are changing in the ebook world, and retailers such as Barnes & Noble and Apple's iBookstore already require ISBN assignment for every ebook they stock. While Amazon doesn't yet have the same requirement, I think it's only a matter of time until it will. You can purchase ISBNs individually or in blocks at <http://www.myidentifiers.com>. As of this writing, it's US\$150 for a single ISBN/barcode block.

If money is simply too tight for you to be able to afford an ISBN for your Kindle book, then go ahead and skip it. But be prepared for the possibility that at some point in the future, Amazon may require you to purchase and retroactively assign an ISBN to your Kindle book.

3.7.1. DO DIFFERENT VERSIONS OF THE SAME EBOOK NEED DIFFERENT ISBNs?

As to the question of whether or not each different ebook edition (e.g., Kindle book, iBook, Sony Reader book, etc.) requires a unique ISBN, this one has yet to be definitively decided. When you consider first that ISBNs are a tracking tool, and second that in the “hard” media world different editions of the same book (e.g., hard cover, trade paperback, mass market paperback, audio CD) must each have a separate, unique ISBN, it seems logical that each different ebook edition should also have a separate, unique ISBN assigned. But since ebooks are relative newcomers to the trade publishing and book retailing scene, firm guidelines for ISBN assignment on ebooks have yet to be established.

As of this writing, if you publish your ebook in multiple formats (e.g., Kindle, Sony Reader, .epub, etc.) through Smashwords and opt in for the Premium Catalog (which requires ISBN assignment), you’re still only required to assign a *single* ISBN to the source ebook file you upload to Smashwords’ servers. The Smashwords conversion process can spit out several different ebook formats at the back end, but every one of them will have the same ISBN assigned. This kind of makes sense, when you consider that the ebooks can all be traced back to the same, single source file which is stored on Smashwords’ servers, and Smashwords is acting as a distributor for the content. It’s as if there’s really only *one* ebook, and Smashwords is merely providing copies of it in each vendor’s preferred file format.

However, if all your ebook editions can’t be traced back to the same source file and you are not working with a centralized distributor, the story’s a little different.

For example, if I use the Amazon DTP to publish my own Kindle edition to be sold in Amazon’s Kindle book store, then use the Apple Pages app to create an iBook version of the same ebook to be sold in Apple’s iBookstore, then hire an intermediary to create a third version to be sold in the Sony Reader store, there isn’t a single source file sitting on a distributor’s server somewhere to which all those various editions can be traced back. In that case, it seems to make more sense to assign each different ebook edition its own ISBN.

Given that the ISBN agency itself is pushing for each different ebook edition to be assigned a unique ISBN, I think that's the direction things are going. And again, it *does* make sense. A Kindle book is to an iBook as a trade paperback is to a hardcover: same content, but different packaging and presentation. So if the hardcover and trade paperback of the same book have to be assigned different ISBNs, why shouldn't the same hold true for different editions of an ebook?

Note that one ISBN rule which *does* already exist is this: each different edition of a book (i.e., audiobook, hardcover, trade paperback, ebook) must be assigned a unique ISBN. This means you cannot assign the ISBN used for some other edition of your book (e.g., hardcover, trade paperback, etc.) to an ebook edition.

Again, bottom line: if you can afford to buy and assign a unique ISBN to each different edition of your ebook, that's probably a good idea and very forward-thinking. If you can only afford to buy one ISBN for *all* your ebook editions, that's still better than no ISBN at all and will qualify your book to be published or distributed through outlets which require an ebook ISBN. If you can't even afford to buy one ISBN, you can still publish a Kindle book through the DTP without it.

3.8. WHAT IS MY AUTHOR ROYALTY ON MY DTP BOOK?

As you probably already know, Amazon offers two different royalty options to authors: a 35% option and a 70% option. You might think this is a no-brainer, and no author in her right mind would choose the 35% option when 70% is also available, but there are pros and cons to each. The single most important consideration is probably this: do you intend to offer the same ebook in different formats outside the Amazon Kindle book store? If so, you will probably want to stick with the 35% royalty option, for the reasons to follow.

3.8.1. 35% ROYALTY OPTION

The main advantage of the 35% royalty option is predictability. With this option, your author royalty is 35% of the list price you set when you enter the details for your DTP book—*regardless of the price at which the book is ultimately sold.*

For example, if you price your book at \$4.99, your royalty on each copy sold is \$1.75. Even if Amazon discounts your book and sells it for say, 20% off the list price, you still get \$1.75 for each copy sold. Amazon likes to goose its Kindle book sales with frequent discounts, but if you've selected the 35% royalty option, Amazon's discounts will have no impact on your royalties.

Furthermore, if you've published the same ebook in different formats elsewhere (e.g., on Scribd, via Smashwords, etc.), the pricing you've set for those different editions will have no impact on your DTP Kindle book's price or your resulting royalty on each sale.

3.8.2. 70% ROYALTY OPTION

With the 70% option, your royalty is 70% of the price at which the Kindle book is actually *sold*, not the retail price you set. So if you've priced your Kindle book at \$4.99 and Amazon discounts it to \$3.99, your royalty will be 70% of \$3.99, *not* 70% of \$4.99.

This may not seem like much of a financial hit to take, since 70% of \$3.99 is still more than 35% of \$4.99. However, when Amazon discounts its Kindle books it tends to discount them pretty deeply. My own Kindle novels, which I've priced at \$2.99, are currently marked down to \$.99 on Amazon. 70% of \$.99 is less than 35% of \$2.99, so I'm glad I'm in the 35% royalty boat.

The other major downside of the 70% royalty option is the "price parity" requirement that comes along with it. In plain English, this means that your Amazon Kindle edition cannot ever be offered at a price higher than you're offering the same ebook for sale elsewhere—even if you're only offering it in non-Kindle formats elsewhere. From the time you opt in for the higher royalty, Amazon regularly sends out 'crawlers' to scan the entire internet, looking for copies of your ebook being offered at a lower price anywhere else online. And if a crawler finds the book priced lower elsewhere—even if it was the *retailer*, not *you*, who discounted it—Amazon will immediately drop the price of your Kindle book on their site to match the lowest price found elsewhere. Since you have no control over what other retailers choose to do on their own sites, this factor makes your royalties totally unpredictable if you're offering the same ebook for sale through any vendor other than Amazon.

3.8.2.1. DOES IT EVER MAKE SENSE TO CHOOSE THE 70% OPTION?

There's only one set of circumstances under which I'd recommend the 70% royalty option:

1. You are only publishing your ebook in Kindle format, via the DTP
2. You are only offering the Kindle ebook for sale on Amazon's site(s)

That's it. While you'll still have to ride out Amazon's periodic discounting, over time you will make up for those royalty dips with the much higher royalty you'll be receiving when your Kindle book is not discounted. Otherwise, if your ebook is to be made available through other retailers and outlets, the discounting issue is simply too big an unknown.

3.9. HOW HARD IS IT, REALLY?

Well, it's gotten considerably harder recently, now that Amazon requires all Kindle books to have an active Table of Contents file (toc.ncx) included as part of the uploaded file package when you publish through the DTP. This is not the same as a hyperlinked Table of Contents, which has always been recommended for Kindle books and is very easy to create in Word.

On the Kindle device and in most Kindle reader apps, there's a progress bar on the bottom of the screen which shows how far into the book the current page is, how much has already been read and how much remains to be read. The progress bar also has little tick marks indicating major bookmarks, such as for the start of each chapter, the very first page of the book, the Acknowledgements, the Table of Contents and so on.

Those tick mark titles and locations are collected in a separate "menu" page for each Kindle book. The "menu" page consists of a table of hyperlinks the reader can use to quickly jump around in the book, sort of like jumping right to a certain "chapter" when watching a DVD or Blu-Ray disc.

The progress bar and menu file only work if the book has a correct toc.ncx file and the tick marks / titles are properly defined within that file.

The toc.ncx requirement adds a whole new level of complexity to the Kindle publishing process because the file is written in XHTML and, as of this writing, there's no automated way to get properly-functioning toc.ncx file out of your Word manuscript.

And it's not for nothing that this guide is over 50pp long. You'll have to properly format your document and cover image, import them to Mobipocket Creator, monkey around a bit with some HTML and XHTML files, convert the ebook file to a different format for upload to the DTP, preview its contents following conversion, then set up your book project on the DTP and upload your file.

This guide will explain how to do all of those things in step-by-step, plain English language, but you should expect to spend several hours going through the process—and about double that amount of time on your first attempt. As you might expect, the more and better your computer skills, the easier it is to do a good and smooth job of things.

Be warned: this stuff isn't for the tech faint of heart. Your chances of success are pretty much directly proportional to your experience and comfort level in working with HTML and other computer code files. If you're the adventurous type who's inexperienced but willing to learn, there's certainly no harm in giving this a try. Just be aware that when working with computer code files, all it takes is a single wrong or missing character to make the entire thing nonfunctional. If the going gets too frustrating, your only Plan B is to get someone else to do the Kindle conversion for you.

Images will complicate things considerably but even if your book *does* have images in it, so long as your text doesn't have to "flow" around them (such as the way text

flows around a picture in a magazine article), it's still manageable for anyone with intermediate graphic or photo editing skills. If you know what "dpi" means and know how to edit or reformat images to reduce their file size, you should be fine.

3.10. CAN YOU ANSWER MY TEN MILLION OTHER QUESTIONS?

No, but the folks at Amazon DTP can. Go to <http://dtp.amazon.com>, click the 'Help' link, and avail yourself of the Getting Started Guide, Formatting Guide, FAQ and Additional Information links. Also feel free to peruse the Ask The Community user forums, as many specific questions, concerns, tricks and tips are also discussed there.

4. GETTING READY FOR THE DTP

First things first: as mentioned above, it's a very good idea to go to <http://dtp.amazon.com>, click the 'Help' link, and avail yourself of the Getting Started Guide, Formatting Guide, FAQ and Additional Information links. The links will take you to help pages where you can download pdf guides, tutorials, and a quick start guide. Grab a copy of everything available, and read all of it. Then come back to this document for a simpler set of instructions that also cover some tips, tricks and gotchas not included in Amazon's materials.

You will have to provide a tax ID number (i.e., social security number) and bank information in order for Amazon to pay you your author royalties. Don't get all paranoid about this, because any author must provide a tax ID number to his or her publisher, and the bank information is only needed so that Amazon can electronically transfer your royalties directly to your bank account instead of cutting and mailing a check.

5. DON'T USE ANYTHING LESS THAN A FINAL, 'LOCKED' DRAFT

Remember, once you click that 'Publish' button your work is on its way to the Kindle store shelves for the whole world to see. Do not publish anything via DTP that you would not feel comfortable seeing on the shelf at your local brick-and-mortar bookstore with your name on the cover. This is not the time or place for anything less than a final, completely polished draft that you've 'locked' against more revisions.

Your manuscript should be a 'proof,' containing all the same content you would expect to include in a file being sent to press for creation of a paper book: publication details page, title page, table of contents (even in a novel, this is required for a Kindle book on account of the toc.ncx requirement), dedication page, 'About the Author' page at the back, 'Other Titles From [your name]' page, prologue and/or epilogue if applicable, etc.

6. PREPARE YOUR COVER ART

Kindle store customers judge the lack of cover art, or the presence of unaltered stock-photo cover art, to be a hallmark of the non-professional. You definitely want some nice cover art for your DTP book, and you want it to match the cover art of all other editions of your book for consistency's sake. Even if you don't have any other editions available yet, don't skimp on the time or effort here because whatever you create for DTP will have to serve for possible future POD books.

You don't need a top-of-the-line graphics program to create this cover art, however. Anything from a greeting card program to MS Paint can get the job done, but of course a dedicated graphics or photo editing program will generally offer more and better options. You can use any public domain or purchased clip art in your cover image, but you may not use graphics copied off the internet unless their creator has explicitly given permission for *commercial* re-use of the image(s).

Also be aware that, apart from photos in purchased clip art and stock photo collections, if you intend to use a photo in which anyone's face is recognizable, you must have a written and signed release from every living person who is recognizable in the photo. If any of those people are celebrities, even if the person is dead you may have to obtain a written and signed release from surviving family members. It's best to avoid these hassles entirely by sticking to purchased clip art and stock photos.

There are entire books and websites dedicated to the subject of how to create compelling book covers, but the most important thing to know for purposes of this document is that your cover art must meet Amazon product image standards: TIFF (.tif/.tiff) or JPEG (.jpeg/.jpg) format, with image pixel dimensions of at least 1000 pixels on the longest side. Color mode must be "sRGB" (this is the default for most graphics programs), not "CMYK", and of course you're going

for a typical, rectangular shape and proportion such as you're used to seeing on any book. Refer to your graphics program documentation or help files for more information on how to create or edit your cover art to meet these requirements.

7. CRAFT YOUR BOOK DESCRIPTION

You are only given 4000 characters, including spaces, for your book description in the Kindle store, which will appear on your Amazon product page when the book is released. Look at a few such descriptions for bestsellers in the Kindle store to get some idea of how to approach this. You're going for a synopsis that says enough about the story to lure a reader in, but doesn't give away too much.

Create a separate Word or .txt document just for the description, so you can spend some quality time working and reworking it until it's exactly what you want.

8. PREPARING YOUR MANUSCRIPT FOR DTP

This article assumes you have a copy of your manuscript in MS Word 2003 or higher and you've already created your cover art and description. While it is possible to upload any manuscript formatted as HTML or prc to the DTP, the method described here is specific to using MS Word 2003 or higher.

8.1. 'SAVE AS' TO CREATE A COPY FOR DTP

Your manuscript is probably formatted according to print publishing conventions: double-spaced, wide margins, etc. You will need to change many of these settings for your DTP edition, so create a copy of the manuscript just for DTP formatting.

8.2. MODIFY YOUR FORMATTING TO MAKE IT HTML-COMPLIANT

I'm not going to lie to you...this part of the process is not fun. But as an intermediary step during the Kindle book creation process your manuscript will be converted to an HTML file in which most of your Word formatting options will be lost, along with any special characters such as Webding symbols. Therefore, to save yourself from unwelcome formatting surprises after you upload to DTP, you want your text to be as minimally-formatted as possible.

Note that if your manuscript includes illustrations, diagrams or other graphics, the images should be provided in a resolution of at least 300dpi and ideally, in color (if applicable). If you don't know how to verify or alter your images' resolution setting, you can go with them as-is, but you'll need to review them in the converted file before you publish it; if they come out fuzzy or "jaggy" at the other end of the conversion process, you may want to think about omitting them entirely, if possible. If the images are critical, you'll have to hire someone who knows how to work with ebook images to do the ebook conversion for you.

Moderate to advanced HTML skills are required if you need to tightly control the location of each graphic/picture on the page, or the way your text 'wraps' around the graphic in a page; such HTML instruction is beyond the scope of this document, so the instructions here assume you do not need or want that level of formatting control.

As you go through the following steps, save frequently (still in Word format---you won't convert to any other format until all changes and corrections have been made).

