Ebook Creation Guide

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Ebook Basics

Ebook Basics

You can publish two types of ebooks with Lulu:

1. **EPUB** ebooks are designed to be viewed using all common devices. EPUB ebooks are eligible for Global Distribution, making your ebook available to buyers on Amazon, Barnes & Noble, iBookstore, Kobo, and many other retailers.

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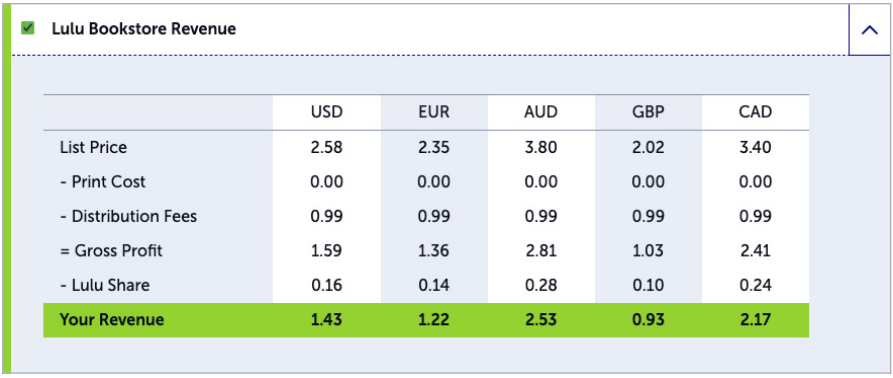

	USD	EUR	AUD	GBP	CAD
List Price	2.58	2.35	3.80	2.02	3.40
- Print Cost	0.00	0.00	0.00	0.00	0.00
- Distribution Fees	0.99	0.99	0.99	0.99	0.99
= Gross Profit	1.59	1.36	2.81	1.03	2.41
- Lulu Share	0.16	0.14	0.28	0.10	0.24
Your Revenue	**1.43**	**1.22**	**2.53**	**0.93**	**2.17**

Lulu Revenue Calaculator

Ebook Distribution

Lulu's Global Distribution service makes your ebook available through retailers like Amazon, Barnes & Noble, Kobo, and more. Please refer to our Ebook Retail Distribution Guidelines for Global Distribution requirements.

Creating An Ebook

The most common kind of ebooks are EPUBs. Creating your ebook in EPUB format makes your content available for a variety of devices, like the iPad, iPhone, NOOK, and Android tablets. Ebooks are easy to share, cost little to create, and generally are cheaper to purchase than a print version of the same content.

This guide details two common ways to create an EPUB for publication:

1. Microsoft Word
2. Calibre

Many other programs, like Vellum, Google Docs, or Atticus can be used to create an EPUB as well.

Throughout this guide, we'll refer to 'ebooks' and 'EPUBs' interchangeably.

Ebook Table of Contents

Ebooks MUST include a **Table of Contents** (TOC). The methods for creating a TOC using MS Word and Calibre are covered in their respective sections. The ebook TOC must use an NCX file to allow readers to navigate your ebook.

What is an NCX?

The Navigation Control file for XML (NCX) makes the content in your TOC link to sections of your ebook. An NCX with multiple chapters

is required to create an EPUB file and to distribute your ebook to our retail distribution partners. When you upload your DOCX or EPUB file, Lulu scans that to ensure a properly formatted NCX file.

Important Note – If your file includes a TOC you manually entered (by typing chapter titles, etc.) you must remove this. EPUB ebooks with a manually created TOC will be rejected by our Global Distribution partners and will not be listed for sale on retail sites.

Title Page

Like a printed book, you should include your title, exactly as it appears in your metadata, on the first line of the first page of your ebook.

Copyright Page

Here is a sample Copyright Page. You can adapt this text for your own use or use the format from any published book on your bookshelf as a template.

TITLE
XX Edition
Copyright © 20XX [Your Name / Company Goes Here]
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EPUB Ebooks

Using Microsoft Word

EPUB Ebooks: Using Microsoft Word

Lulu supports the conversion of Microsoft (MS) Word DOCX files to EPUB file format. We strongly recommend using the most recent version of Word to create your ebook files. Using an older version of Word may result in errors when uploading your file.

This guide only refers to MS Word options and settings in the newest version.

File Formatting

To convert a Word DOCX file to EPUB, you must properly format the file, including the use of styles and inline formatting.

