

How to Use Kinstant Formatter to Format your Kindle Books in Under 3 Minutes

Check it out here:

www.toolstouse.com/kindleformatter

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Introduction

If you've been holding off becoming a Kindle book publisher because of the fear of the cost or learning curve required to produce an e-book for Kindle, get ready to put those fears to rest for good. You're about to learn how to use a simple but powerful tool that can help you get into the hottest market today for book publishing. That tool is the Kinstant Formatter and it will be your favorite resource for preparing e-books to be sold on Amazon.

It wasn't all that long ago that e-books became a major segment of the publishing market. Many people swore that they would never give up their paper back or hard book cover books to read a book on a digital screen. Today those people are still out there, but their numbers are dwindling.

Amazon's e-book reader, the Kindle, has made the digital reading experience a pleasure. There are now over 10 million Kindle users and those numbers are rising quickly. You can be assured that in this large, dynamic market is your target audience. Amazon provides a highly efficient conduit for connecting readers with book publishers. The only challenge is to prepare your document to meet Amazon's publishing standards so that your book can be easily viewed on Amazon's Kindle.

With the Kinstant Formatter the technical requirements associated with making your e-book ready to be published for Kindle is addressed without you having to learn how to become a programmer. In fact, in a matter of minutes and a few clicks of your mouse, the Kinstant Formatter will turn your original e-book document into the format Amazon requires. In this report you'll learn how to use the Kinstant Formatter to get that very result.

Check it out here: www.toolstouse.com/kindleformatter

First things First – The e-Book

The traditional definition of an e-book is an "electronic" version of a printed book. That definition was fine a few years ago but not as accurate today as many e-books created today have no printed version. Many authors are now preparing books to go directly to an e-book format. Authors and publishers are realizing that today's mobile market loves the flexibility of being able to access an e-book or digital magazine in mere minutes using the digital devices that can immediately connect them to book stores and periodical publishers anywhere in the world.

This fact has driven the creation of millions of book titles that were never produced in printed format. What this means for entrepreneurs and professional authors is that if they wish to

share their message and expertise with their market they better get it to them in an electronic format.

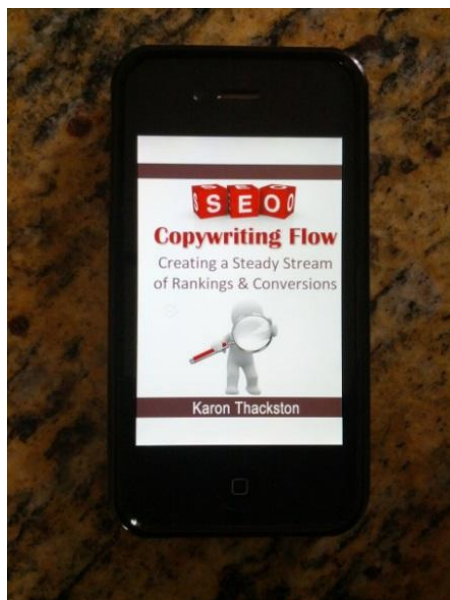
Today's high quality digital screens allow an e-book to be as easily read on a tiny smart phone or PC without losing any of the clarity and functionality needed to read a book. High speed computer access and the newest e-book readers provide the flexibility for customers to download and read their e-books on both mobile (smart phones, iPads, Kindles) and stationary devices (desktop computers).

Parts of an e-Book

There are some basic components of an e-book that will make it readable and engaging for your target audience. While the content or body copy is definitely the “meat” of your e-book, there are some section and design elements that should be incorporated to enhance the reading experience of your e-book.

Engaging Cover

You know the saying “never judge a book by its cover”? Well that may be an altruistic way of treating people and experiences in life, but rightly or wrongly books are often judged by their cover. This means that your cover should be as engaging as possible.