1) Delete the extraneous, add the necessary

- a) Delete any blank pages that were inserted into the original manuscript for purposes of 'facing pages' formatting. Delete your headers and footers, as they'll be lost in the conversion process anyway. Don't worry about losing your page numbers, as the Kindle automatically regenerates digital page numbers each time it loads a file. If you haven't already done so, insert a Title Page at the front of your manuscript with your book's title, your name and any copyright information (if applicable).

Just in front of that, insert a 4x6" image of your book's front cover, in color and at a resolution of 300dpi, as the very first page of your file and enter a page break immediately after it.

While you're at it, it's actually a good idea to use color versions of *any* images in your Kindle book. While the most recent Kindle device can't yet display ebooks in color, Kindle reader apps that run on color devices do, and it's highly likely a future Kindle device will have a color display. Your color images will display properly, though only in grayscale, on a Kindle device that doesn't display colors, but will be shown in all their full-color glory in the apps that *do* show colors. And when a color Kindle comes out in the future, while other authors are scrambling to re-publish with their images and cover in color, you can just sit back and relax.

2) If you've used Styles in your manuscript, clean them up

- a) In the course of writing and revising, you may have inadvertently formatted various sections of your text with differently-named Styles. This can happen when you need to switch from one Style to another, say from Chapter Heading to Body Text, and instead of selecting the correct, pre-existing Style from the Styles list, you manually apply format changes to your text blocks on the fly. Make sure that all like-formatted sections of text have the same Style applied to them.
- 3) Modify your margins and line spacing
 - a) Change your margins to no more than 1" all around, and change your body text line spacing from double-spaced to 1.5 line spacing throughout. Double-spaced text takes up an annoying amount of screen real estate on an ebook reader, and all that extra white space doesn't actually improve its readability.
- 4) Ensure your text is HTML-friendly
 - a) HTML can render body text, indented text blocks, numbered or bulleted lists, and simple tables, as well as italics, boldface and enlarged text. It can render only a handful of fonts, with Arial, Tahoma and Verdana being the most commonly-used and easy to read. Font size should be set to 10-pt or 11-pt, depending on your chosen font, for easy readability. You can use a larger font size, but since the Kindle has an enlarge text function it's not really necessary. Even on the title page, your font size should be no larger than 14pt. Make any needed changes to your manuscript so that its contents will meet these fairly limited parameters.
- 5) Omit extraneous carriage returns, page breaks and section breaks
 - a) Section breaks will not be recognized in the HTML conversion, but page breaks will. It's appropriate to use page breaks at the end of each chapter, and to consistently insert one or two carriage returns at the start or end of each chapter to break them up visually, but delete any carriage returns that were used to try and fudge line spacing, widow or orphan control in printed manuscript copies.

Also delete extraneous carriage returns which may have been used to offset differently-formatted sections of text, but are no longer necessary now that your formatting is being greatly simplified. HTML will interpret each carriage return as the start of a new paragraph, and may insert unwanted blank lines between those paragraphs.
- 6) Use Search and Replace to locate and delete or replace any special characters
 - a) For example, if you've used a bullet icon such as a star or snowflake as a graphic element to create dividers between sections of text, you will need to delete those bullets or replace them with a regular character, such as an asterisk or dash. HTML has its own set of supported special characters, but unless you're well-versed in HTML it's safer and easier to just fall back on standard keyboard characters.

- b) Subscripts and superscripts are also not likely to translate properly; locate all such instances and reformat accordingly
- 7) Edit each graphic to conform to Kindle requirements
 - a) Edit each graphic file used within the body of your book (as opposed to the cover image on the first page) so that its dimensions are no larger than 450 x 550 pixels, its file size is no larger than 64kb, and its resolution is 300dpi. If you have no idea what any of this means, you lack the skills and knowledge needed to include graphics in your Kindle book; you can omit them from your manuscript, brush up your graphics editing skills, or get a more knowledgeable person to edit the images for you.
- 8) Format around any graphics or illustrations
 - a) Surround any full-page size images (approximately 4x6" is the ideal size for a full-page illustration) with page breaks, to force each such image onto its own page and prevent unwanted, stray text from showing up on those pages. If you have color versions of the images, use them.
 - b) Surround any other images with carriage returns, to prevent any text wrapping or flowing around the images, and again, use color images where possible. Note that while inserting the carriage returns may result in large areas of white space around your images, the white space is far preferable to unpredictable text wrapping around the image when the user decides to re-size the font displayed on his ereader device.

8.3. INSERT A HYPERLINKED TABLE OF CONTENTS

A hyperlinked table of contents is required for all Kindle books, and that includes novels. This is because it's needed to create the required "active" table of contents file (toc.ncx, used to display the progress bar on the Kindle screen), as discussed previously. Fortunately, it's very easy to create a hyperlinked Table of Contents in Word.

- 1) Ensure each chapter of your manuscript has a chapter number or title on its first page, and that the number or title is formatted as "Heading 1" style (select the text, then click Format > Styles and Formatting, and select the "Heading 1" style from the list provided to make the chapter number/title a Heading).

If you don't like the way "Heading 1" looks, you can right-click on "Heading 1" in the Styles list and select "Modify" to use all the usual text formatting tools (i.e., font, size, bold, paragraph spacing, indent type, etc. etc.), but remember to stick to formatting that will be HTML-friendly.

- 2) Go to the page where you want the table of contents and label it with the title "Table of Contents", or just "Contents", in a font size of 14pt or less.

Beneath the title, enter a couple of carriage returns, then click in the desired position for your table of contents on the page.

- 3) Click Insert > Reference > Index and Tables > Table of Contents tab. Click the boxes for "Show Page Numbers," "Right-Align Page Numbers," and "Use Hyperlinks Instead of Page Numbers". Also set the "Show Levels" drop-down to "1". Click "Apply" to save these changes.

8.4. SAVE IN .DOC FORMAT

If you're using Word 2007 or above, which saves its files in .docx format by default, do a "Save As" in the older, .doc format. This is the format that (as of this writing) works best with Mobipocket Creator, the program you'll be using to convert your Word document into .prc format for upload to the DTP (see next section). You may get a warning pop-up telling you that features specific to your version of Word will be lost in the new document, but since your cleaned-up document doesn't contain any features specific to your version of Word, this is a non-issue. Click "OK" to bypass any such warning pop-ups.

9. DOWNLOAD THE MOBIPOCKET CREATOR AND AMAZON KINDLE PREVIEWER PROGRAMS

Kindle books are published in a proprietary, or Amazon-specific, version of the Mobipocket .prc format. Therefore, if you can convert your file to .prc format *before* you upload it to the DTP, there will be no significant changes made to the file during the Kindle conversion process, and the Kindle book should look and behave exactly the same as the .prc book does. Predictability is a very good thing in Kindle publishing; it saves you a whole lot of time and frustration in what can otherwise be a repeated exercise of the trial and error approach.

Fortunately, converting your cleaned-up Word file to prc format is very easy and free when you use the Mobipocket Creator program. As of this writing you can download it at <http://www.mobipocket.com/en/downloadsoft/productdetailscreator.asp>, but if that link becomes broken at some point in the future you can just do a Google search on "Mobipocket Creator" to find the program. Be sure to download the "Publisher Edition" of the program, as different versions of the software are available.

You'll also need the free Amazon Kindle Previewer, even if you already own a Kindle. This is because the Kindle Previewer has a special "NCX view" button that the Kindle device and Kindle reader apps do not. As of this writing, that "NCX view" button is the only way you can actually view and test the menu created by your toc.ncx file *before* publishing the Kindle book. If the menu looks correct and its hyperlinks function properly (more about this in section 11), you can be confident your Kindle book's progress bar will work properly, too.

As of this writing, the Previewer program is provided by Amazon at <http://amazon.com/kindlepublishing>. If that link should become broken at some point, just do a Google search on "Kindle Previewer" to locate the program.

Download one or both programs, as applicable, and install them.

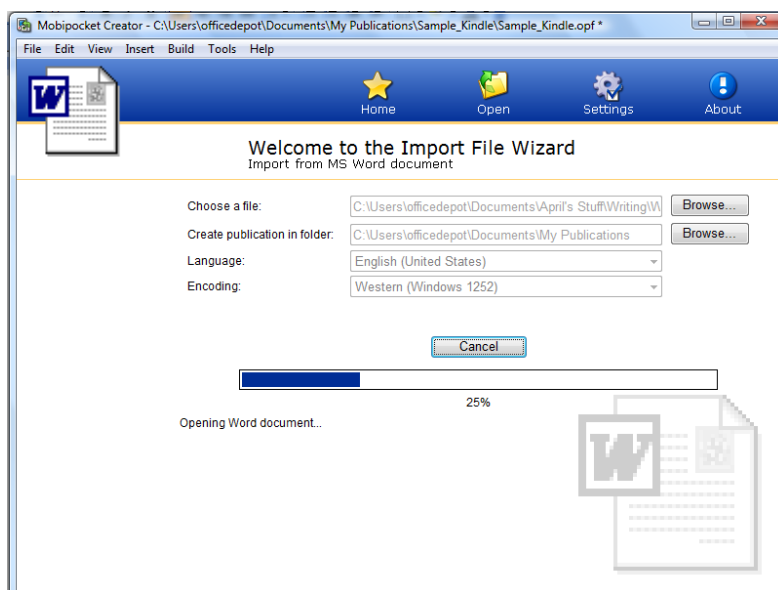
10. USE MOBIPOCKET CREATOR TO MAKE A .PRC VERSION

You'll be using the Mobipocket Creator program to create a .prc version of your book for upload to the Amazon DTP. This is a much simpler and more controlled method than doing a "save as" HTML in Word, then uploading and previewing the HTML on the DTP, making any necessary changes to correct issues seen in the preview, and repeating the process as many times as necessary until you're happy with the book. With this method, you can see exactly how the book will look and perform *before* you upload it to the DTP.

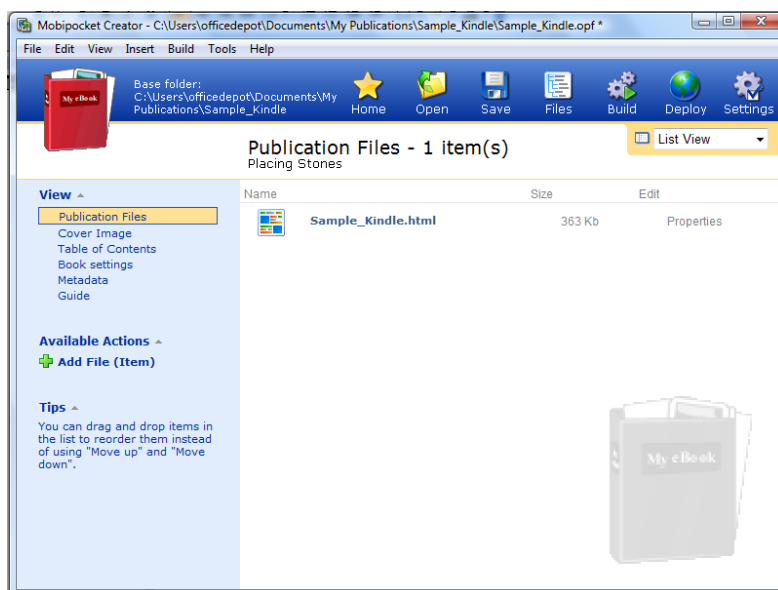
10.1. IMPORT YOUR WORD FILE TO MOBIPOCKET CREATOR

One of the options on the startup screen of Mobipocket Creator is "Import From Existing File" > "MS Word document". Click on this item and navigate to the .doc file you saved at the end of the previous section.

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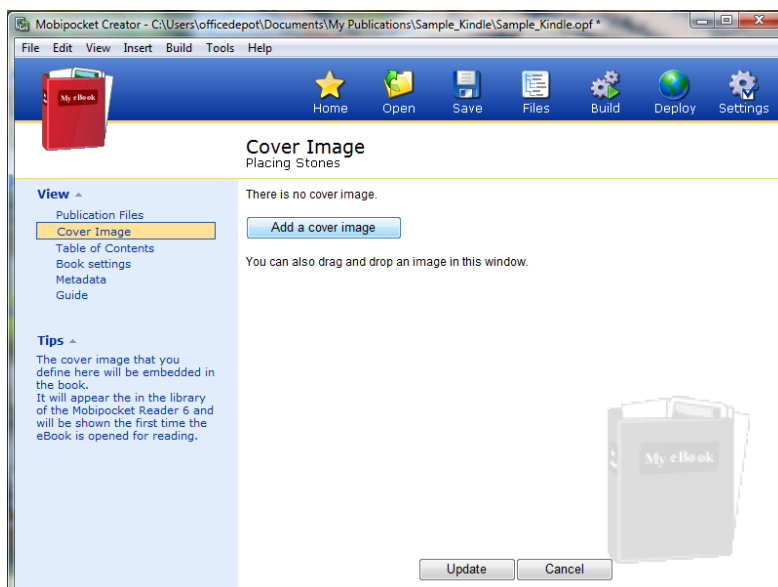


Mobipocket Creator will crunch away on the .doc file and convert it to an HTML file:

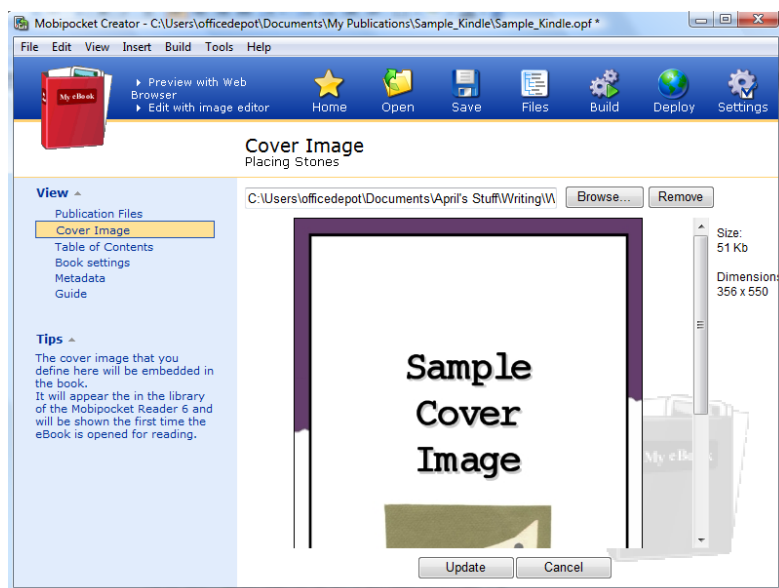


10.2. ADD A COVER IMAGE AND METADATA

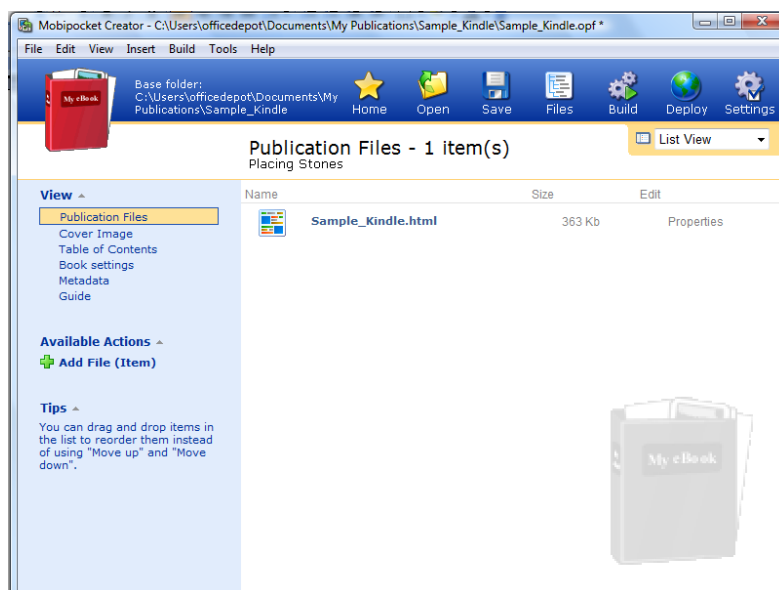
Now, you're going to click on those menu links at the left-hand side to provide additional content and information about your book. First, your cover image. You should already have a 4x6" version of it at 300dpi, and that's what you'll be uploading here:



