

**How to Create your own Picture eBooks Series**



**How to Format & Upload  
a Picture eBook  
onto iBooks (Apple)**



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# Legal Disclaimer

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This publication is not intended as advice for any specific person, but rather a general source of reference for matters pertinent to eBook creation.

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# Introduction

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

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

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

While some people like their books all wordy and technical, others enjoy reading an eBook that's full of pictures and colours. Another reason behind the increased popularity of picture eBooks is their ability to teach and inform people through images rather than just words. Plus, picture eBooks are also helpful in teaching kids about a fact or a place. Children these days are maturing quickly and display the desire to use modern technology more and more. Therefore, creating a picture eBook can help them understand things and stories at a higher level.

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

- Wedding or Engagement Photos
- Children's Books
- Family Heirloom Photo Collection
- Holiday Snaps
- Sporting Event Collection
- Birthdays and other celebrations

### **What are the main challenges for people wishing to create Picture eBooks?**

The two main challenges to create Picture eBooks are:

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

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

- What to write?
- Topics to write about?
- Fiction or non-fiction?

However, this eBook is assuming you have already achieved the above challenges and merely need assistance with your pictures and/or illustrations. Technically

you could outsource all of the challenges, even the writing, but most people may prefer to do this work themselves and save some money.

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

### **How do you create an online income from writing eBooks?**

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

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

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

I encourage you to take the time to write a business plan for your eBook business and develop a marketing strategy over time. Don't forget your branding, if you intend to make a career of writing eBooks, including picture eBooks, then

branding your range of books can lead to cross-promotions, marketing opportunities (including “Book stacking” where you sell three books as one for a discounted price – Amazon now allow this) and other online product sales opportunities.

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

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

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

### **Promoting and Marketing your eBooks**

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

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

5. WHY and HOW will your target demographic find and purchase your eBook online?

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

# Picture Book Considerations

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

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

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

### **Writing your Story**

1. Use your basic story board you have created.
2. Talk to your child, or another (target demographic aged) child to see what they like to read about.
3. Talk about colours, images, topics and ideas and try to incorporate these things into your picture eBook story.
4. Write out each page, one at a time.
5. Get your picture ideas together and put them to each page (if you are putting a picture on each page – you don't have to. You could just have a couple of pictures per book if they were really good and detailed).
6. Once finished, scan any artwork you have to get them on to your computer and match up your writing with the images. The easiest software to do this

with is Word for Windows. If you don't have Word, you could use Open Office (a free online equivalent to Word).

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

# Publishing Considerations

There are several methods to publishing an eBook that mainly include the usage of Kindle, PDF, Word and iBook formats. In this book, you'll be learning how to create a picture eBook from scratch ready to save as a PDF document at the end.

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

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

Some publishers may also charge more for your eBook to be published with them as a result of the volume of images within your eBook. Hence you need to give serious thought and consideration to how many images you intend to include in your eBook, how important they are and the formatting of those images.

# Publishing Options

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

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

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

# Formatting Your Text

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

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

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

Creating eBooks also means that you don't have to worry about any costs that will be included along with any illustrations or images that you want to add. For Word, you can simply insert images and illustrations by converting them into .jpg or .gif files. Programs such as Photoshop can help you enlarge, reduce, or crop

images along with making other necessary modifications. You will also be able to save these files at a decreased resolution, thus the file size will be reduced.

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

Page breaks should also be included between every chapter when using Microsoft Word. To do this, place your cursor right at the end of your text and click the page break option present on the insert bar. Indenting your paragraphs is also an important part of creating an eBook. To do this, you will have to click on the page layout bar and insert a measurement for first line indentation instead of using "Tab" from the keyboard.

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

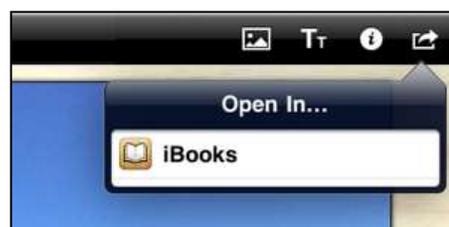
# For iBooks

You have two choices for publishing with Apple. You can use iBooks Author, which works pretty well for picture books, and is easy to use if you have no technical knowledge. Alternatively, you can convert it as a fixed-format EPUB, which will require solid HTML/CSS skills.