Now this doesn't mean you need a lot of color or some ornate design, it simply means that your cover should grab the attention of your audience in a way that is fitting for your topic and genre. For example, if you're producing a book for business audiences you probably don't want some obscure contemporary art image with a bizarre font that is barely legible.

That might appeal to an audience interested in art books, but would be a turn off to a business audience looking for practical information that they can trust to help them manage their business.

Think about a cover image that reflects the interests and motivations of your target audience but don't exchange clarity for innovative design. Use colour to emphasize your words and choose design elements that are eye-catching but not distracting. The photo example in this section gives you an idea of what a clear and effective e-book cover looks like when viewed using the Kindle reader for iPhone.

There's no mistaking what the e-book is about (SEO copywriting), the title of the e-book and the author's name is clearly presented and positioned. There's also an interesting design element to reinforce the focus and subject matter of the e-book.

Acknowledgements

Have you ever opened a book and read the acknowledgements? This is usually a page in the book where the author expresses his or her gratitude to the people who provided inspiration and/or guidance in the preparation of the book. This could be a spouse, children, editors, etc.

Copyright Page

This is pretty self-explanatory. You'll want to ensure that you publish the facts information copyright the fact that you/your company owns the rights to the material in the e-book and that using this information without permission is prohibited.

Table of Contents

Keeping in mind that your e-book is a digital product that is designed to be read on a device that is tailored for efficient data search, you'll want to include a table of contents if at all possible.

A table of contents consists of your chapters or sections of your book. Content within each of your chapters will and should relate to the subject matter of that section. This makes it easier for your readers to refer back to segments of your content, as needed. This is a valuable attribute many e-book purchasers specifically appreciate about the e-book format.

To illustrate further, let's say your e-book is about ideal family vacations and you have your e-book divided into chapters about various regions of the United States where there are great family vacation spots. If your customer wants to know about vacation spots in the south, she won't want to flip through every one of your pages to find your information on southern vacation spots. She'll want to be able to go to your table of contents and zero in on the chapter that's all about "Southern U.S. Vacation Spots."

With your Kinstant Formatter you'll be able to format your e-book so that you can not only have a table of contents, but you'll have one that's linkable so that with one click on a table of contents heading your reader will be taken to the desired section in your e-book.

Introduction

For some e-books an introduction is helpful to either allow the author to share some overarching insight about the topic or to explain why the book was created and why it will address the concerns/needs of the target audience.

Sub-Section Headings

While you will need to have headings for each chapter heading, you can also have sub-section headings to help identify for your reader key sub categories of information within a chapter. You won't find this in every e-book but it is a helpful way for your readers to follow and understand the message you're sharing.

The more "readable" your document the more likely your audience will purchase from you again.

Always keep in mind that your audience may be reading on the run, on the bus, in between projects, etc. and having references like sub-section headings and chapters helps them to refer back to your e-book with ease – especially when sharing information with others. You'll want to keep this particular audience trait in mind since audience peer referrals are among the best ways to increase your sales.

Body Copy

Of course your body copy is the meat of your e-book and the success of your body copy rests on your ability to communicate your ideas clearly and effectively. From a design standpoint you might ensure that you are using 12 pt. type and 1.5 or double spacing to make your copy as easy to read as possible.

Conclusion

Another self-explanatory page (or pages) that can serve to sum up for the reader the key points made in the e-book is a "Conclusion" section if this is a non-fiction. In a fiction typically the conclusion is a way to bring closure to the story.

Appendixes, Bibliography, Footnotes

If you've referred to outside sources you'll want to include footnotes that provide useful references for readers. You'll also want to consider including a bibliography if relevant for what you have written.

If there are additional documents or bonuses that you want to offer to your audience you might consider including these page(s) of information in the "Appendixes" section.

Kindle Publishing Requirements

The great thing about having a Kinstant Formatter is that it takes care of addressing many of the technical Kindle publishing requirements. The Kinstant Formatter is designed to address these key technical requirements during the conversion process from your document (ideally a .doc or .docx).

