



## E-BOOK DETAILS: BEST PRACTICES

In the “E-book Details” section of our online publisher, you’ll be asked to provide essential information that retailers and distributors require to display your e-book in their online store. Not only are the e-book details important to the retailers, but they’re a large part of the information potential readers will see as they’re considering which e-books are worthy of their time and money.

Because this information will become key marketing copy for your e-book, you should take great care in writing it. Be sure your syntax is clear and your grammar, spelling and punctuation are proper. Otherwise, follow these guidelines for how to approach the content, and you should be good to go.

### ABOUT THE AUTHOR *required*

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The About the Author text should typically be no more than fifty words and should consist of the following elements:

1. **A few statements that communicate why you are qualified to write the book, usually indicating your professional background or education.** Are you an expert in this field? What unique insights or experience do you have that give your book credibility? **Example:** Jane Smith is the founder and president of C-Cat, the leading online magazine for ceramic-cat collectors in the United States.
2. **A statement that moves from the qualifications above to something more personal.** Keep in mind that this personal information should still relate to the book in some way. **Example:** Her collection of ceramic cats now numbers more than 5,000.
3. **Where you live and something about your personal life.** You don’t need to be specific. Your listing can be as general as the state you live in, although the city is also preferred, as consumers often lean toward buying books by local authors. **Example:** Smith lives with her husband, her three children, and her three real cats in Lincoln, Nebraska.

**Example:** Joel Pierson is the author of numerous award-winning plays for audio and stage. He spends his days as editorial manager at the world’s largest print-on-demand publishing company. Additionally, he is artistic director of Mind’s Ear Audio Productions and writes for the newspaper in his hometown of Bloomington, Indiana.

Another way of formatting the About the Author would be to list the following information: **education, current career, other publications, family information, and regional interest (e.g., city and state of residence).**

**Example:** Henry Author, currently a basket-weaving technician, has a bachelor’s degree in basket weaving from Any University. He has previously published two other books, Baskets and You and Weave Your Way to Success. He and his wife, Mary, have four children and live in Nashville, Tennessee.

## ABOUT THE BOOK *required*

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The back cover copy is a brief overview of the book that entices the reader to browse and purchase the book. The ideal length is 150 to 200 words, but it must be at least a paragraph (three or four sentences) long. This text will also appear on your book detail page on the Booktango Bookstore website.

**For Nonfiction:** The About the Book copy should state what the book is about, how it's unique, and why a potential reader should buy it.

**For Fiction:** The About the Book copy should state the setting and main characters of the book and address the major conflict they face.

Retail websites, such as Apple's iBookstore, have the right to refuse to list your title on their website if your book description does not meet their requirements. You must follow the guidelines listed here in order to avoid any issues.

### **Book Description Guidelines:**

1. No more than 2,000 characters, including spaces and punctuation
2. No mention of competing websites or bookstores
3. No reference to pricing
4. No reference to print version add-ons (e.g., CD-ROM inside the book, etc.)
5. Should describe the book, NOT the author or irrelevant topics
6. Should be written in the book's primary language (e.g., if the book is written in Spanish, then the description must be in Spanish too)
7. Should be well edited and free of typos, spelling mistakes and grammar errors

### **Example of Incorrect Description:**

Arnold Author is a retired professor and television writer who lived through the turbulent political drama detailed in this work of nonfiction. This is his sixth novel. Look for more titles by Author on Amazon.com starting at \$9.99.

### **What's Wrong in This Example**

- Describes the author, not the book
- Reference to pricing
- Mention of competing website or bookstore

### **Example of Correct Description:**

Award-winning writer Arnold Author recounts the turbulent political climate of 1960s Greentown in this gripping novel based on a true story. During this frightening period, two politically opposed individuals come together to stop an underground plot to overthrow the local government. There are two sides to every story; find out which side comes out on top in *Love Liberated*.

We work hard to make sure your book can be made available for purchase through as many channels as possible. If you have already published your book and wish to edit your About the Book section, simply log in to your account, click the button to unlock your book in the Dashboard, make the change, and resubmit your e-book.

*\* Updating your book description does not guarantee that your book will be listed on any retail partner's website.*

## More Basic Guidelines Regardless of Genre

- Don't refer to the book as "the book." Instead, use the book's title, set in italics (in most cases).
- Don't underline words or USE ALL CAPS. Let the text speak for itself.
- Don't refer to your audience as "the reader" or "readers." Instead, write the copy in a manner that incites the reader to take action. **Example:** WRITE: *Learn how to improve your relationships with your pets.* NOT: *Readers will learn how to improve relationships with their pets.*
- Write the text in third person (he, she, they) instead of first person (I, me, my). When you refer to yourself by name, precede it with "author." **Example:** *Author Gayle Smith tells the harrowing story of her trip to the grocery store.*
- Break up the About the Book text into paragraphs. One long paragraph is more difficult to read than several short paragraphs.
- If you use bulleted lists, be sure to use parallel construction for each item in the list.  
**Example:**      WRITE: • Create                      NOT: • Create  
                            • Learn                              • Learning  
                            • Motivate                              • Motivation
- Avoid clichés such as "a must-read" or "This book will change your life." The About the Book text is not a book review. It's a preview of the exciting world within.
- Include advance praise only if it's from a notable source. For example, a quote from a well-known professional in your field will be infinitely more useful than a quote from your next door neighbor. For advance praise, include short excerpts with a credit line of the person who gave you the endorsement. Rather than just a name, provide the person's title or credentials as well. Remember, it's always best to use endorsements from people or periodicals that relate to your book in some way.
- Keep the tense of your language consistent throughout.
- Make sure the last paragraph of the text compels the reader to take action; it's the take-away promise of the book (especially important for nonfiction).