## **iBooks Author formatting**

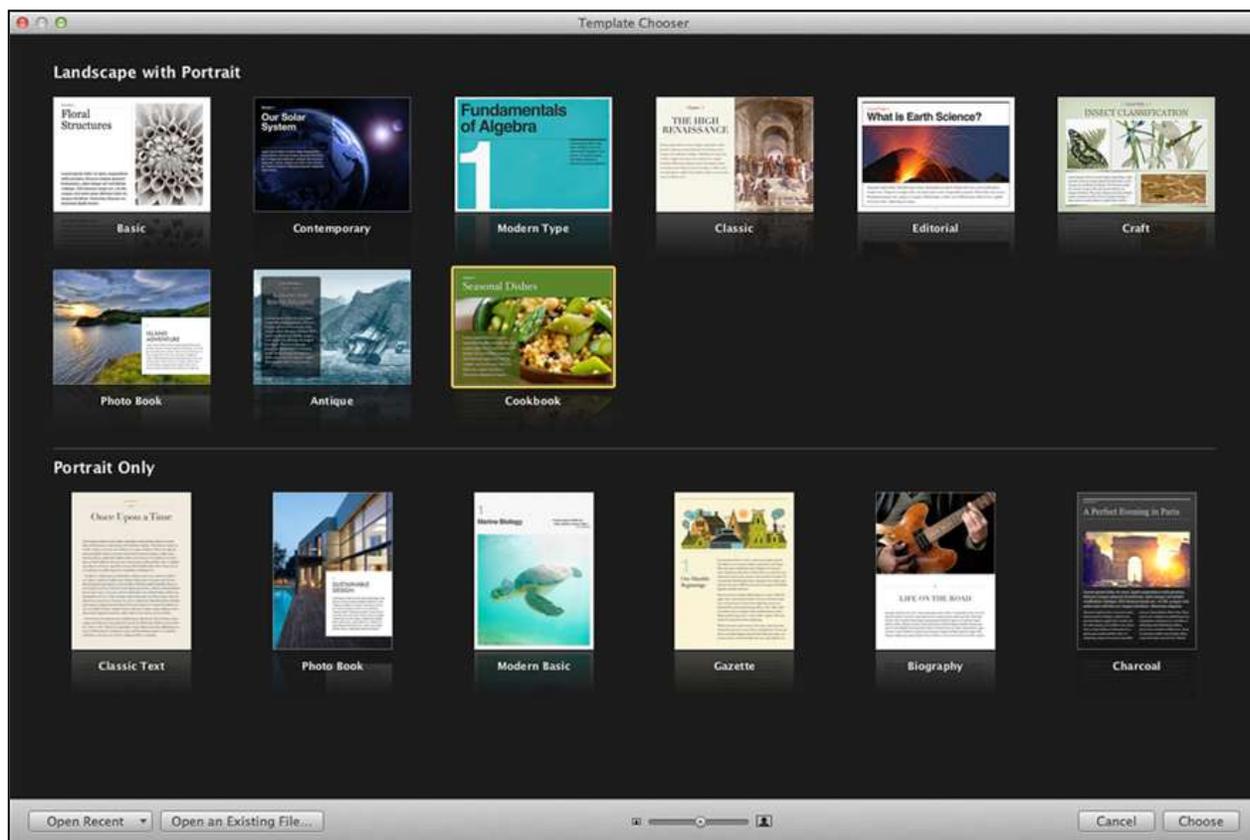
Creating an iBook has been made quite easy with the introduction of the iBooks Author from Apple. Ever since Apple's iBookstore has brought forward an open platform for publishing, regular eBooks have been provided with a chance to become more interactive and fun. The iBook format can allow you to create a reading experience that's unique and pleasant. Another plus point to creating books through the iBook format is the fact that it's quite simple to do because you don't have to be a skilled programmer for using these basic creation tools. Plus, the app can be downloaded from the Mac App store for free so there's no hassle involved of any sort.