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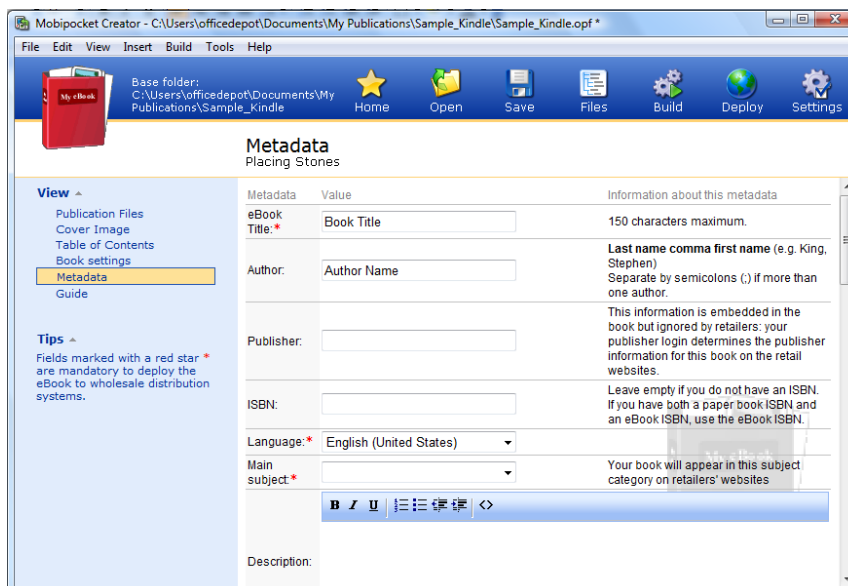


If it looks good, click the Update button to add it to your book, and you'll be dropped back on the Publication Files page:



Now click the Book Settings link. Here is where you'll provide more information about your book, a brief description of its content, your intended retail list price, and so on. Note that the only required fields are those marked with a red asterisk. Also note that the "retail price" you list here is only a "suggested" retail price, it has no bearing on the price you ultimately set for the book in Amazon's Kindle store, or anywhere else.

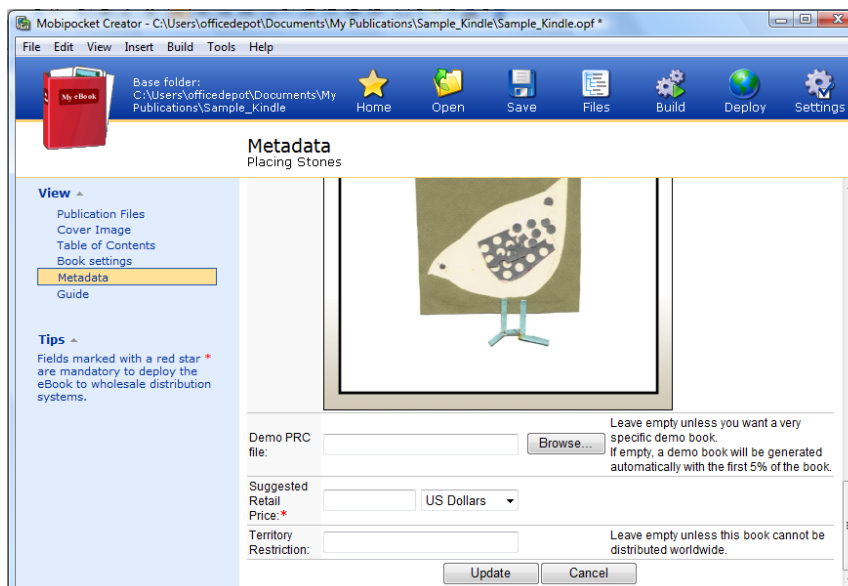
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The screenshot shows the 'Metadata' tab in the Mobipocket Creator application. The window title is 'Mobipocket Creator - C:\Users\officedepot\Documents\My Publications\Sample_Kindle\Sample_Kindle.opf *'. The menu bar includes File, Edit, View, Insert, Build, Tools, and Help. The toolbar has icons for Home, Open, Save, Files, Build, Deploy, and Settings. The 'Base folder' is set to 'C:\Users\officedepot\Documents\My Publications\Sample_Kindle'. The 'View' sidebar on the left lists 'Publication Files', 'Cover Image', 'Table of Contents', 'Book settings', 'Metadata' (selected), and 'Guide'. A 'Tips' section notes that fields with a red star are mandatory. The main area is titled 'Metadata' with the subtitle 'Placing Stones'. It contains a table with columns 'Metadata', 'Value', and 'Information about this metadata'. The table includes fields for eBook Title (150 characters maximum), Author (Last name comma first name), Publisher, ISBN, Language (English (United States)), Main subject, and Description. A rich text editor with bold, italic, underline, and list icons is visible below the subject field.

Metadata	Value	Information about this metadata
eBook Title *	<input type="text" value="Book Title"/>	150 characters maximum.
Author:	<input type="text" value="Author Name"/>	Last name comma first name (e.g. King, Stephen) Separate by semicolons (,) if more than one author.
Publisher:	<input type="text"/>	This information is embedded in the book but ignored by retailers: your publisher login determines the publisher information for this book on the retail websites.
ISBN:	<input type="text"/>	Leave empty if you do not have an ISBN. If you have both a paper book ISBN and an eBook ISBN, use the eBook ISBN.
Language *	English (United States)	
Main subject *	<input type="text"/>	Your book will appear in this subject category on retailers' websites
Description:	<div>B <i>I</i> <u>U</u> </div>	

Scroll down to be sure you've filled in all the required fields; you'll find the cover image you uploaded is already present in the form. If there are any fields for which you're unsure what information to provide, just skip them. Finally, click the Update button to save your changes:



This screenshot shows the same 'Metadata' tab, but with a cover image displayed in the center. The image is a stylized illustration of a white fish-like creature with black spots, set against a green background. Below the image, there are fields for 'Demo PRC file' (with a 'Browse...' button), 'Suggested Retail Price' (with a dropdown set to 'US Dollars'), and 'Territory Restriction'. The 'Update' and 'Cancel' buttons are at the bottom right.

Demo PRC file:	<input type="text"/>	<input data-bbox="808 1486 873 1507" type="button" value="Browse..."/>	Leave empty unless you want a very specific demo book. If empty, a demo book will be generated automatically with the first 5% of the book.
Suggested Retail Price:	<input type="text"/>	US Dollars	
Territory Restriction:	<input type="text"/>		Leave empty unless this book cannot be distributed worldwide.

10.3. EDIT THE HTML FILE TO ADD ANCHORS

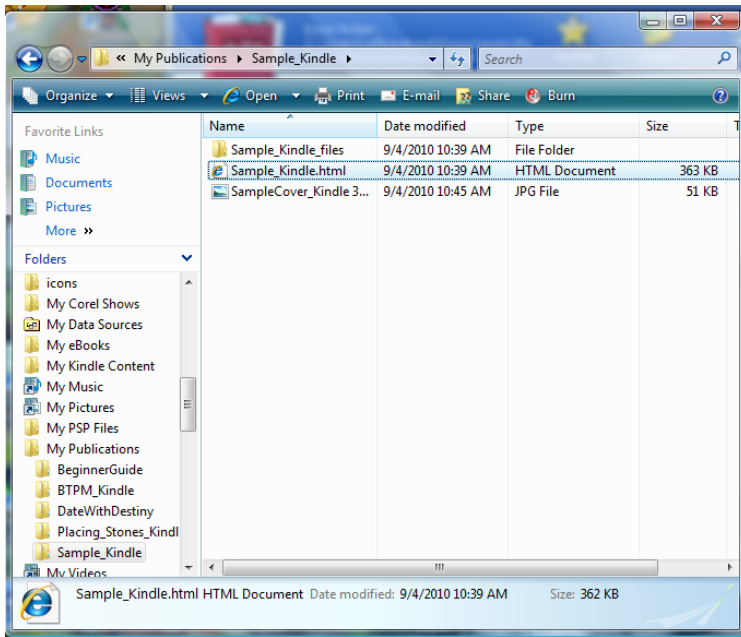
Okay, here's where things can get a bit scary for people who aren't used to working with computer files or HTML. But don't worry, the editing you need to do is minimal and you only need a text editor program (e.g., Notepad) to do it.

When you inserted the hyperlinked table of contents in Word, Word inserted a bunch of invisible markers, known as "anchors" in HTML-speak, right in front of each chapter heading and any other headings included in the table of contents. These anchors are used to create hyperlinks in your table of contents, and also to create the tick marks on the Kindle's progress bar, which was discussed earlier.

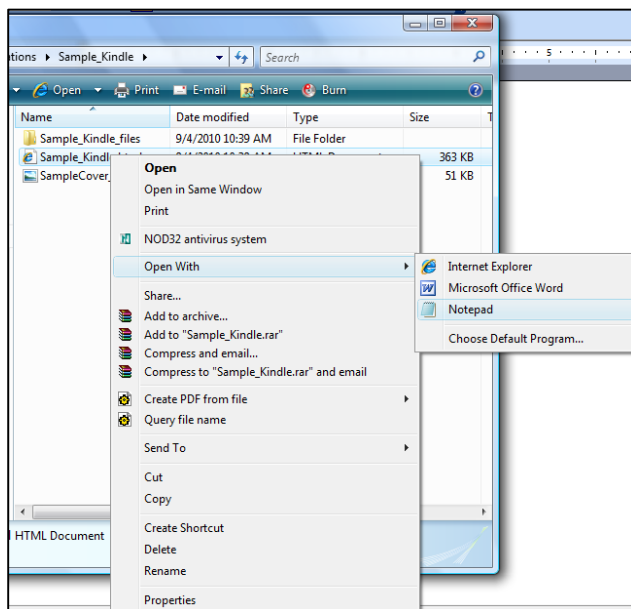
There are some pages in the ebook which need to have tick marks on the progress bar of the Kindle, but which you wouldn't want included in your hyperlinked table of contents. In this step, you'll be manually inserting these additional anchors in the HTML file. At the minimum, you *must* insert anchors to indicate the actual start point of the book (usually, this is the cover image page) and the table of contents page. You may also want to include anchors for other pages which aren't included in your book's table of contents, such as the copyright page, the dedication page, or an About the Author page at the back of the book.

When you installed MobiPocket Creator, it added a subfolder called "My Publications" to your Documents folder. When you imported your Word file, it created a subfolder within the My Publications folder, named to match the title of your book. In that folder, you'll find the HTML file Mobipocket Creator created from your Word file import:

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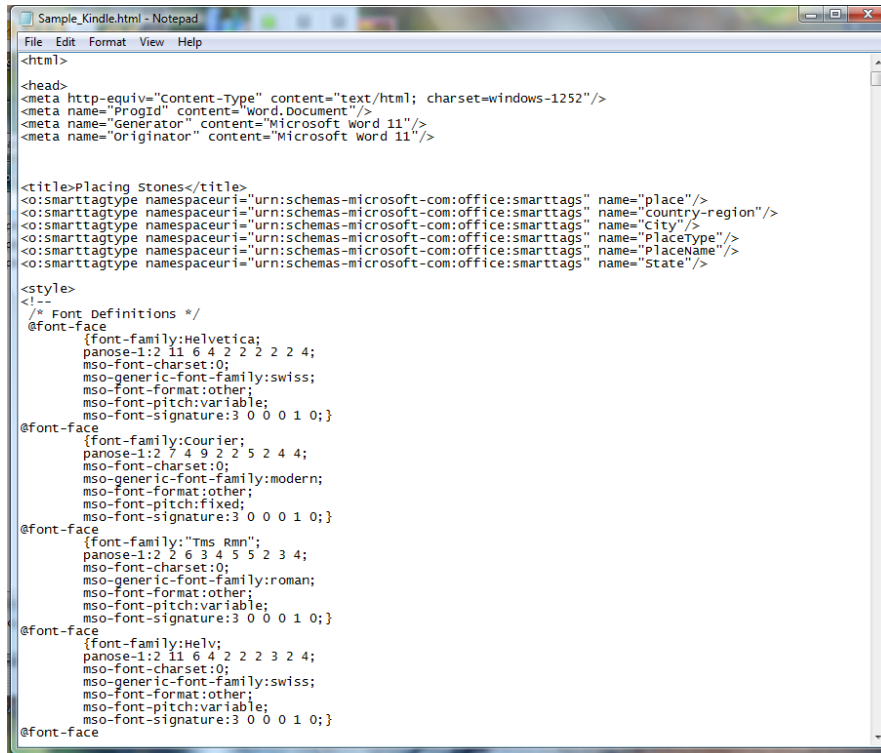
In Windows, right-click on the file and select Open With > Notepad:



In other operating systems, start your text editor program—it must be a PLAIN TEXT editor program, not MS Word or some other full-function word processor—and click File > Open, then navigate to the HTML file.

