eBook Essentials, Part 4: Selling and Platforms

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Prerequisites: This course assumes familiarity with Adobe InDesign and other word processing applications. This course is part of a 4 part learning series; eBook Essentials: Introduction; eBook Essentials: Creating an ePub; eBook Essentials: Viewing ePubs; and eBook Essentials: Selling and Platforms. Please view the courses in the order given if you are unfamiliar with the material.

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Course description: In this 4 part learning series you'll learn the ins and outs of creating electronic books or eBooks. If you areworking for a company who wants to publish books to internal clients or if you self publishing a book this course is for you. You'll first get an introduction of what an eBook is and then you see how the ePub structure works. Then you learn about styling your eBook. Next you you'll see how to convert a document to an ePub, what export settings you'll need for each platform and how to add navigation and media to your eBook. Then you'll see how to convert other ePub formats to the format you need, how to save and reapply styling lost in the conversion. Then you'll see how to view your ePub for editing and formatting. Then you'll learn how ePub Distribution works, what the different ePub platforms are and best practices to follow.

Course outline:

Distribution
• Introduction
• Validating
• Fixing Issue
• Distributing and Selling
• Types of Distribution
• Success
• iBook Store
• Kindle Web Portal
• Publishing
• Summary

ePub Platforms
• Introduction
• Threading Text
• Formatting Text
• Formatting Text Continued
• Sell on Pubit!
• Sell on Goggle Play
• Summary

Best Practices
• Introduction
• Mapping Styles to HTML
• Creating a Book File
• Anchoring Images
• Articles Panel
• Summary