Before you can create your very own iBook, there a few things that you should consider at first. To begin with, the iBooks Author app can only be run on a Mac. Plus, the iBook that you create can only be read using an iPad and put for sale in the iBookstore. You need a MAC



Although, your book can be distributed for free and can be easily exported in plain text or PDF file format. A backdrop to using this app is that you can't use it to create a standard format file used widely for digital publishing ie. the ePub.

Creating an iBook is also easier because there are a number of ready to use beautiful templates designed by Apple that you could choose from right at the beginning.



These templates exist in a range of styles in both portrait and landscape orientations e.g. a photo book, textbook, or cookbook, etc. Page layouts can also vary with each template and there's also an option of creating your own template if the provided templates are simply not working for you.



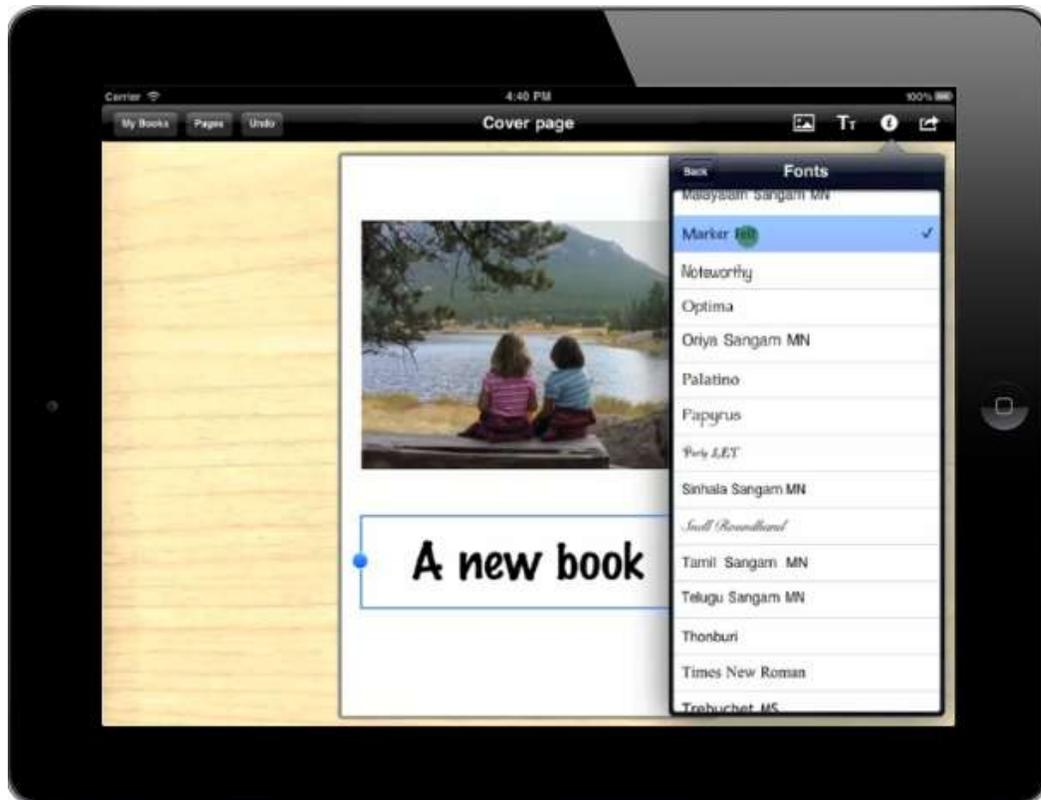
For inserting images and text within your iBook, all you have to do is click and select. You can add any photo you want and turn it into the cover of your book.