In addition to the technical requirements, Kindle does require that you publish only content for which you have the publishing rights.

The attraction of the Kindle Product: Access, Consistent Experience and Savings

Part of the reason for the huge draw of the Kindle e-reader is that readers can conveniently download hundreds of books, magazines and other content from Amazon or other content providers that work with the Kindle device.

Of course the BIGGEST draw of the Kindle is that audiences can download books (and periodicals) at a price that is often 60-70% or more less than the hard or soft cover version (if there is one).

This combination of benefits is what is driving the huge popularity of this e-reader. The continued popularity rests with Amazon's insistence on Kindle publishing requirements that help to ensure the reader's experience is as positive as possible.

Your Kinstant Formatter is designed to format your e-book in such a way that it meets those requirements. Get started here: www.toolstouse.com/kindleformatter

Preparing Your Document for the Kinstant Formatter

Document Type:

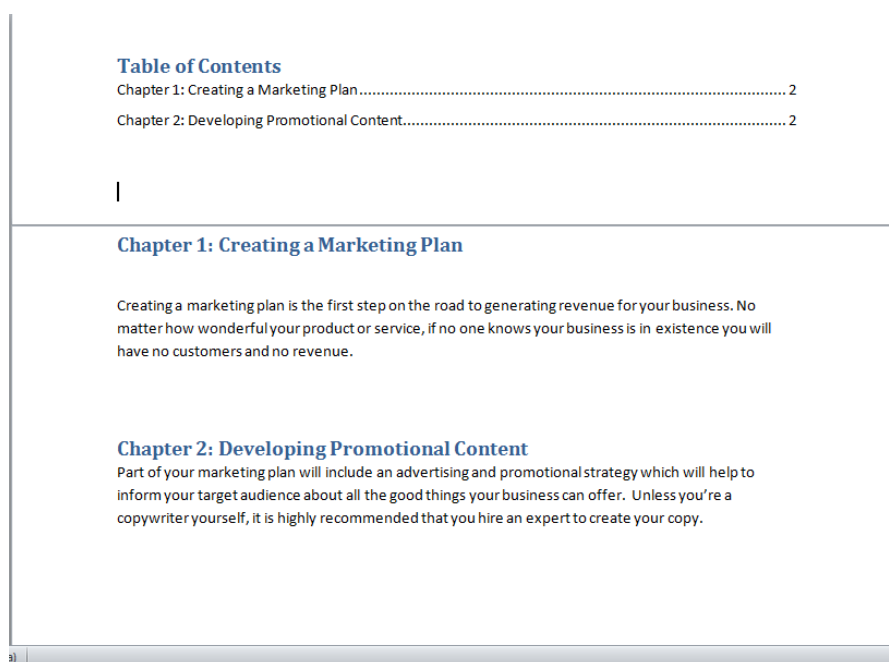
Your document should be a Word .doc or .docx document. If you are using Open Office use that program or Word to convert your document to a .doc or .docx format.

Table of Contents:

Your Kinstant Formatter can create a Table of Contents for you and this may be a preferable approach to creating a Table of Contents (TOC) yourself using the Word TOC tool.

To make sure your document can be formatted with a TOC using the Kinstant Formatter you will need to ensure that you divide your content in to chapters with a title for each chapter. Apply a Heading 1 style to your title. Applying this kind of formatting to the title of each chapter will indicate to the Kinstant Formatter that the heading is to be a chapter heading in the Table of Contents.

In the following illustration you can see text from headings formatted using the “Heading 1” style Word were pulled into a Table of Contents that was automatically generated using Word’s “Table of Contents” function.



The screenshot shows a Word document with a Table of Contents at the top. The TOC lists 'Chapter 1: Creating a Marketing Plan' and 'Chapter 2: Developing Promotional Content', both with a page number of 2. Below the TOC, the content of Chapter 1 is displayed, followed by the content of Chapter 2. The chapter titles are formatted as Heading 1.