When you open the file, it will look like this:

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```
<html>
<head>
<meta http-equiv="content-type" content="text/html; charset=windows-1252"/>
<meta name="Progid" content="word.Document"/>
<meta name="Generator" content="Microsoft word 11"/>
<meta name="Originator" content="Microsoft word 11"/>

<title>Placing Stones</title>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="place"/>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="country-region"/>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="city"/>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="PlaceType"/>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="PlaceName"/>
<o:smarttagtype namespaceuri="urn:schemas-microsoft-com:office:smarttags" name="State"/>

<style>
<!--
/* Font Definitions */
@font-face
{font-family:Helvetica;
panose-1:2 11 6 4 2 2 2 2 2 4;
mso-font-charset:0;
mso-generic-font-family:swiss;
mso-font-format:other;
mso-font-pitch:variable;
mso-font-signature:3 0 0 0 1 0;}

@font-face
{font-family:Courier;
panose-1:2 7 4 9 2 2 5 2 4 4;
mso-font-charset:0;
mso-generic-font-family:modern;
mso-font-format:other;
mso-font-pitch:fixed;
mso-font-signature:3 0 0 0 1 0;}

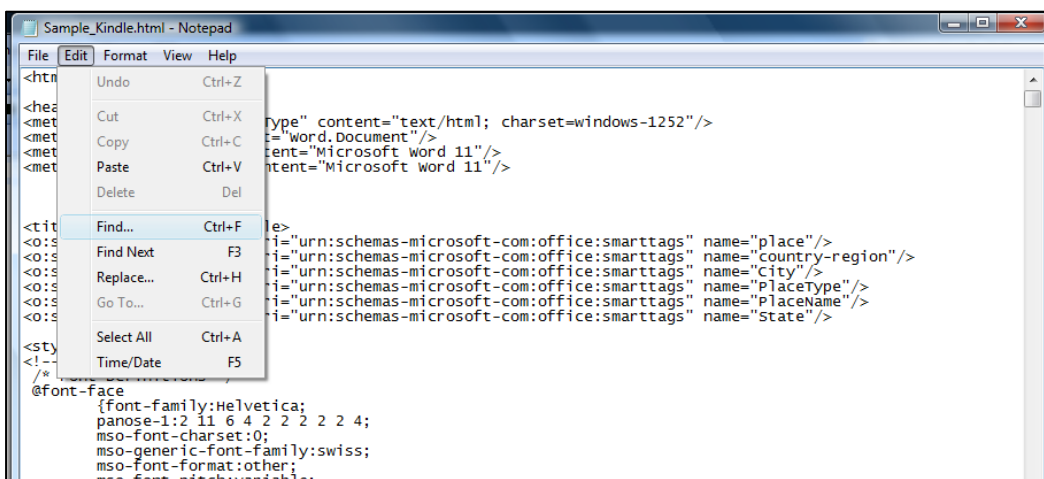
@font-face
{font-family:"Tms Rmn";
panose-1:2 2 6 3 4 5 5 2 3 4;
mso-font-charset:0;
mso-generic-font-family:roman;
mso-font-format:other;
mso-font-pitch:variable;
mso-font-signature:3 0 0 0 1 0;}

@font-face
{font-family:Helv;
panose-1:2 11 6 4 2 2 2 2 2 4;
mso-font-charset:0;
mso-generic-font-family:swiss;
mso-font-format:other;
mso-font-pitch:variable;
mso-font-signature:3 0 0 0 1 0;}

@font-face
```

All that HTML code is kinda scary, I know, but take a deep breath: you'll get through this.

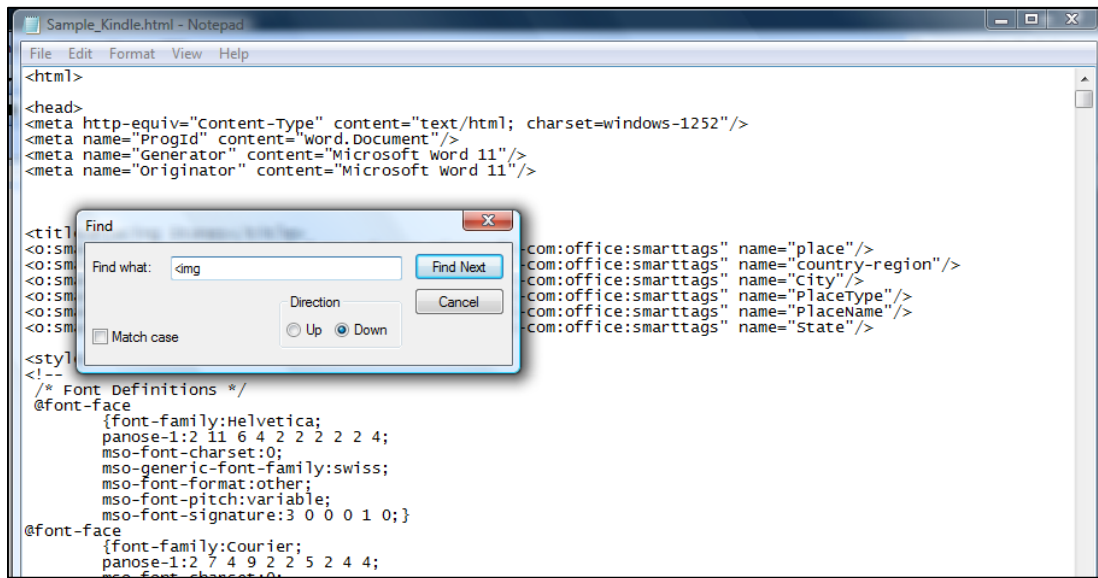
First, you need to insert an anchor to indicate the start of the book. In your text editor, click on Edit > Find:



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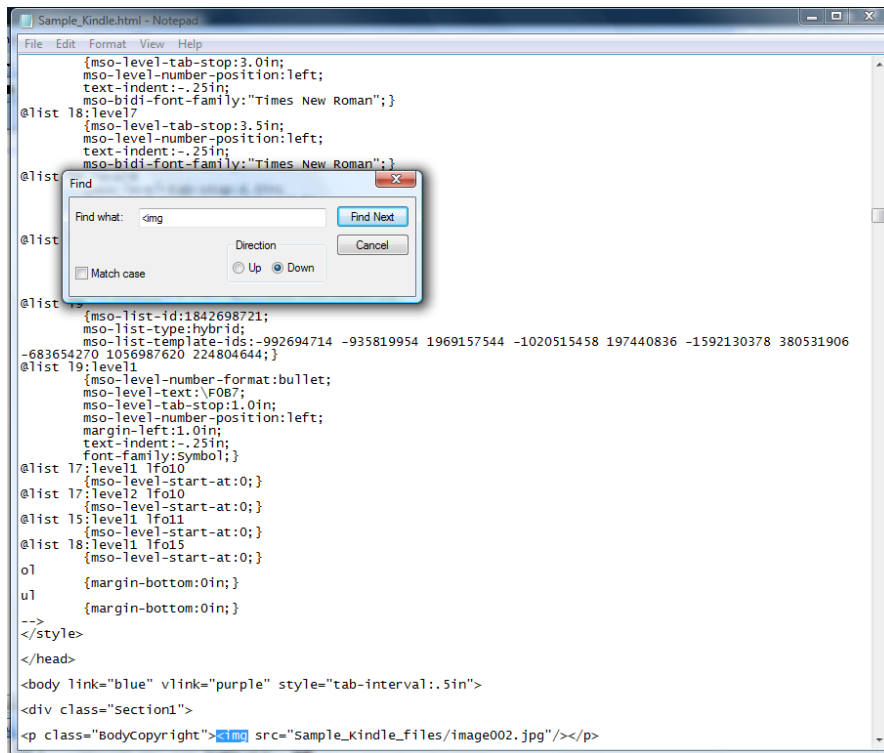
Recall that your first page has your book's cover image on it. In HTML, this is designated with an "image tag". All image tags begin with the characters, "<img".

So to find the first page of your book with an image on it, all you need to do is enter those characters in the Find box, as shown in the next screenshot.



Click on Find Next and your cursor will be taken right to that first image tag, where your book cover appears on the first page of your book (highlighted in blue below):

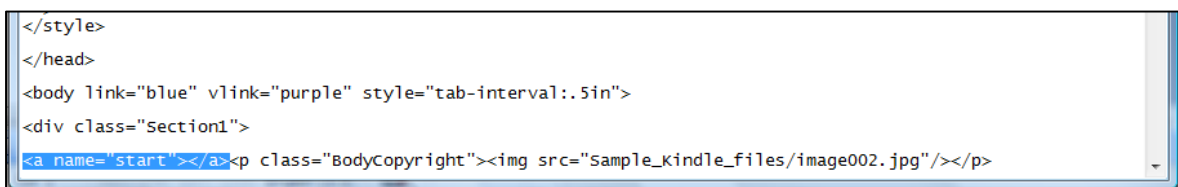
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Click Cancel to close the search box, then click to place your cursor right at the start of that line of HTML code, before the "<p", and enter this exact text to insert an anchor:

```
<a name="start"></a>
```

This is shown below, in an enlarged view, highlighted in blue.



In your text editor, click on File > Save to save your changes before proceeding.

Okay, one anchor down, only one more (that's required) to go. Click on Edit > Find again to re-open the search box. This time, you want to search for your table of contents page. Assuming you've labeled it with the words "Table of Contents" or "Contents" as per these instructions, all you need do is search on that string:

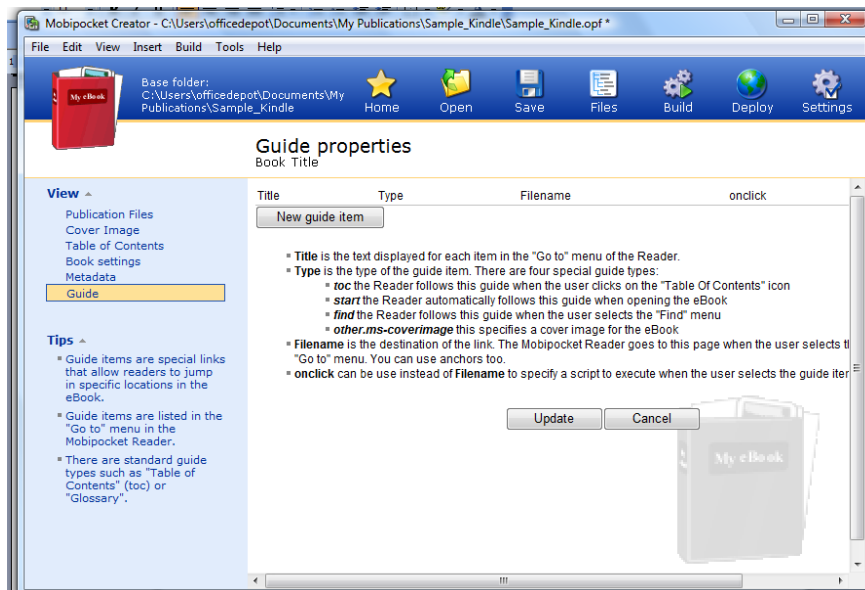
out of your depth at this point, I recommend you stop while you're ahead and don't try to insert any more, optional anchors.

Otherwise, if you'd like to insert anchors on other pages so they'll be added as tick marks on the progress bar as well, just follow the same steps you did for the "start" and "toc" anchors. To find the correct location(s) for anchor placement in the HTML file, just search for text you know appears on the page where you want the anchor.

Be sure to insert your anchors immediately before the "<p" at the start of the applicable section of HTML code, and label them with meaningful and easy to remember names (e.g., for the dedication page, for the About the Author page, etc.). Make a side note of how you've named each of these additional, optional anchors because you'll need to enter them in Mobipocket Creator in an upcoming step. Finally, save and close the file.

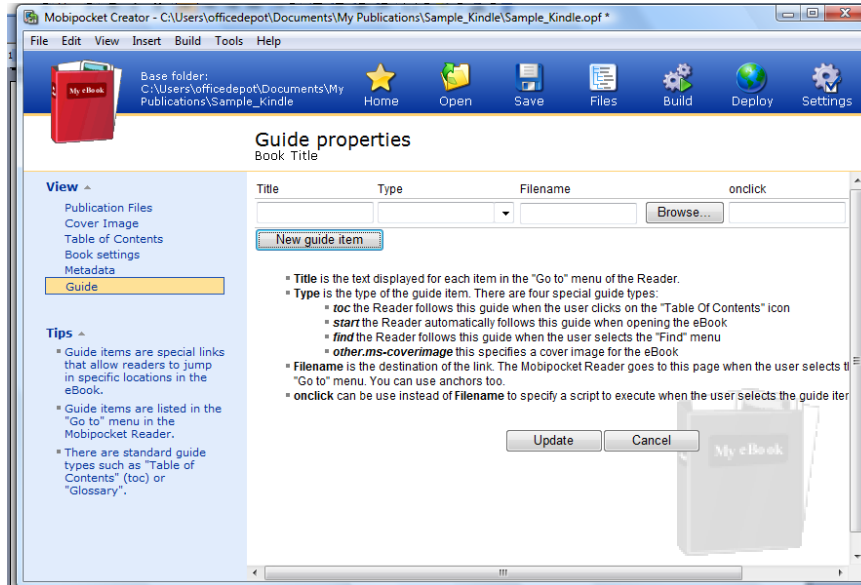
10.4. CREATE GUIDE LINKS

Go back to Mobipocket Creator and click on the Guide link at the left. This will open the Guide creation page:

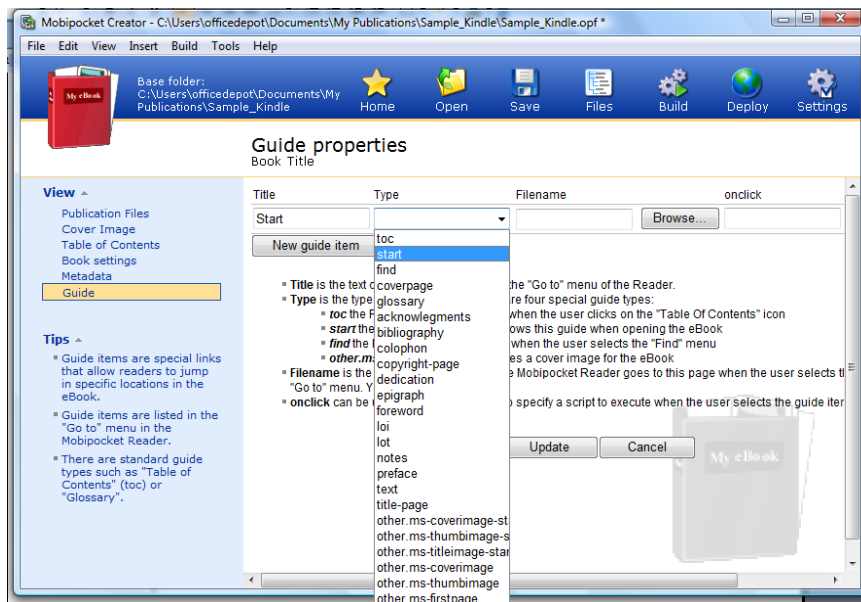


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You will need to enter a "guide item" here for every anchor you've added to the HTML file in the previous step. To get started, click the New guide item button. When you do, some new text entry fields will be shown:



For the first one, enter "Start" in the Title field and drop down the pick list in the Type field, where you can select "start" from the pre-populated list of options:



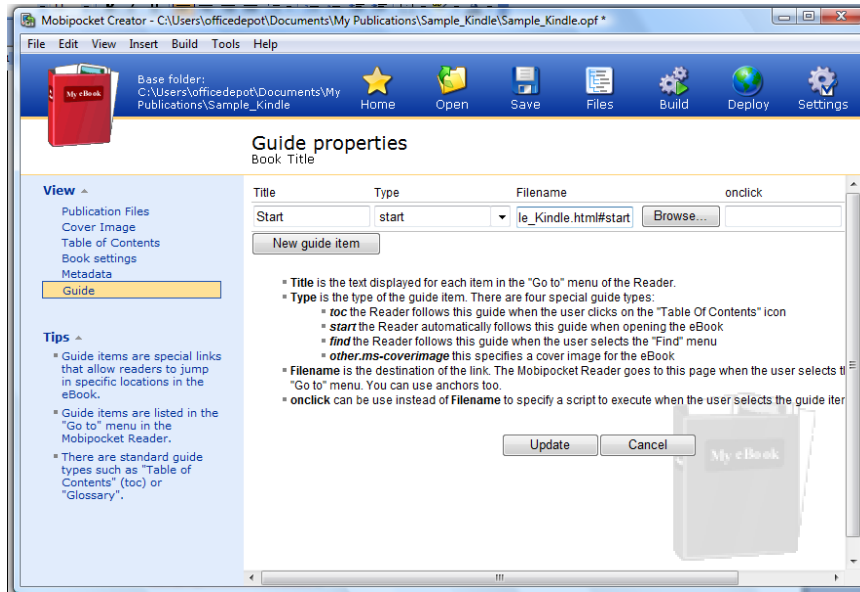
For Filename, you will need to Browse to the HTML version of your book file and select it to have it entered in the Filename field (remember, the HTML file is stored in a subfolder

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of the My Publications folder), then add the anchor name to the end of the filename. Anchors are referenced in HTML files with a pound sign, as follows:

[HTML file name].html#[anchor name]

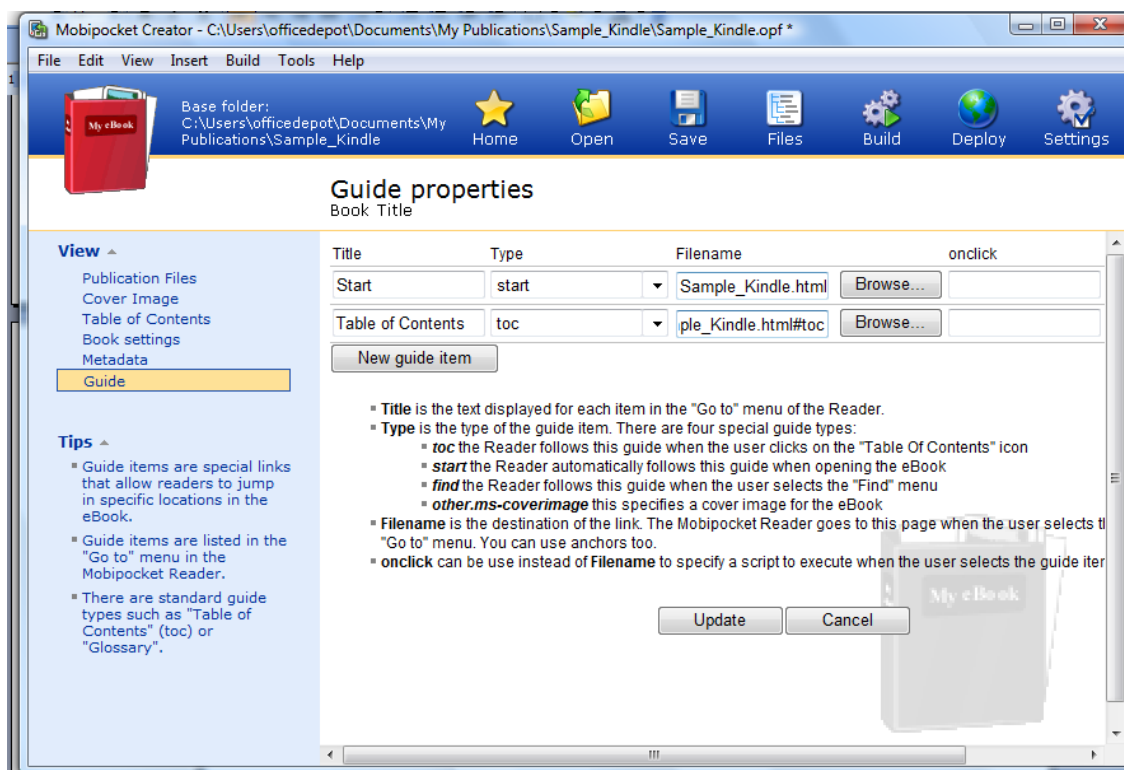
In the screen shot below, I've navigated to the HTML file of my sample Kindle book, selected it, and have manually typed the characters "#start" at the end:



Click New guide item and repeat the process for the "toc" anchor. For Title, enter "Table of Contents". In the Type drop-down, select "toc". Navigate to the HTML file and select it as before to fill the Filename field, then manually add "#toc". You can also just copy the Filename previously entered for Start and edit the anchor name at the end.

All of this is shown in the screenshot below:

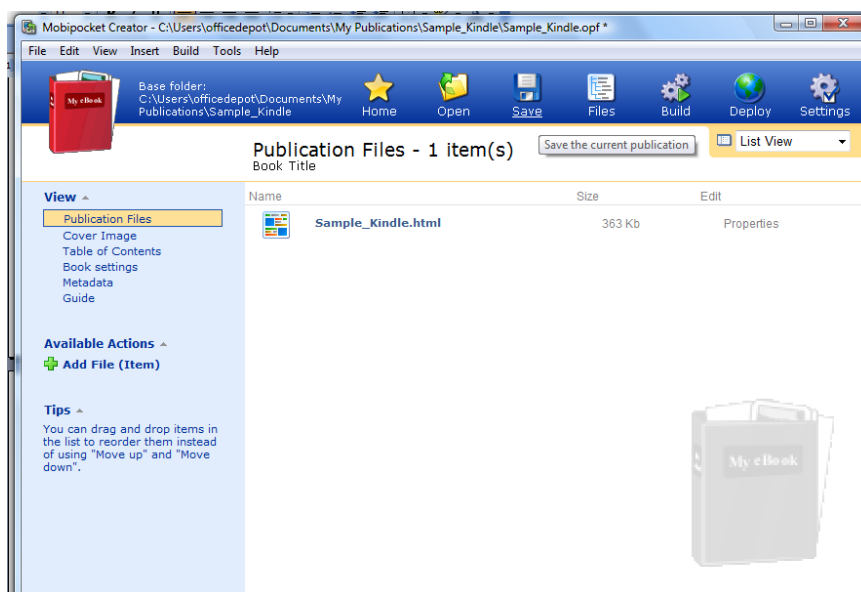
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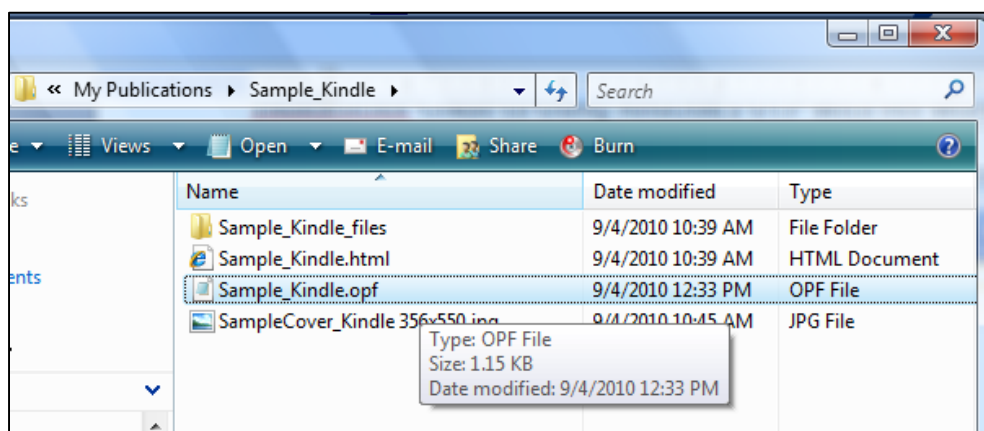
Follow the same steps to add guide items for any additional anchors you've added to the HTML file. You'll find there are Type items already in the list for all of the most common types of ebook guide items, but if you can't find one that matches your Title (or closely approximates it, they don't have to be an exact match), just select "text" from the Type list.

When you're finished adding guide items on this screen, click Update. Again, you're returned to the Publication Files screen. On that screen, click the Save link (indicated by a diskette icon in the top menu bar of the screen, underlined in screenshot below).

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It won't look like anything's changed, but if you navigate to the folder where your HTML file is stored, you'll find there's a new file there with an .opf extension:



This where Mobipocket stores all that information you entered in the Metadata and Guide screens; the file will need some minor edits after you've created and saved your toc.ncx file, to ensure the two files' data match. For now, just leave it there in the subfolder.

10.5. CREATE THE TOC.NCX FILE

The toc.ncx file is a file containing specific computer code that tells ereader devices how to put together and display that special 'menu' file that was discussed earlier. The file is

broken down into four major sections: information about the computer language used in the file, a “head” section, a section with the author name and book title, and a “navMap” section.

You won’t be making any changes to the section about the computer language or the “head” section, those sections contain identical boilerplate for all ebooks:

```
<!DOCTYPE ncx PUBLIC "-//NISO//DTD ncx 2005-1//EN"
"http://www.daisy.org/z3986/2005/ncx-2005-1.dtd">
<ncx xmlns="http://www.daisy.org/z3986/2005/ncx/"
version="2005-1" xml:lang="en-US">

<head>
<meta name="dtb:uid" content="uid"/>
<meta name="dtb:depth" content="1"/>
<meta name="dtb:totalPageCount" content="0"/>
<meta name="dtb:maxPageNumber" content="0"/>
</head>
```

In the section about the author name and book title, obviously, you’ll enter your author name and book title.

```
<docTitle><text>[Book Title]</text></docTitle>
<docAuthor><text>[Author Name]</text></docAuthor>
```

The <navMap> section is where you will list all the anchors in your book’s HTML file. The concept is pretty simple: there must be one “navPoint” created for each anchor in the HTML file. Therefore, you’ll be listing a navPoint for each anchor Word created when you inserted the hyperlinked table of contents in your manuscript file, as well as for any anchors you created yourself.

A toc.ncx shell is provided on the following page, with the “start” and “toc” navPoints already in it (other than inserting your book’s filename, leave these as-is when you’re editing), and a placeholder for the first chapter navPoint. You can copy the text below into Notepad or any other plain text editor, save it as “toc.ncx” in the same folder as your book’s .html and .opf files, and you’ll have a starting point for your toc.ncx file.

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ncx PUBLIC "-//NISO//DTD ncx 2005-1//EN"
"http://www.daisy.org/z3986/2005/ncx-2005-1.dtd">
<ncx xmlns="http://www.daisy.org/z3986/2005/ncx/"
version="2005-1" xml:lang="en-US">

<head>
<meta name="dtb:uid" content="uid"/>
<meta name="dtb:depth" content="1"/>
<meta name="dtb:totalPageCount" content="0"/>
<meta name="dtb:maxPageNumber" content="0"/>
</head>

<docTitle><text>[Book Title]</text></docTitle>
<docAuthor><text>[Author Name]</text></docAuthor>

<navMap>

<navPoint id="titlepage" playOrder="1">
<navLabel><text>Title Page</text></navLabel>
<content src="[filename].html#start"/>
</navPoint>

<navPoint id="toc" playOrder="2">
<navlabel><text>Table of Contents</text></navLabel>
<content src="[filename].html#toc"/>
</navPoint>

<navPoint id="navpoint-1" playOrder="3">
<navlabel><text>[Chapter Title]</text></navLabel>
<content src="[filename].html#[anchor name copied from toc]"/>
</navPoint>

</navMap>
</ncx>
```

10.6. EDIT THE TOC.NCX FILE

Add navPoints to this file as necessary. To create a navPoint for all of your chapter headings and any additional anchors, copy and paste the following text block into your toc.ncx file immediately between the last `</navPoint>` tag in the file and the `</navMap>` tag, then edit the text items shown in brackets per the instructions that follow (and don't forget to delete the brackets themselves as you edit). Notice that the text block provided below contains a blank line above the navPoint and another blank line below the navPoint; include these blank lines when you copy and paste.

```
<navPoint id="navpoint-[number]" playOrder="[number]">
<navlabel><text>[Chapter Title]</text></navLabel>
<content src="[filename].html#[anchor name copied from toc]"/>
</navPoint>
```

In each navPoint, the "navPoint id" field is either a specific title assigned to the anchor, such as "start" or "toc", or a more generic identifier consisting of "navpoint-" followed by a number. Because the "start" and "toc" navPoints have already been created for you in the file, all the navPoints you add will be of the latter, generic type. Here is an example of what the navPoints would look like for chapters entitled Chapter 2 and Chapter 3 if you added them to the sample toc.ncx provided on the previous page:

```
<navPoint id="navpoint-2" playOrder="4">
<navlabel><text>Chapter 2</text></navLabel>
<content src="[filename].html#[anchor name copied from toc]"/>
</navPoint>
```

```
<navPoint id="navpoint-3" playOrder="5">
<navlabel><text>Chapter 3</text></navLabel>
<content src="[filename].html#[anchor name copied from toc]"/>
</navPoint>
```

Notice how the "navpoint-[number]" and playOrder="[number]" items are incremented by one for each new navPoint added. While the navpoint-[number] happens to match

my chapter numbers in this example, that's only because I haven't added any navPoints for extra anchors between the Table of Contents and first chapter.

If my book had a Foreword between the ToC and first chapter, and I'd inserted an anchor for it, a navPoint for *that* anchor would be inserted between the "toc" navPoint and the first chapter navPoint. The Foreword navPoint would be listed as "navPoint-1" and the chapter 1 navPoint would be listed as "navPoint-2".

Add navPoints for each anchor or chapter heading in your book in the order they appear in the book, and edit them to reflect the correct chapter names, navPoint id numbers and PlayOrder numbers. And as when editing any important file, save your work frequently to avoid unexpected data loss.