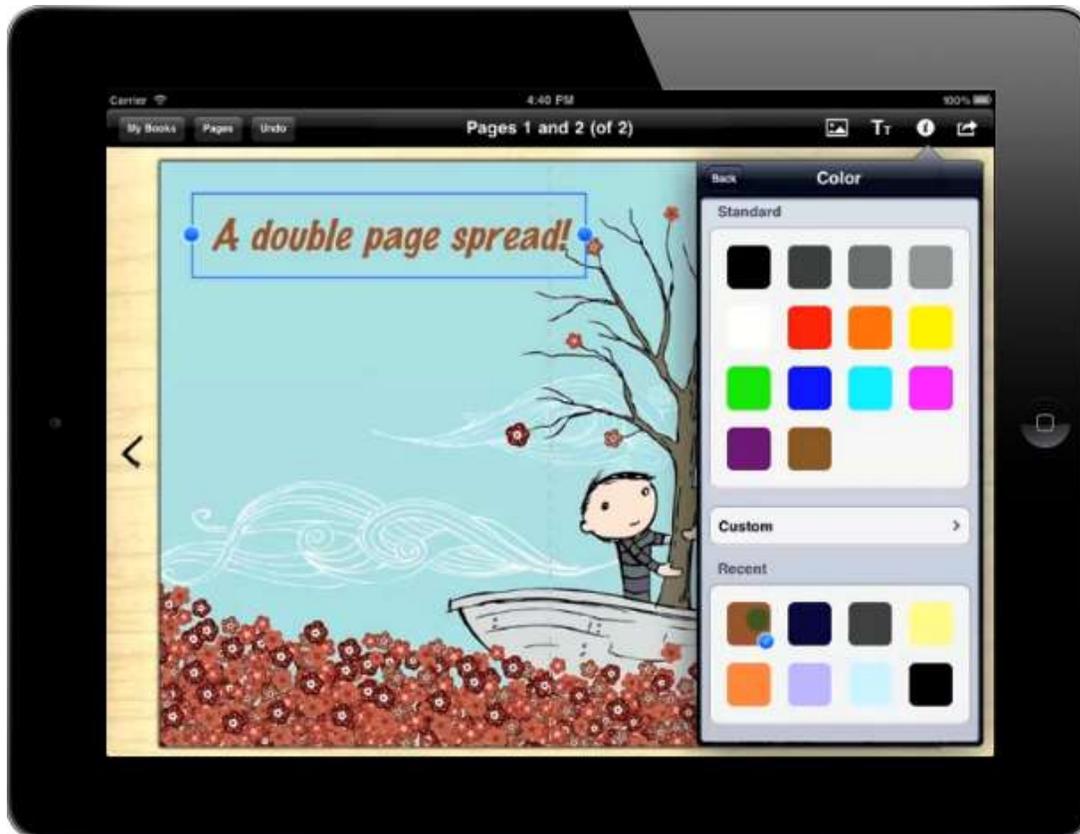
After you've added an image of your choice, you can also insert text and align it with the image.



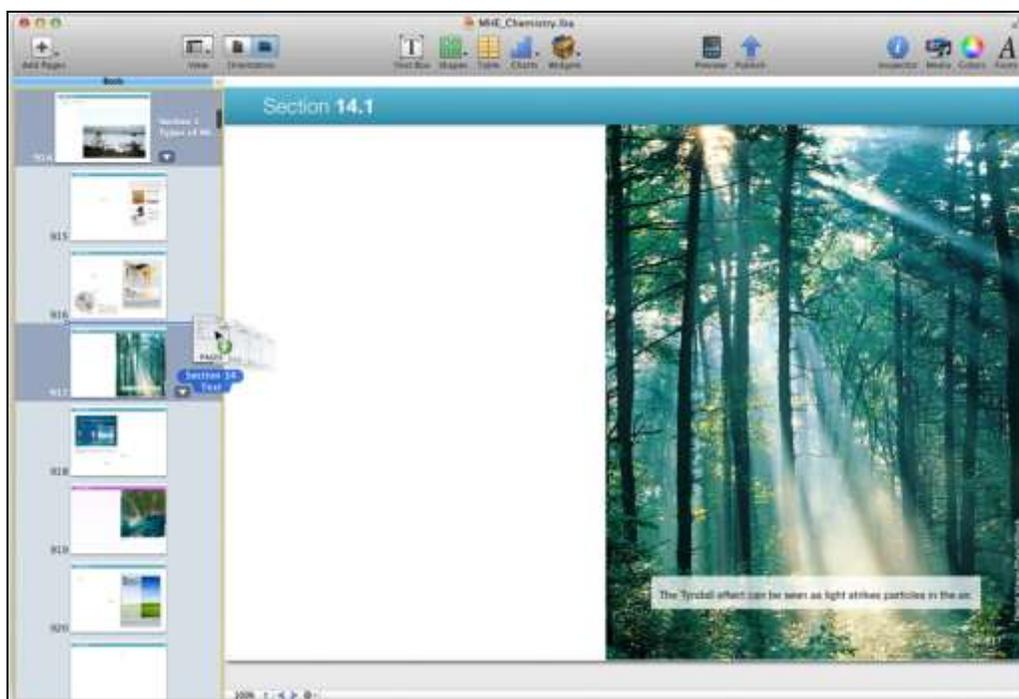
The text that you insert can also be edited (you can change the font color) and shaped as per your liking.