Table of Contents	
Chapter 1: Creating a Marketing Plan.....	2
Chapter 2: Developing Promotional Content.....	2

Chapter 1: Creating a Marketing Plan

Creating a marketing plan is the first step on the road to generating revenue for your business. No matter how wonderful your product or service, if no one knows your business is in existence you will have no customers and no revenue.

Chapter 2: Developing Promotional Content

Part of your marketing plan will include an advertising and promotional strategy which will help to inform your target audience about all the good things your business can offer. Unless you're a copywriter yourself, it is highly recommended that you hire an expert to create your copy.

If you do not have automated Table of Contents function like this but instead have a manual TOC, it is recommended that you remove it and let Word or Kinstant Formatter generate one for you.

Avoid Fixed Page Layouts:

If you have certain margins, text alignments and other page layout formats set you'll need remove them as most Kindle devices will not be able translate your layouts to their format.

Web View Helps:

Those who are accustomed to using Word or other word processing applications may be tempted to format pages with footers and indents and other attributes that will make it more difficult to process your document accurately using the Kinstant Formatter.

To help you avoid the temptation try creating your e-book using the Word “Web Layout” view instead of the “Print Layout” view.

Don’t put Your e-Book Cover in your Document:

Your e-book cover should be a separate document that you create and upload to Amazon. By uploading separately from your e-book you’ll be able to easily edit/update your e-book cover at any time after it’s been published.

How to Handle Images:

You can include images (jpeg files are best) in your e-book and the Kinstant Formatter will handle well all images included in the document. However, for best results it is recommended that you position the image “in-line with text.” See the following image and explanation below the image:



The picture above is inserted and positioned by right-clicking on the mouse and selecting “wrap text” and then “in-line with text.” The result is that the photo is “fixed” and not “floating” and the copy continues below the photo.

Consistency:

Make sure that all of your fonts, font sizes and paragraph line spacing are consistent throughout your document. If you are using Ariel 12 pt. at the beginning of your document use it right through your document. Don't include various font styles and sizes throughout your document. If you have many different font sizes the final result after conversion may not be optimal.

The same applies to line spacing. Stick to the same line spacing for all your paragraphs right through the document.

When changes are needed to emphasize text, etc. it is recommended that you use the "Styles" function in Word. Styles assist you in applying formatting to your document by applying it in a streamlined fashion (less bulky coding). For example one style may apply a certain type of font and color blocks of text so that the look is coordinated. A different "Style" will have different coordinated look involving text attributes.

Avoid Using Line Breaks!!

If you're familiar with Word then you know that by inserting a line break ([shift] + [enter]) you will force the cursor to the next line of text. This kind of manual formatting could create problems in your document when using Kinstant Formatter. Instead of inserting a line break, simply hit [enter].

Don't Set the Background Colour:

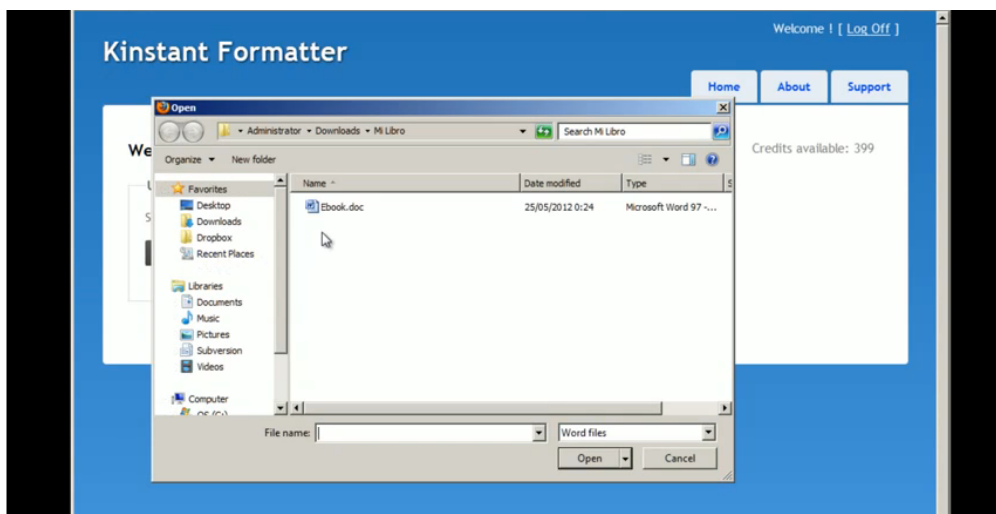
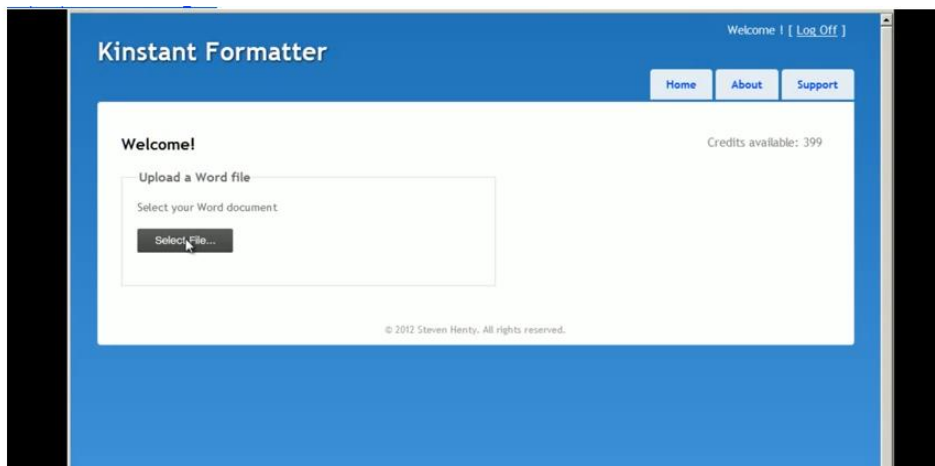
The background colour of your document should be the default (no color – it appears white). It is very difficult to read white or light text on a colored background. What's more Amazon does not approve of that style and you could risk getting your book suspended by applying a background color to your document.

Using the Kinstant Formatter

Once your e-book is written and prepared according to the guidelines above you're ready to use the Kinstant Formatter to format your document for the Kindle device. There's also a training video here: www.toolstouse.com/kindleformatter

Step 1.

After you've purchased the Kinstant Formatter you'll login so that you can see the Welcome page where you can begin the process of formatting your e-book for Kindle. The first thing you are prompted to do is to "Upload a Word File." Click on the "Select File" button to be able to choose a file from your hard drive. See the following illustrations.



Step 2.

Once your document is uploaded the Kinstant Formatter will provide an analysis of your document's formatting details in the top right hand column. You'll then be prompted to add a cover. Click on the "Select File" button in the "Add a Cover" section to upload your e-book cover file.

The screenshot shows the Kinstant Formatter web interface. At the top right, there are navigation links for 'Home', 'About', and 'Support', and a status bar indicating 'Credits available: 399'. The main content area is divided into two columns. The left column has a 'Welcome!' header and two sections: 'Upload a Word file' and 'Add a cover'. The 'Upload a Word file' section shows a 'Select File...' button and a message 'Document uploaded and analysed: Ebook.doc' with a green checkmark. The 'Add a cover' section shows a 'Select File...' button and a message 'Uploaded cover ok: cover.jpg' with a green checkmark. The right column has a 'Document Analysis' section with a bulleted list: 'Found a table of contents', 'Tabs found: 12', 'Line breaks found: 3', and 'Blank lines found: 3'.

Home About Support
cover.jpg
Credits available: 399

Welcome!

Upload a Word file

Select your Word document

Select File...