10.7. INSERT ANCHOR NAMES COPIED FROM WORD'S TABLE OF CONTENTS

At this point your toc.ncx file should have all its navPoints in place, and all the navPoints should have correct navPoint id numbers and PlayOrder numbers. But what about this line in each navPoint?

```
<content src="[filename].html#[anchor name copied from toc]"/>
```

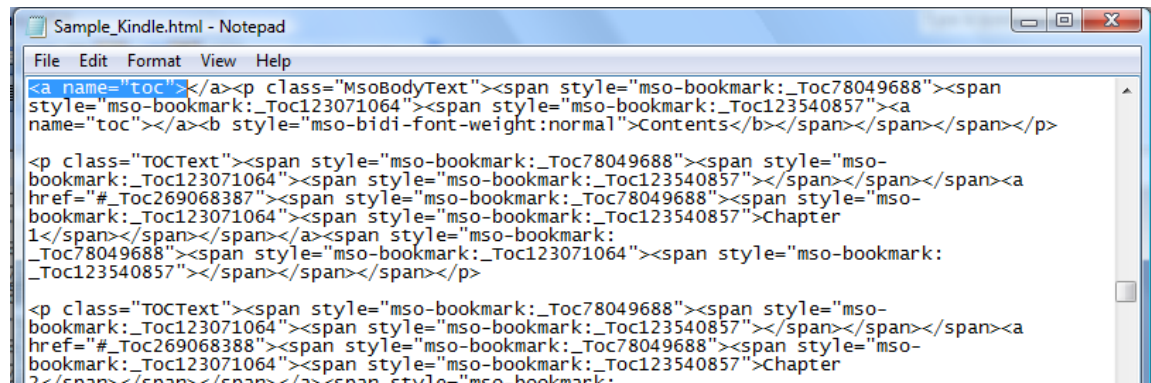
As you've probably guessed, you'll need to insert your book's HTML filename where [filename] currently appears.

The [anchor name copied from toc] item is bit more of a pain. Recall that when you inserted a hyperlinked table of contents in your Word document, Word created anchors for each of your chapter headings at the start of each chapter and inserted them immediately before each chapter title. Then, Word created links to all those anchors in your document's table of contents. All you need to do is find out what name Word gave to each of those anchors and then type or paste the anchor names into each respective navPoint in your toc.ncx file. For that, you'll need to re-open your book's HTML file, again in a plain text editor like Notepad.

Once the file is open, use Edit > Find to search for the toc anchor you created previously. You're looking for this text:

```
<a name="toc">
```

Here it is, in the HTML file:



See those blocks of code that begin with "<p class=""? There's one for each item in the hyperlinked table of contents, and each block contains an anchor hyperlink name. Let's take a closer look at the first two blocks, for Chapter 1 and Chapter 2.

```
<p class="TOCText"><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857"></span></span></span><a href="#_Toc269068387"><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857">Chapter 1</span></span></span></a><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857"></span></span></span></p>
```

```
<p class="TOCText"><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857"></span></span></span><a href="#_Toc269068388"><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857">Chapter 2</span></span></span></a><span style="mso-bookmark:_Toc78049688"><span style="mso-bookmark:_Toc123071064"><span style="mso-bookmark:_Toc123540857"></span></span></span></p>
```

The chapter name is given in each block, and the associated anchor name appears above the chapter name in the block, in a "<a href=" tag.

In the examples above, the anchor name for Chapter 1 is "#_Toc269068387" and the anchor name for Chapter 2 is "#_Toc269068388". There are some other "_Toc" -type numbers in each block, but the only one you're interested in is the one in the "<a href=" tag.

It's clear that Word uses some kind of automated numbering process to create these anchor names, because they're pretty long and unwieldy, but notice how the two anchor name numbers are only off by one digit—the *last* digit. That's right, Word assigns its anchor numbers *in numeric order*. So once you know one the first one, you can simply copy it into every chapter navPoint in your toc.ncx file, then edit each one for chapters 2 through your last chapter to increment each anchor name/number by one.

10.8. REPLACE SPECIAL CHARACTERS IN YOUR TOC.NCX FILE

Because toc.ncx is a computer code file, it can only have computer code characters in it. This means that if there are any non-alphabetic, non-numeric characters in your toc.ncx file, they will have to be replaced by the HTML code equivalent. This occurs most frequently in chapter titles, where you may have used apostrophes, colons, semicolons, ampersands (&) or other punctuation.

The following table lists some of the most common special characters and their HTML equivalents. Simply replace any special characters in your chapter names with the corresponding code from the table. If you don't find the character you need in this table, do a Google search on "ASCII codes" to find more reference tables online.

Character	HTML Equivalent	Character	HTML Equivalent
	 	:	:
((;	;
))	<	<
*	*	=	=
+	+	>	>
,	,	?	?
-	-	@	@
.	.	[[
/	/	\	\
!	!]]
"	"	^	^
#	#	_	_
\$	$	`	`
%	%		
&	&		
'	'		

For example, if your original navPoint looks like this:

```
<navPoint id="navpoint-1" playOrder="3">
<navlabel><text>Jimmy's Test: It's A Killer!</text></navLabel>
<content src="MyBook.html#_Toc269068387"/>
</navPoint>
```

When you've replaced the special characters it should look like this:

```
<navPoint id="navpoint-1" playOrder="3">
<navlabel><text>Jimmy&#39;s Test&#58; It's A Killer&#33;</text></navLabel>
<content src="MyBook.html#_Toc269068387"/>
</navPoint>
```

10.9. VERIFY YOUR TOC.NCX FILE

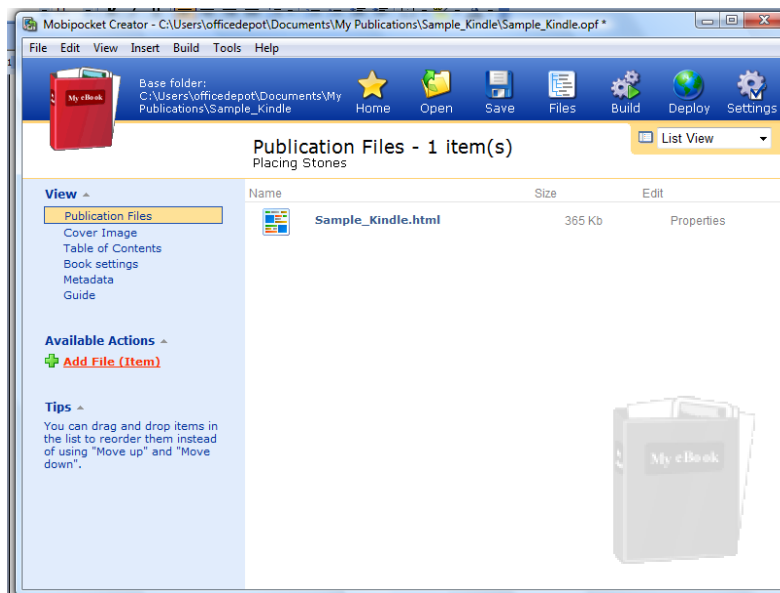
Since you know the navPoint id numbers and PlayOrder numbers, and you know that Word table of contents anchor names are all supposed to increment by one in each navPoint block, you can do a quick verification of your toc.ncx by looking it over to ensure all those numbers are properly incremented from navPoint block to navPoint block.

Make any needed corrections, then save and close the file.

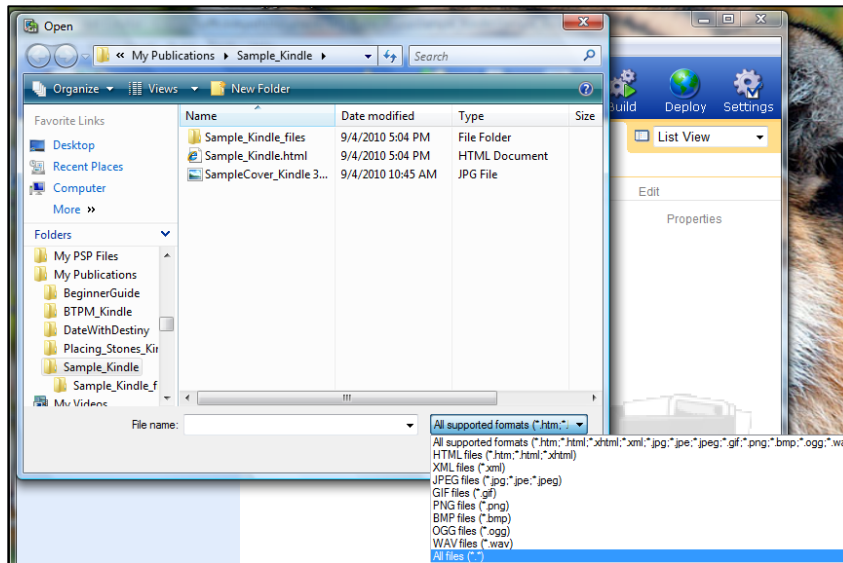
10.10. ADD THE TOC.NCX FILE TO YOUR MOBIPOCKET BOOK PROJECT

Go back into Mobipocket Creator; if you closed your book project file at some point, to re-open it, click on File > Open and navigate to the .opf file for your book. Remember, it will be in the same subfolder as your book's HTML file.

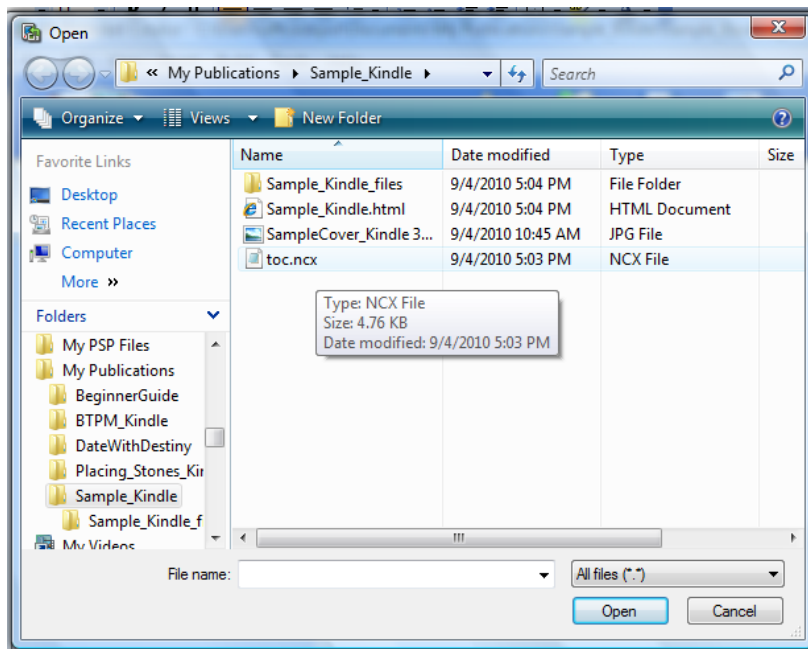
Click on the Add Files link in the left-hand menu (in red below):



When prompted, navigate to your toc.ncx file and select it. Note that you may have to drop down the 'files of type' list and set it to 'all files', as shown below:



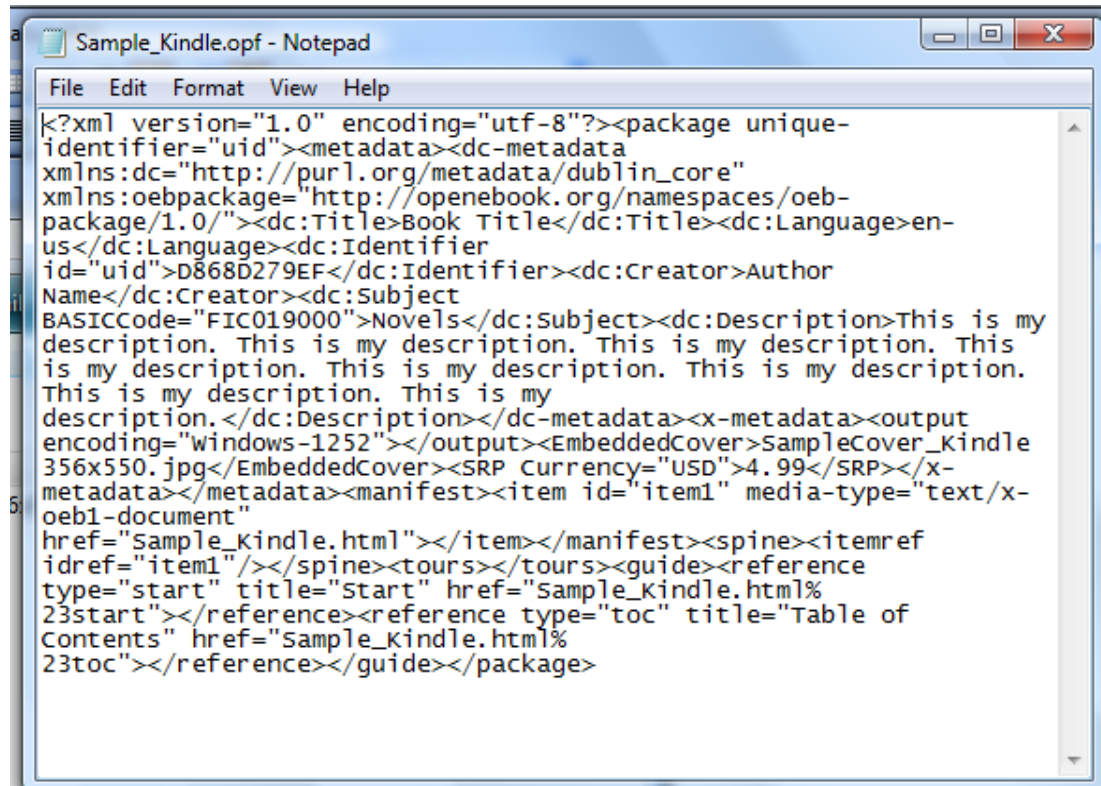
Once you do, you'll be able to see your toc.ncx file; select it and click Open.



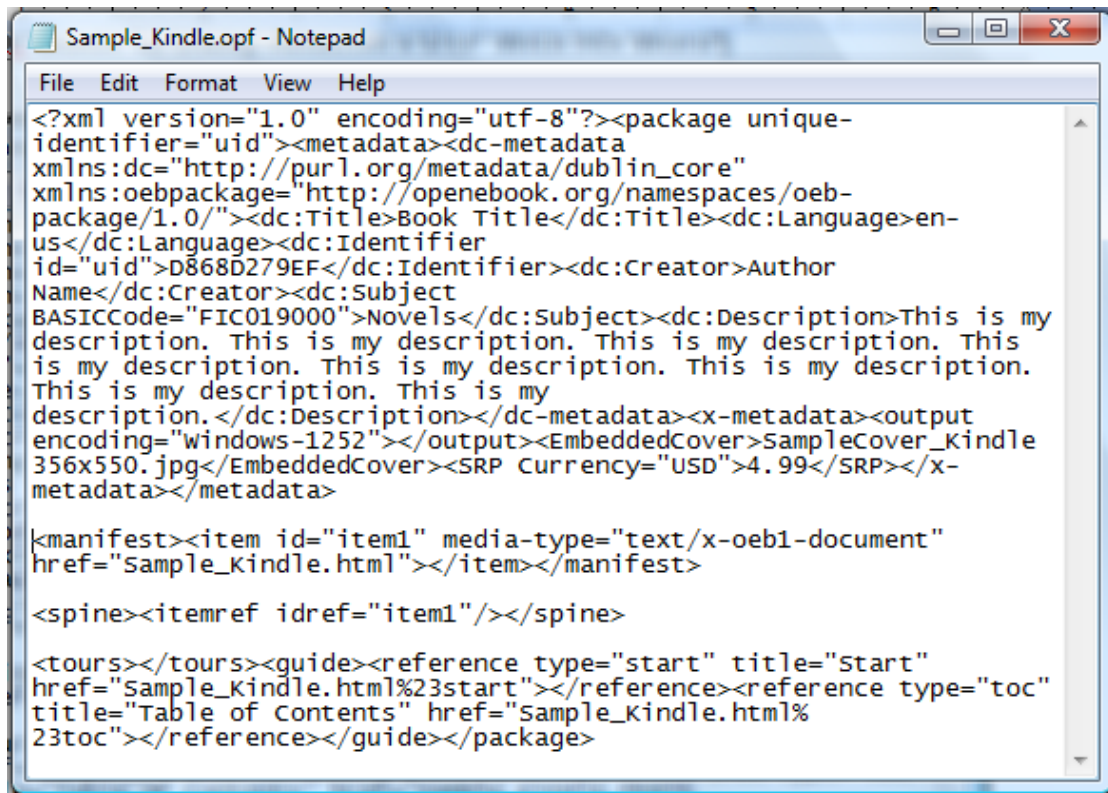
You'll be taken back to the Publication Files screen, and it will look like nothing has changed. Click the 'Save' icon in the menu bar, as you've done before. Again, it will look like nothing happened.