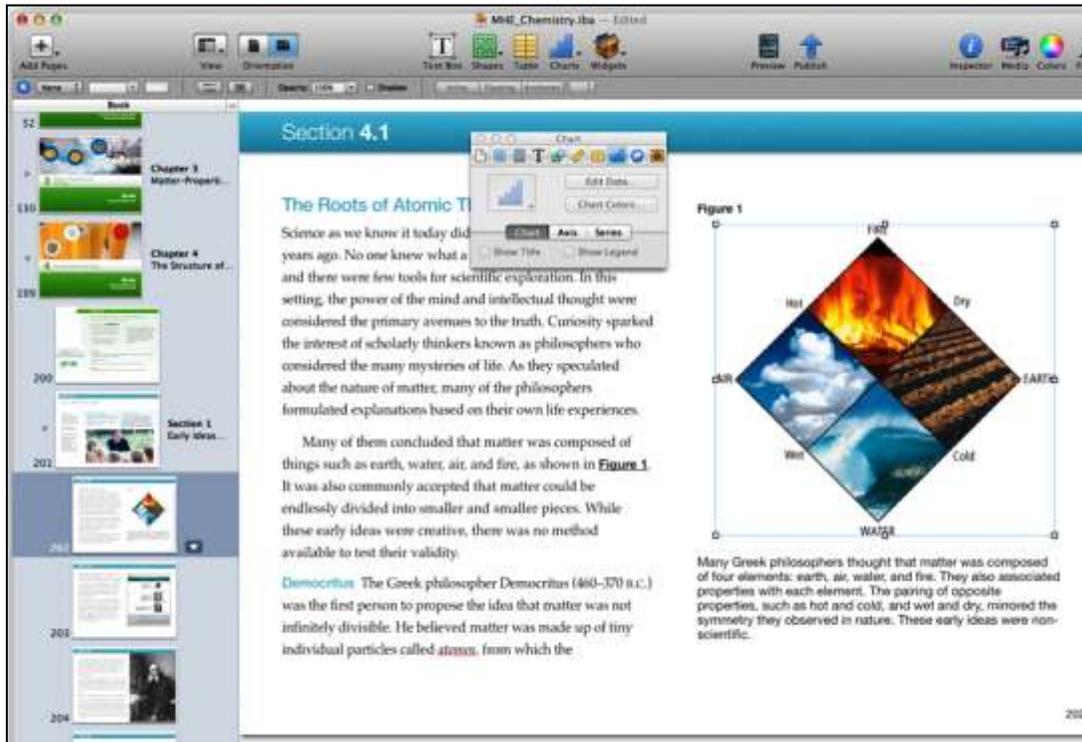


The illustrations that you choose to insert whilst creating a children's book for example, can be placed over a double spread giving you amounts of space to show your creativity in.



When creating an iBook, you can always drag and drop a Microsoft Word document or pages making room for additional text. Also, the images that you drag and drop in will automatically align with the text.

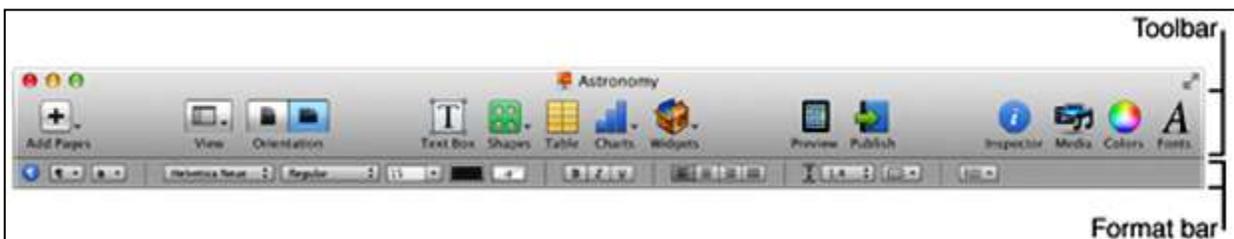




## Adding and Editing Images in an iBook

Images or photos present in a file type that's supported by Apple devices can also be inserted to a page through dragging them from an application like the Finder and Media Browser etc.

