



## BOOKTANGO BEST PRACTICES

You want a painless way to create an e-book and we want to help. So, we are just tickled pink that you're taking the time to read through this guideline. We promise it will save you time and make your experience with Booktango as smooth as butter.

These guidelines are not only to ensure that you are happy with your e-book, but also that it meets industry standards. Retailers have the right to decline to sell a title if it doesn't meet their standards – and we don't want that to happen to you, or anyone else for that matter. But by following the guidelines below, you can ensure you'll create a professional e-book that jives with retailers and your adoring fans.

Here we've outlined a few things you should do before you upload your baby, er, manuscript to our site:

- [Check spelling and grammar \(click here\)](#)
- [Place your content in one, continuous Microsoft Word or ePUB document with text only \(no images\)\(click here\)](#)
- [Make sure the pieces of your manuscript are placed in order accepted by industry standards. Important: Don't forget to include a title and copyright page, plus any other optional content, and remove table of contents created using Microsoft Word – your e-book table of contents will be created in our online publisher \(click here\)](#)
- [Prepare your e-book details and make sure to include the required information \(click here\)](#)
- [If using tabs to indicate a paragraph, convert paragraph style from tabs to paragraph breaks \(click here\)](#)
- [Use the Booktango Cover Designer to create your cover or work with a professional designer \(click here\)](#)
- [Review the "What to avoid" list below \(click here\)](#)

### 1. CHECK SPELLING AND GRAMMAR

Make sure that when you submit your manuscript, it is edited by someone other than yourself. Your eyes have skimmed your manuscript countless times. Give them a rest and let someone else do the work for you. Have a buddy, or even better, a professional editor review your work (we do offer [line editing](#) if you're interested). You will probably be amazed at what someone else finds. Besides, don't you want to put your best work in front of the entire world? We thought so.

### 2. PLACE CONTENT IN ONE, CONTINUOUS MS WORD OR ePUB DOC WITH TEXT ONLY

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You must upload your in-text images into your Personal Media Library regardless of which package you bought. You will be able to upload images to your Personal Media Library on the "Editor" tab by clicking the "Insert Image" icon or clicking the "Media Library" tool bar on the left-hand side of the page. Here is a brief overview on how to ensure your images – for a cover image or in-text images – display correctly within your e-book.

1. The images you upload must be in one of the following file formats:
  - i. .jpg
  - ii. .gif
  - iii. .tiff
2. For in-text images, we strongly recommend an image size of 500 x 700 pixels. It's not the end of the world if an image doesn't fit those exact proportions, but you must always use a minimum of 600 pixels for an image's height. 72 ppi (pixels per inch) will display best on electronic reading devices for interior images.  
For cover images, the required proportions are 1400 x 2100 pixels at 200 ppi minimum. The maximum file size is 20 MB. And please note that your cover design cannot include logos from another publisher or company.
3. All images must be in RGB color mode, not CMYK. If you're using Adobe Photoshop, you can check and/or convert your image's color mode under Image > Mode. If necessary, it's best to convert images from CMYK to RGB before manipulating or altering them in any way.
4. Make sure you get written copyright permission from the creator (artist, photographer, etc.) to use the work on your e-book cover or interior images.
5. Exception to the requirements: sample graphics and other illustrations that will only be used as ideas or guidelines for the design team can be submitted in any format.

### **3. MAKE SURE THE PIECES OF YOUR MANUSCRIPT ARE PLACED IN THE ORDER ACCEPTED BY INDUSTRY STANDARDS, AND DON'T FORGET TO INCLUDE A TITLE AND COPYRIGHT PAGE PLUS ANY OTHER OPTIONAL CONTENT**

When uploading your manuscript to our publisher, it should follow this sequence:

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3. Dedication
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5. Foreword
6. Preface/Introduction
7. Acknowledgments
8. Prologue
9. Table of contents will appear here\*
10. Main Body (minimum of 2,500 words)\*
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### ***Prologue – Optional – Add to your manuscript if desired***

Reserved exclusively for fiction books, the prologue generally introduces a character, scene, or scenario that is important to the story. Many prologues foreshadow some later event in the story, and plant an important idea in the back of the reader's mind. If you have a compelling component you'd like your readers to know before they start the first chapter, include it in the prologue. A prologue is optional, and may serve the reader better as the beginning of the first chapter. As the author, only you can make the final decision.