10.11. EDIT THE .OPF FILE TO MATCH YOUR TOC.NCX FILE

Go to the directory where your book's HTML file is stored, and open the .opf file in Notepad or any other plain text editor. It will look like this:



The only part you need to change is the <spine> section, near the end. To make it easier to see and work with, and to ensure you don't accidentally alter any other part of the file, insert line breaks to offset the <manifest> and <spine> sections, like this:



The line breaks and spaces you've introduced won't affect how the file works.

Now, replace the <manifest> and <spine> sections with the following text blocks, which will "tell" the opf file that your book has a separate toc.ncx file:

```
<manifest>
<item id="item1" media-type="text/x-oeb1-document" href="[filename].html"></item>
<item id="toc" media-type="application/x-dtbnx+xml" href="toc.ncx"></item>
</manifest>

<spine toc="toc">
<itemref idref="item1"/>
<itemref idref="toc"/>
</spine>
```

You'll need to replace the highlighted part, which says [filename], with the actual name of your book's HTML file, and don't forget to delete the brackets. It is **critical** that the "itemref idref" items in the <spine> section **exactly** match the corresponding "item id" items in the <manifest> section, so correcting the [filename] is the only change you should be making here. If your .opf file has a <spine> or <manifest> section that

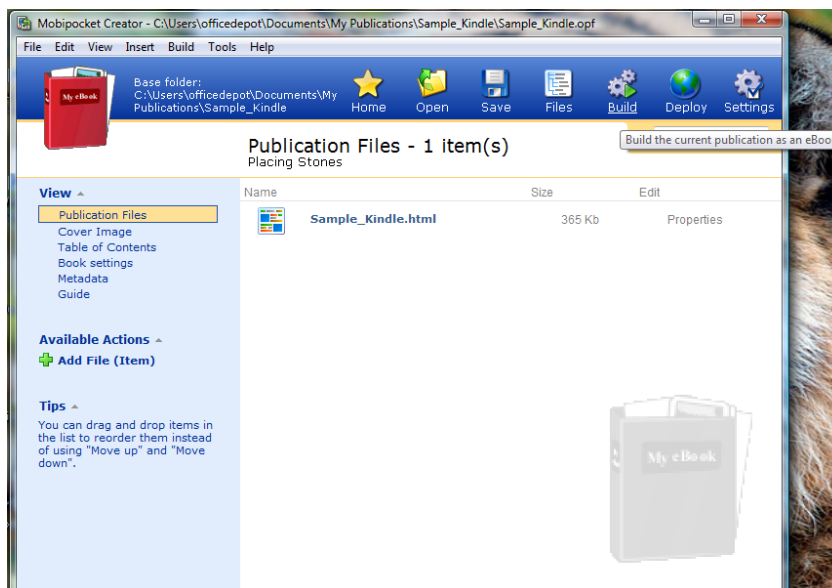
differs significantly from what's shown in the text blocks above, something has gone wrong in your process up to this point. In that case, close the project and close Mobipocket Creator, delete the subfolder containing this project's files from the My Publications folder, and start over at the beginning of this section.

As I said before, just one missing or incorrect character in a computer code file can make the entire file nonfunctional, so attention to detail is key. When you're done, save and close the file.

10.12. BUILD THE .PRC BOOK IN MOBIPOCKET CREATOR

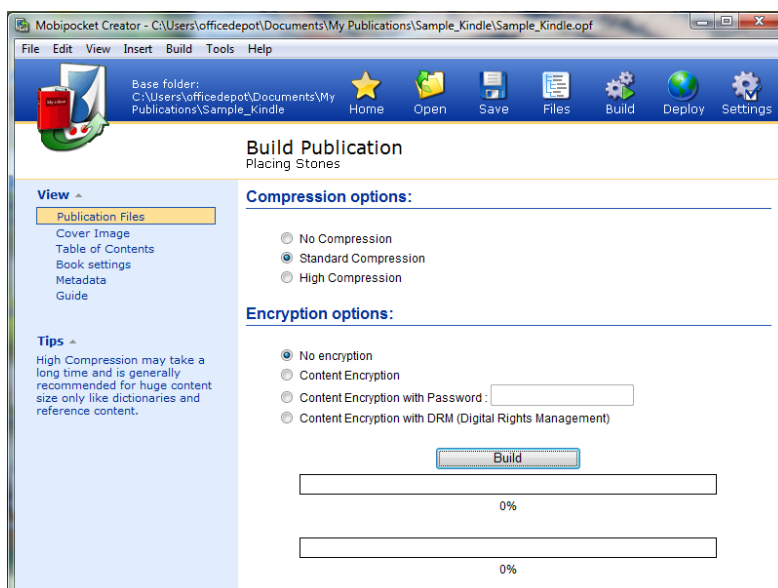
Go back into Mobipocket Creator; if you closed your book project file at some point, to re-open it, click on File > Open and navigate to the .opf file for your book. Remember, it will be in the same subfolder as your book's HTML file.

Click on the Build icon in the top menu bar; it's underlined in the screenshot below.

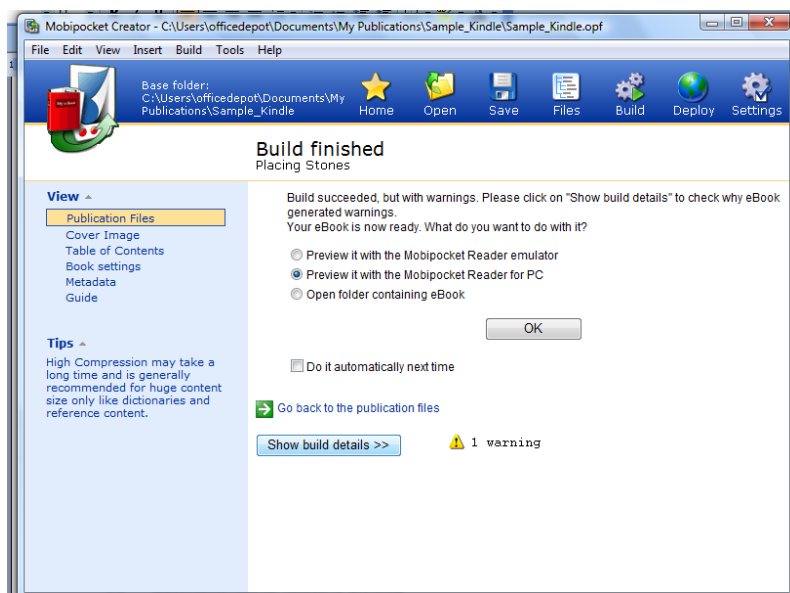


You'll be taken to the Build screen. Leave all the settings at their default values, and click Build.

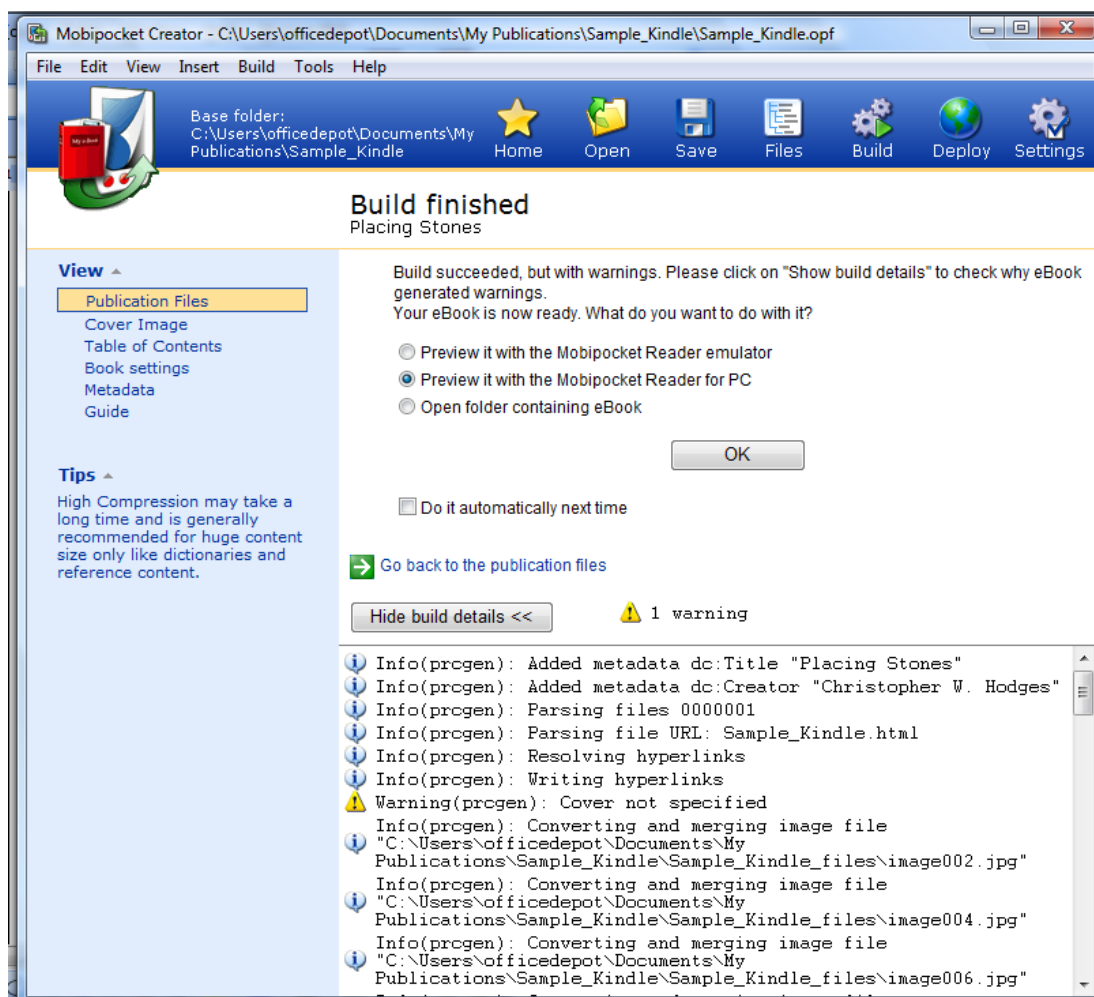
Indie Author Guide To Publishing For The Kindle...



The process will take less than a minute, and will immediately tell you if any errors were encountered. If there are any warnings listed after the Build is complete, click on the Show Build Details button (highlighted in blue below) to view the error messages.



In this case, I've purposely skipped the 'Cover Image' step. The warning icon in the Build Details log below shows the error:



To correct this error I'd go back and add the cover image (via the Cover Image link at the left-hand side of the Mobipocket Creator screen), then Save the project.

Note that any time you correct an error, you must go back to step 10.11 and verify your .opf file <manifest> and <spine> changes haven't been overwritten. Usually, you'll find they have been overwritten and you'll need to repeat step 10.11 to re-correct the .opf file.

If the error message is unclear to you, and you have no idea how to remedy the problem, the simplest (if most tedious) solution is to close the project and close Mobipocket Creator, delete the subfolder containing this project's files from the My Publications folder (not just the folder contents, you must delete the entire folder), and start over at the beginning of this section.

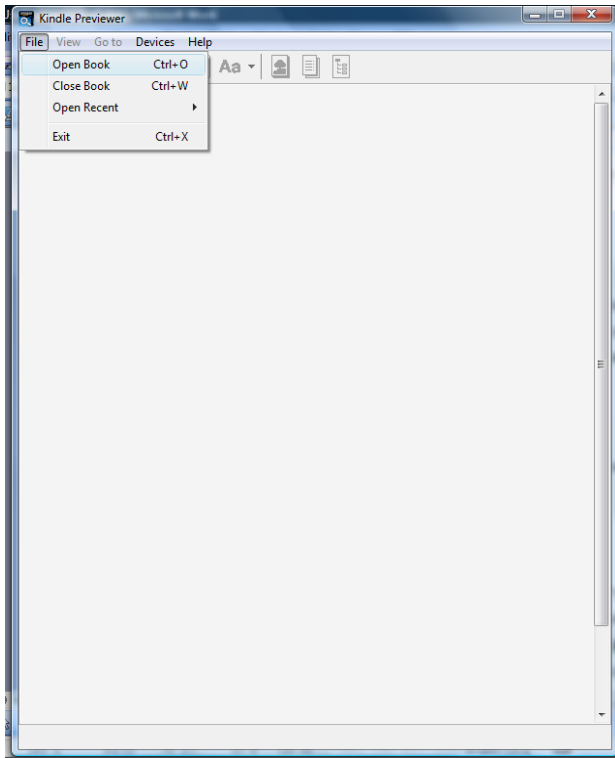
11. PREVIEW YOUR KINDLE BOOK

First, a little editorializing.

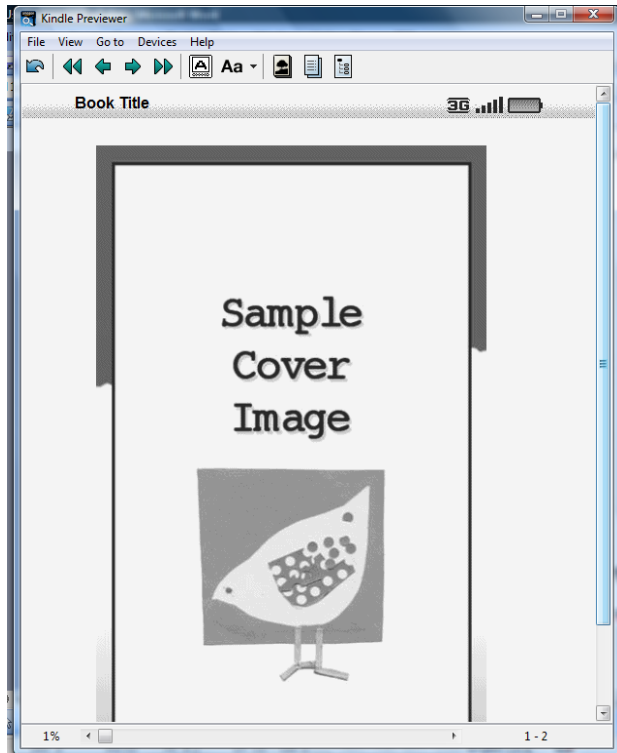
As a retired software engineer and web application developer, I can tell you that even seasoned pros struggle with searching out and correcting those tiny, seemingly insignificant errors that make their programs crash, so don't beat yourself up if your book doesn't look or work right the first time.