After you've added an image to your iBook along with positioning or repositioning it on the right page, you can make use of the provided tools on the iBooks Author format bar to change the contrast, brightness, and other features of your image with the option of cropping (masking) it. You can also use this tool bar erasing the background of an image that doesn't seem right for your book.



Remember, using images in your iBook that are only 1024 pixels wide is the best way for improving its presentation on iPad models as it would enhance the experience of viewing without the Retina display. That's because once you've exported a book for outside distribution (i.e. outside of the iBookstore), the images present in your book will be automatically be resized to 2048 pixels in width which works best with the iPad having a Retina display.

### **Cropping a Photo**

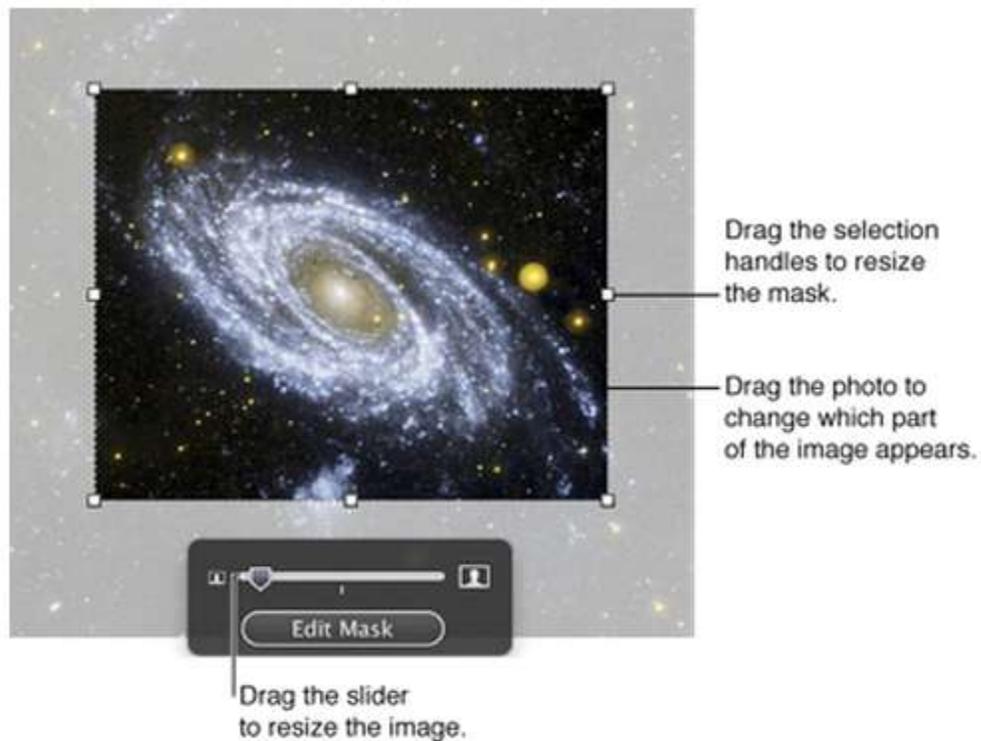
Photos to be inserted in your iBook can be cropped quite easily without having to worry about changing the actual picture. You can use the masking option for covering up or hiding the unwanted parts of an image.

For masking a photo, you must first choose a photo and mask it into a rectangular shape. You'll have to click on the button labelled 'Mask' which will look something like this 

If by chance, you can't find this button, then it's probably because the format bar on your device is hidden. To make it visible, simply click on the View button and you'll see an option for showing the format bar. Click this and you're ready to start formatting.

For masking your photo with the help of a shape, click on the Image button of the format bar and select 'mask with shape'. You can choose from any one of the provided shapes as per your requirement.