### ***Table of Contents – Required – Build in the Booktango publisher***

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### ***Main Body – Required – Please add this to your manuscript***

This is the meat of your e-book. Whether you organize it using chapters, poems or have a continuous story for a children's book, for example, you must have a minimum of 2,500 words.

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## 5. IF USING TABS TO INDICATE A PARAGRAPH, CONVERT PARAGRAPH STYLE FROM TABS TO PARAGRAPH BREAKS

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## 6. USE THE BOOKTANGO COVER DESIGNER TO CREATE YOUR COVER OR WORK WITH A PROFESSIONAL DESIGNER

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## 7. WHAT TO AVOID

1. **Headers and Footers.** This includes page numbers. Why? When your manuscript is converted into an e-book, the formatting must be free-flowing in order to display properly on all devices, such as the Nook, Kindle and iPad. Also, if your manuscript is filled with footnotes using the Word's footnote functionality, each footnote will be automatically converted into endnotes. The endnotes will then be automatically linked to ensure easy navigation for your readers.
2. **Drop Caps.** Commonly found at the beginning of a chapter, a drop cap is a formatting style that increases the size of the first letter of a paragraph and drops the letter down two or more lines. Drop caps look great in printed books, but do not translate well in e-books.
3. **Invalid Tables.** E-books do not support tables created from tabs and/or spaces. You'll be able to click the "table" icon in Booktango's publisher to recreate an e-book-optimized table.
4. **Page and Section Breaks.** A page or section break is a formatting function in Word that forces text to start on a new page, or breaks up sections for various purposes, such as column formatting, chapter formatting and image formatting. These formatting breaks are not supported within e-books.

If your manuscript includes page or section breaks, our publisher will automatically remove them. If text is uploaded that was formatted in a columns, the columns will be removed. It is possible the spacing before or after the removed columns or breaks might be different from what you would like, so you should review your text after upload.

5. **Soft Returns.** Created when you push Shift+Enter on your keyboard, soft returns do not format correctly within e-books. In most cases, you should replace a soft return with a hard return.
6. **Tabs.** If using tabs to indicate a paragraph, convert paragraph style from tabs to paragraph breaks.
7. **Special Characters.** Sometimes word processors include characters that only their system supports. Unfortunately, these characters are invalid with e-readers and e-books and must be removed.
8. **Invalid Fonts.** We have a library of more than 300 fonts, including the most popular fonts used in publishing today. To make things easier, [download this document that lists every font we accept.](#)
9. **Multiple Files.** As stated above, our online publisher can only upload a single file for each e-book. To avoid any issues, submit your manuscript as one complete file, with all content for your book saved in the order you would like it to appear.
10. **Extra Hard Returns.** A hard return is also known as the “enter” or “return” command on your keyboard. It is most commonly used to separate paragraphs within a document. In Microsoft Word, and many other word processing programs, it will display as the “¶” character when hidden characters are displayed. To see this symbol, click on the “¶” button on the standard toolbar, which will also display other hidden characters such as tab markers and spaces.

A common misuse of the hard return is to place it at the end of a single line of text in order to break the text on to the next line, similar to the operation of a typewriter. This can cause bad paragraph breaks within a document, making it difficult to determine where your paragraphs begin and end. Manuscripts that incorrectly use hard returns at the end of every line will not render properly, and may not be usable by Booktango. To avoid this issue, begin a new paragraph and continue typing until the paragraph is complete, allowing your program to break the lines automatically.

11. **Adobe PDFs.** Many authors convert their work into an Adobe PDF file when they have completed the editing, layout, and design themselves. Currently, we can only accept a manuscript as a Microsoft Word document (.doc, .docx, .rtf) or ePUB file (.epub), but we'll support other formats in the future.

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