



## BOOK COUNTRY BEST PRACTICES

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- 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 the order accepted by industry standards ([click here](#))
- Prepare your eBook details and make sure to include the required information ([click here](#))
- If using tabs to indicate paragraphs, convert paragraph style from tabs to paragraph breaks ([click here](#))
- Use the Book Country 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 has been 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. Workshop your book through Book Country to get feedback from your peers, or have 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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When you upload your manuscript, any images in your file will be automatically removed. You can remove them prior to upload if you prefer, but it's not necessary. If you'd like to include in-text images in your book, you have two choices: You can either place your images into your book yourself with our free service. Or, if you'd like for a professional designer to place images in your eBook, you'll need to upgrade to one of the higher-level packages or purchase our "In-Text Image Insertion" service.

You must upload your in-text images into your Personal Media Library regardless of which package you select. You will be able to upload images to your Personal Media Library in the "Text" tab of the online editor by clicking the "Insert Image" icon or by clicking the "Media Library" tool bar on the right-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 eBook.

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. 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 eBook cover or text.

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

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1. Dedication
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3. Foreword
4. Preface/Introduction
5. Acknowledgments
6. Prologue
7. Main Body (minimum of 2,500 words) \*required
8. Back matter

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

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## 6. USE THE BOOK COUNTRY 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 eBook, 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 Microsoft Word's footnote functionality, each footnote will be automatically converted into an endnote. 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 eBooks.
3. **Invalid Tables.** eBooks do not support tables created from tabs and/or spaces. You'll be able to click the "table" icon in Book Country's online editor to recreate an eBook-optimized table.
4. **Page and Section Breaks.** A page or section break is a formatting function in Microsoft Word that forces text to start on a new page, or breaks up sections for various purposes, such as column, chapter and image formatting. These formatting breaks are not supported within eBooks.

If your manuscript includes page or section breaks, our online editor will automatically remove them. If text is uploaded that was formatted in columns, the columns will be removed. It is possible that 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 eBooks. In most cases, you should replace a soft return with a hard return.
6. **Tabs.** If using tabs to indicate paragraphs, 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 eBooks 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 editor can only upload a single file for each eBook. 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 Book Country. To avoid this issue, begin a new paragraph and continue typing until the paragraph is complete, allowing your program to break the lines automatically.



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