Okay, moving on...

Start up your Kindle Previewer program, then use File > Open Book to navigate to your book's .prc file and select it.



Here's my sample book, opened in Kindle Previewer.

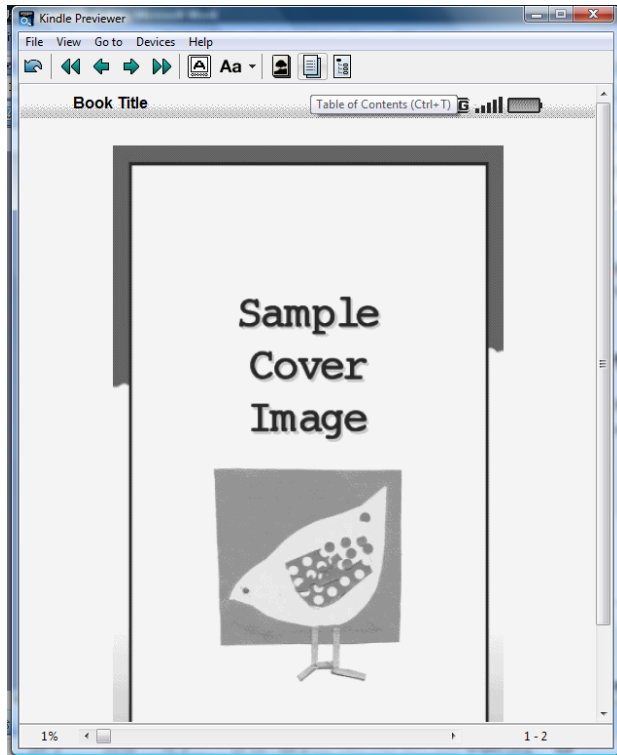


Notice how the cover image is shown in grayscale, even though the cover image I added in Mobipocket Creator was in full color. This is because the Previewer emulates how the book will look on a real Kindle device, and those devices do not display anything in color.

You can now page through your book in the Previewer, check out your table of contents and ensure its hyperlinks function properly, and verify any images in the book are present and clear.

11.1. VERIFY YOUR TABLE OF CONTENTS

The three menu bar buttons to the right are to jump to the Cover Image, Table of Contents, and NCX View, respectively. In the screenshot below, I've moused over the Table of Contents button to highlight it.

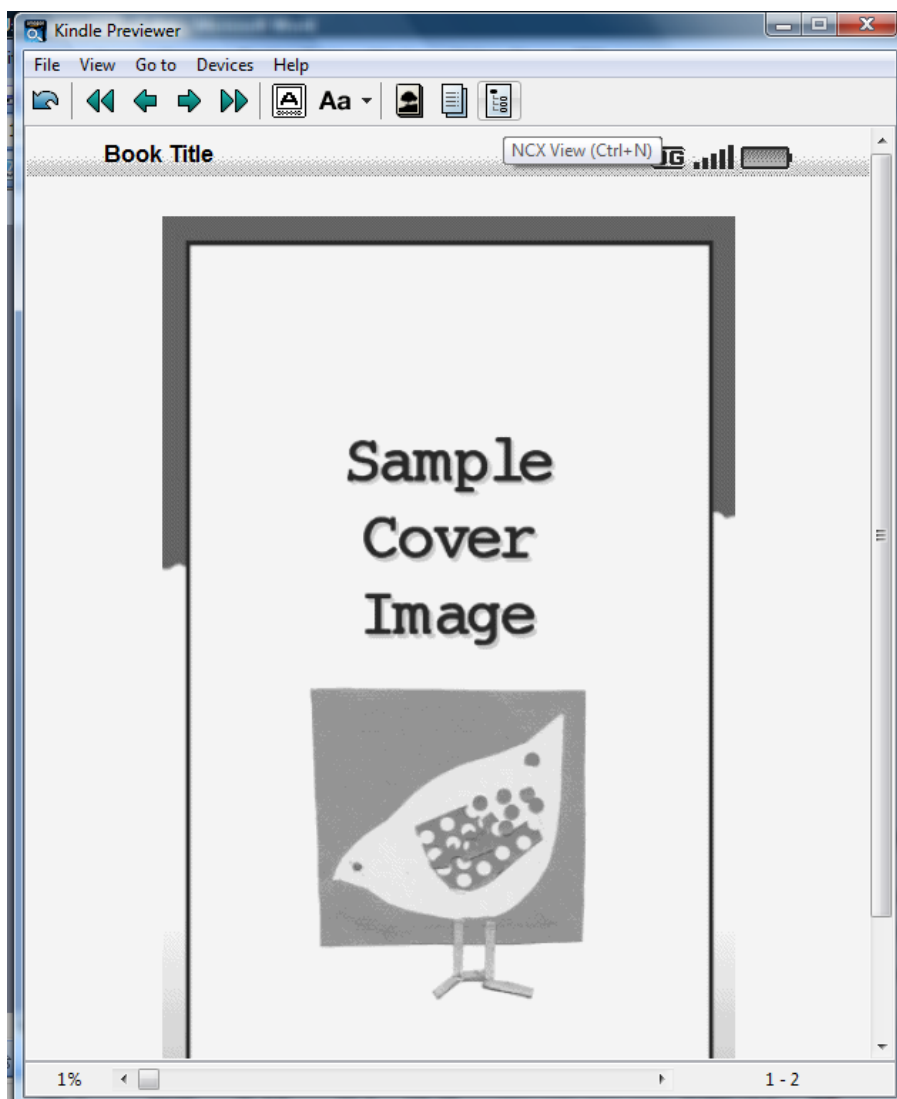


You'll find that if you click on that button, you'll get an error message saying your book has no table of contents. This is because you did not add a separate table of contents file in Mobipocket Creator. However, the reason why you didn't do so is because your Word file already had a hyperlinked table of contents before you imported it to Mobipocket Creator.

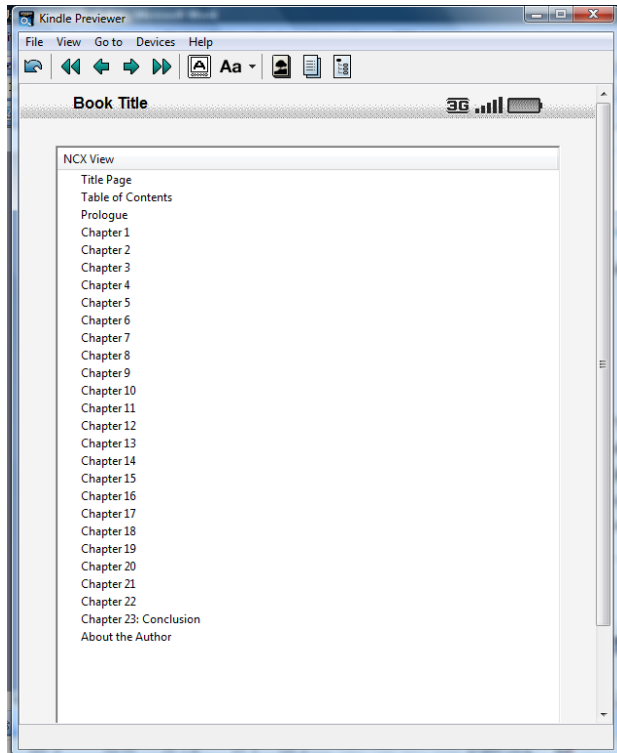
Use the right-pointing, single arrow in the menu bar to page forward to your book's table of contents. Once you're on the table of contents page, test its hyperlinks by clicking on them. You can quickly get back to the table of contents page by using the scrollbar control at the bottom of the Previewer screen.

11.2. VERIFY YOUR TOC.NCX

Now comes the part where you're most likely to encounter a problem...it's time to verify your toc.ncx file. To do so, click on the "NCX View" button at the far right-hand side of the menu bar. In the screenshot below, I've moused over it to highlight it:

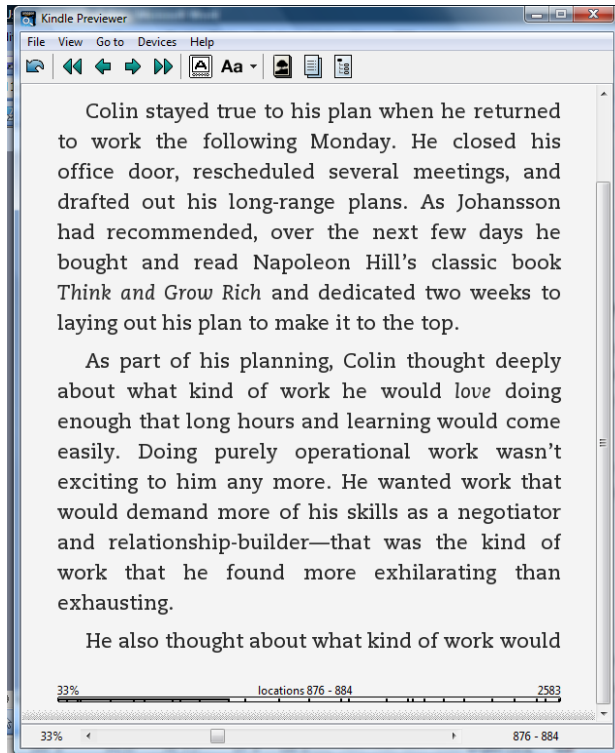


If your toc.ncx is functioning properly, you should see something that looks like a table of contents, but which contains all the anchors defined in the toc.ncx file, as shown in the next screenshot.



If this is what you're seeing, test the NCX view by double-clicking on some of the items displayed in its list and verifying that the hyperlinks work. You can easily get back to the NCX View after following a hyperlink by clicking the NCX View button on the menu bar again.

You can also see the infamous progress bar, for which you had to create the toc.ncx in the first place, by scrolling the right-hand scroll bar all the way down:



Notice how it has tick marks for each anchor in the toc.ncx file and indicates the reader's progress in the book.

11.2.1. IF NCX VIEW FAILS...

If you get an error message in Previewer when you click on the NCX View button, the most likely cause is a mismatch between your .opf and .ncx files. The usual error message is that there is no toc.ncx file, but don't let that rattle you. It just means the .opf file can't find the toc.ncx, not that your painstakingly-created toc.ncx has somehow been deleted.

Go back to section 10.11 and repeat all steps from that point on.

12. IF THERE ARE PROBLEMS...

Unfortunately, there's not a lot of specific, step-by-step advice I can offer for debugging your book because there are too many different things that can go wrong for me to address them all here. As I said at the outset, this process is not for the tech faint of heart; if your project isn't coming together and you're not well-versed in editing HTML

and other computer code files, your best bet is to outsource the conversion job to someone else who *is* comfortable with those tasks.

You can always delete your Mobipocket Creator book project subfolder (not just the files, the entire subfolder), go back to the beginning of section 8 and start all over again with the formatting and conversion process, but it will be time consuming and there's no guarantee it will resolve your issue.

13. **READY, SET, DTP!**

Go to <http://dtp.amazon.com> and login. If you don't already have an Amazon account, follow the link on the DTP home page to create one. If you *do* already have an Amazon account (used for purchasing items from Amazon or for a Kindle device), you will use that same account to login to the DTP. On your DTP "Bookshelf", click the "Add new title" button to get started.

You'll have to page through several screens of data entry to create your book project; at the bottom of each screen there's a "Save and Continue" button and a "Save as Draft" button. Use the "Save as Draft" button to save any entries you've made but get out of the book setup screens without going all the way through to publishing the Kindle book. This can be handy when you need to tinker with your book's cover image or description a bit more prior to publishing, or if there's any other reason why you don't want to publish the book right away.

The details of how to fill out the required fields for DTP processing are already covered in the Amazon DTP guides I've mentioned previously, and I will not rehash them here. Just note that only fields marked with a red asterisk are required, so don't feel obligated to make up a Publisher Name, or a Series Name if it's really not applicable to your book.

For my DTP books, I left the ISBN, Publisher Name, Series Title and Series Volume all blank. I entered "1" for Edition Number, and I entered as many search keywords (e.g., comic fiction, mystery, Midwest, womens fiction, etc.) as I could possibly think of that would fit in the space provided. The keywords will help customers find your book when they search the store, so don't be afraid to really go nuts with them. More keywords = more people finding your book. Also note that when it comes to filling in your Book

Description field, all you have to do is copy the description you created previously and paste it into the field.

Note that you will need to verify your rights to the book's content, select an author royalty percentage, and specify whether or not you want your Kindle book to be sold on Amazon sites other than the U.S. site. As of this writing you can only opt in for Amazon.co.uk, but it's likely that you'll be able to opt in for other Amazon international sites in the future as well.

Follow the instructions to "Enter Product Details" and "Upload & Review Book" as outlined in the Amazon DTP guides—skipping the Preview part of those directions, since you've already previewed your book in the Kindle Previewer.

14. SET YOUR PRICE AND PUBLISH!

Bestsellers that are only available in hardcover in the 'regular' book store tend to be priced at \$9.99 in the Kindle store, and those available as trade paperbacks in the 'regular' bookstore usually run between \$6.99 - \$8.

For indie authors, it seems as if the pricing "sweet spot" for a Kindle book is \$2.99. When mainstream-published author JA Konrath began self-publishing some of his works via the DTP, he did quite a bit of experimentation with price points. In the end, he found that pricing his Kindle books at \$3.99 or higher seemed to discourage some purchases, while reducing them to \$1.99 or less didn't seem to stimulate additional sales to any significant extent.

Feel free to do your own experimenting with various price points, but be warned: any time you change anything about your Kindle book, even if it's just the price, you will have to re-publish the book. Re-publishing makes the book unavailable for purchase on Amazon for up to three business days.

Log back in to the DTP in about three days to see if your book is marked "Live" yet. First it will go "Live", but not all the details will show up on the product page and it will be listed as "not yet available" while Amazon works to get your book's details added to all

their various databases. By the end of five business days at most, your book should be live, complete and available for sale in the Kindle store.

15. AFTER YOUR BOOK IS PUBLISHED

You can log back into your DTP dashboard anytime you want and click on the “My Reports” tab to see how many copies of your book have sold and what your cumulative author royalty total is to date.

You can also re-upload and re-publish revised versions of your Kindle books at any time, but if you’ve done everything according to this guide, it should never be necessary.

Finally, send an email to everyone you know, with a link to your book’s product page on Amazon. By gum, you’re a published author now!