Document uploaded and analysed: Ebook.doc

Add a cover

Upload your cover

Select your jpeg file. If you don't upload a cover a temporary placeholder cover will be generated automatically for you. Important: don't include the cover inside the Word document - upload it here.

Select File...

(5MB max size)
Uploaded cover ok: cover.jpg

Document Analysis

- Found a table of contents
- Tabs found: 12
- Line breaks found: 3
- Blank lines found: 3

The screenshot shows the 'Format your Kindle eBook' section of the Kinstant Formatter. It has a title 'Format your Kindle eBook' and two sections: 'Options' and 'Advanced Options'. The 'Options' section has two text input fields: 'Title' with the value 'My book' and 'Author' with the value 'Steve Henty'. The 'Advanced Options' section has four checkboxes: 'Add/Replace TOC' (checked), 'Remove tabs' (unchecked), 'Remove line breaks' (unchecked), and 'Remove blank lines' (checked). There is also a checkbox for 'Try to improve bullet points' which is checked. At the bottom of the section is a blue 'Generate' button.

Format your Kindle eBook

Options

Title
My book

Author
Steve Henty

Advanced Options

- ☒ Add/Replace TOC
- ☐ Remove tabs
- ☐ Remove line breaks
- ☒ Remove blank lines
- ☒ Try to improve bullet points

Generate

As you see in this illustration, the application asks you to complete fields for the “Title” and “Author.” There are also “Advanced Options” that allow you to tell Kinstant Formatter to do any of the following:

Add/replace a Table of Contents

Remove Tabs (extra formatting that can be cause undesired results)

Remove Line Breaks (as discussed in the previous section, Line Breaks should be avoided when creating your document, but note that they can also be removed here)

Try to improve bullet points – sometimes bulleted lists do not appear properly aligned. You can check this advanced feature to try and correct this problem.

Step 3.

At the bottom of the page is a large button labeled “Generate.” Click on this button to create your formatted document for Kindle.

The screenshot shows the 'Format your Kindle eBook' web application. On the left, there are input fields for 'Title' (containing 'My book') and 'Author' (containing 'Steve Henty'). Below these are 'Advanced Options' with checkboxes for 'Add/Replace TOC' (checked), 'Remove tabs' (unchecked), 'Remove line breaks' (unchecked), 'Remove blank lines' (checked), and 'Try to improve bullet points' (checked). A 'Generate' button is at the bottom left. On the right, a 'Formatting Report' box lists: 'Tabs removed: 0', 'Line breaks removed: 0', 'Blank lines removed: 3', 'Adjusted bullets', 'Replaced the table of contents', and 'Kindle file generation: Successful'. Below the report is a 'Download' button and a checkbox for 'Delete all files from the server immediately' (checked). At the bottom right, 'Next steps' are listed: 1. View your .mobi file in the [Kindle Previewer](#), 2. Make changes to your Word file and [submit again](#), 3. Happy with the result? Submit it to [Kindle Desktop Publishing!](#)

Once you’ve generated your document you can then download it to your hard drive.

Step 4.

You’ll then want to view the document using the [Kindle Previewer](#) (this can be downloaded for free from Amazon). If you’re not happy with the final result, open up the original Word file and edit as needed. Remember that often the problem is with added formatting like line breaks and tabs.

Once you've edited your Word document repeat the steps above to format using the Kinstant Formatter.

When you are satisfied with the final formatted e-book you can submit to Kindle Desktop Publishing – a link is provided on the Kinstant Formatting page.

Conclusion

Publishing has never been so quick and convenient. With your Kinstant Formatter you will save time and money involved in researching and securing an outside service provider to complete what you'll be able to do in a few minutes with this application.

Use this opportunity to realize your dreams of being published or simply putting into place one of the best ways to market and promote your expertise, products or services as a published authority.

You've made a wise investment. Good luck in realizing your publishing dreams!

The Kinstant Formatter makes it easy!

www.toolstouse.com/kindleformatter