There are also a number of things that you can do with this formatting bar which may include



For resizing your photo, drag the track bar on top of the 'edit mask' button. You can also drag the image for repositioning it within the frame. The mask can be resized and moved dragging the dotted edges and the selection handles of the mask. Holding down the shift button will help you constrain the proportions of the mask.

Adjustments made in your iBook will not affect the picture's original form. For adjusting the image, click on the 'adjust image' button which you find conveniently located in the format bar which will look something like this ➡ 

### **Adjustment Tools**

You can make use of the controls and make several adjustments to your image or photo. This will not only enhance the quality of these images, but, it will also help you make them look more pleasing to the eye.

**Saturation and brightness** – the colors in your picture can become more vibrant or richer by dragging to the right. Similarly, depending on the quantity of white present in the picture, dragging to right will increase the brightness by illuminating your picture.

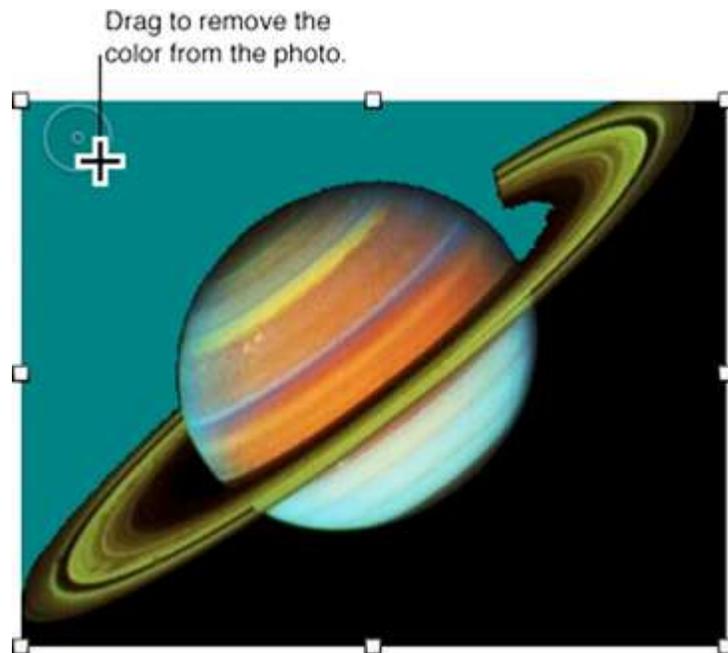
**Sharpness and tint** – you can blur (soften) or sharpen the focus of your picture along with changing its color cast on the whole by adjusting the sharpness and the quantity of green or magenta tones.

**Contrast, Exposure, and Temperature** – The coolness or warmth of the picture can be changed by adjusting the volume of cold (blue) tones or warm (yellow) tones. For adjusting the difference of dark and light areas of an image, you can increase the contrast. This way, light and dark parts will become even lighter and darker. Similarly, decreasing the contrast will have the opposite effect i.e. the difference between dark and light areas will not appear to be that prominent. By increasing the contrast, you can make your image look more like an illustration than a photo. Overall colors of an image can be balanced by adjusting the exposure level. Increased exposure will result into reduced colors.

**Levels, Histograms and Enhancement** – the histogram will show you the entire color information in the image starting from the brightest highlight at the right and the darkest shadow at the left. For setting the level of light in an image, drag the slider towards the middle and for highlight clarification, you can drag the slider towards left. And, for setting a level that's a bit darker than the original, simply drag the slider towards right as the shadows of your image will be clarified with the narrowing of its color range. Spreading blue, green, and red tones evenly throughout the histogram will help you adjust the image automatically.

Restoring a picture's original settings is also quite easy. All you have to do is simply click on the 'Reset Image' button and your image will be restored to its original form from where you can start again without any hassle. You can also get rid of the background or remove elements from the photo that are unwanted. The tool known as Instant Alpha can be used more, making parts of an image transparent as well. This feature will be quite useful in removing unwanted colors or backgrounds.

For the best formatting results, you would have to remove solid colors having clear boundaries. To do this, you must first select the image and click on the choose format button then, click on 'Image' and select 'Instant Alpha'. Click on the color that you want to appear to be transparent and slowly, drag over it.



For removing the entire colour instances present in the photo, you can keep dragging by holding down the 'option' button.

# Conclusion

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