
A Guide to **easy eBook** Publishing

Everyone has a great book in them
- it's time to get yours out!

Adrian Barradell & Natalie Ballard

A Guide to **easy eBook** Publishing

Everyone has a great book in them
- it's time to get yours out!

Copyright 2013 Kissed Off Creations Ltd

Written by: Adrian Barradell

Designed by: Natalie Ballard for Kissed Off Creations Ltd

Produced in the UK

First Edition

easy eBooks

Would you agree that you're good at what you do?

Do you have specialist skills and knowledge that you enjoy sharing with others?

Do you often dream of having your own book published but when push comes to shove, feel that you just don't have the time?

Welcome to **easy eBooks** from Kissed Off Creations Ltd - the all-in-one service that makes publishing as easy as breathing.

eBook publishing is now impressively easy

In the early part of the 21st century digital technology is increasingly shaping our day to day lives.

The publishing industry in particular is seeing rapid technological advances and one great result of this is; that it's getting easier and easier to produce your own book.

An eBook (which is simply a book you read on your laptop, smart-phone, Kindle, iPad, Sony Reader or other hand-held electronic device) is the affordable and easy way to get started in publishing.

Flexible & instant technology

The content of an eBook is identical to a printed book except that eBooks can carry extra features such as media, bookmarks and links back to your website.

This means you can direct your reader to see additional online information about your product or service such as a new price offer, a blog update or a video.

Your eBook therefore, can be updated in a way that printed material cannot be.

Anyone can download eBooks and read them immediately and usually they're a lot cheaper than a paperback.

It is also very easy to carry lots of them around on your electronic device and also (because you will have made a backup copy), your electronic library cannot be lost or stolen!

Formats

There are a range of websites with advice on formats, but we would advise to consider your target audience and make the most of our experience.

Blueberry Morning

Nut Milk Ingredients

- 1/2 cup fresh blueberries
- 1 banana, chopped (optional)
- 1/2 cup soaked/ground buckwheat (optional)

Blueberry Morning Directions

- Blend all ingredients in a high speed blender until smooth and creamy.

Serves 1-2	
Calories	437.0
Protein	13.6g
Carbs	98.3g
Fat	3.53g

Blueberry Morning Ingredients

- 1/2 cup almonds, presoaked
- 2 tbsp ground sesame seeds
- 1 tbsp ground flaxseed
- 2-3 dates
- 1-2 tbsp agave nectar

Blueberry Morning Directions

- Pour over blueberries and serve.

Serves 1-2	
Calories	679.7
Protein	18.43g
Carbs	71.2g
Fat	41.54g

Breakfast 11

Media

You can insert links to a wide array of media within an eBook. However, if you want to embed video, animation or audio into your eBook you will need to use a Digital Publication or iBook

Customer connections

eBooks are a fantastic business marketing tool.

For example, if you're talking to a customer or client and they'd like to know more about what you do, you can simply send them a link to a free taster edition to your eBook by email, or direct them to a website where they can purchase the full eBook online.

It's that instant!

Research shows the most popular price paid for an eBook is 69p, so at that price it's really easy to get people to say, 'Yes please, I'll have one.'

However, the price you charge for your book is entirely up to you, so you could alter the price after publication and even add in extra chapters later on (which perhaps you'd make available to your existing customers for a small additional fee!). Or you could even create an entire series or run a subscription based service!

Oh, and once you've got your eBook published, it's also a simple process to move on to the next stage and have a print version made.

Content

eBooks are more than a "novel" idea, they are an effective marketing tool. Choose a Digital Publication and you can even embed a product or service demonstration!



Stylish realisation

We'll come to the words in a minute but the first thing you'll want to know; is that your eBook is going to benefit from a stylish and contemporary design.

That's where we come in, because Kissed Off Publications (part of Kissed Off Creations Ltd) specialises in self publishing.

We'll look after absolutely everything to do with your eBook design including the graphic content, the use of images and photography and the page by page layout. We can supply not only stock imagery but also custom photography, illustration as well as designing elements such as logos etc. We can advise on the best formats for your book based on topic, audience and future adaptation.

Our design service is tailored to you. We can do as much or as little as you want. For every project we create an average of 3 concepts for you to choose from or to pick'n'mix elements from. You are involved at every stage of the design to ensure you are absolutely delighted with your finished book.

We will also look after the complete technical realisation and online publishing, and even the market the finished product for you via our online sales portal (you can also sell your book on your own website as well as via Amazon, Blurb, LuLu, etc.).



Kissed Off Creations Ltd

Based in Worcester and incorporated in 2011, we are graphic design and digital publication specialists.

We have clients all over the globe, including recurring clients in Australia, Canada, Malta and Spain.

We'll also write it for you

Of course, the big stumbling block for many people is; that whilst you know what you'd like to write a book about, right now you simply just don't have the time to sit down and write it.

We get a real buzz from helping people get to where they want to be in their business or in their leisure life and that's why we also offer a full e-book copywriting service.

It is surprisingly affordable and we can do this with as little or as much input from you as you like.

For example, we can write your entire eBook for you, working from your notes (perhaps backed up with a number of 'phone calls) or we can come and spend some time with you and interview you, and then use this source material to write a first draft.

Equally, if you do have some time, you can write a 'rough draft' yourself and we can then format this into fully readable chapters.

Copywriters

We use Clarify Copywriting for our copywriting services. Upon purchase of our Full Support package we will pass your contact details on to Adrian to arrange an interview by telephone, Skype, email or in person.



Full Support

Includes:

- Copywriting of your eBook
- Three design concepts
- 3 eBook formats
- Print-on-Demand book
- Hosting on our sales portal

Author, Author!

Right then, let's get things started as we help you finally realise your dream.

After all, there really is something rather wonderful about being able to introduce yourself as a 'published author'!

To find out more or to get started, simply call Kissed Off Creations Ltd on **01905 21074** and we'll have a chat about what you want to achieve.

We've got lots of previous eBook examples to show you and if you have a look at some of these, they'll really help you get a feel for what works well.

Emailing – enquiries@kissedoffcreations.co.uk
or visit – www.kissedoffpublications.co.uk or
www.kissedoffcreations.co.uk