Inline Formatting

Inline formatting should be used for **bolding**, *italicizing*, or underlining words in a paragraph. If the whole paragraph needs to be formatted uniquely, you should apply style-based formatting to the entire paragraph.

Style-Based Formatting

Selecting a text and applying a defined style from a menu, such as Heading 1, is an example of **Style-Based Formatting**. Style-based formatting is necessary to create an EPUB.

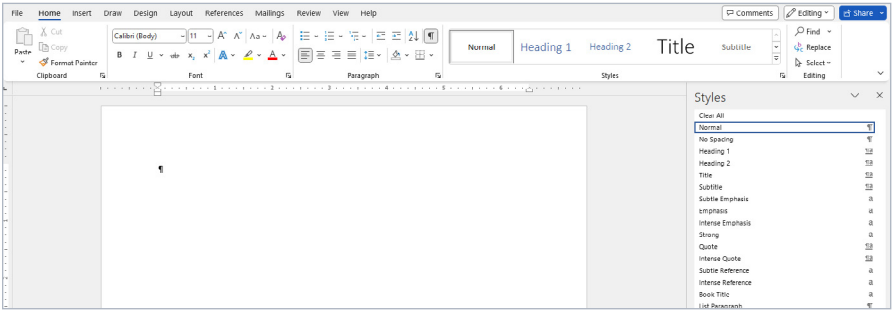
When Lulu converts your file to EPUB, we use the Heading Styles to automatically create page/section breaks and to generate the EPUB Table of Contents (TOC) in your ebook.

Using Style-Based Formatting

A TOC is required to allow your readers to navigate to every major section of your ebook via the EPUB TOC. Each chapter and section must have a corresponding entry in the TOC.

We recommend using up to three Heading styles to create your TOC:

1. Heading 1 Style for the Title and each line containing a Section name
2. Heading 2 Style for each line containing a Chapter name or number
3. Heading 3 Style for each line containing a subchapter or subsection



Microsoft Word styles palette

A properly-formatted ebook requires the use of the following styles:

- Heading 1 (Title, Main Sections)
- Heading 2 (Chapters or Sections)
- Heading 3 (Subsections)
- Normal (Paragraph or text style)
- Inline Formatting such as **bold**, *italics*, underline, bullets, and numbered lists

Important Note – You should NOT use any other styles in your DOCX file.

Fonts and Special Characters

Devices will use their native or assigned fonts when displaying your EPUB. Because of this, we recommend using a simple font like Arial or Times New Roman when creating your DOCX file.

Special characters should be avoided. There is a chance that the character will not display correctly on all devices. This includes emojis.

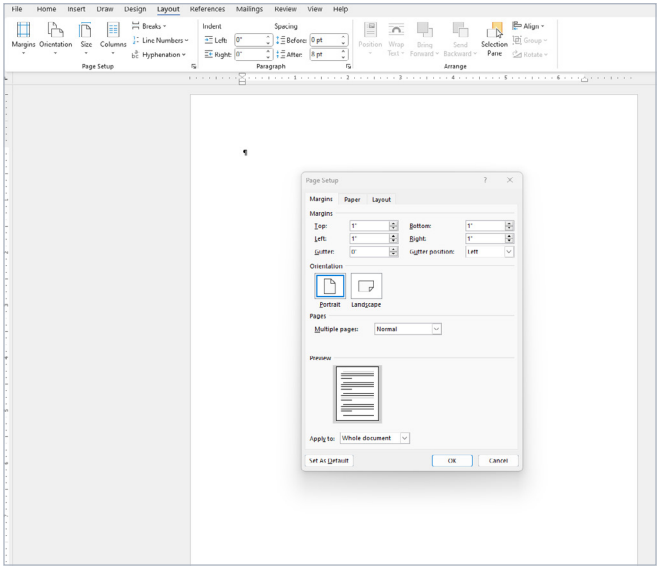
Important Note –Special characters MAY appear without issue on most devices. Use special characters at your own risk.

Page Formatting

Ebooks are composed of reflowable text that automatically adjusts based on the reader's selected font and device screen size.

Do not include page numbers, page breaks, headers, or footers.

Your page size and margins will not impact how the ebook is viewed on different devices.



Microsoft Word page setup

Images

Size your images to 500 x 500 pixels or less at 96 - 150 DPI. Do not use Word's resizing options to adjust image size or resolution, as it may compress your image, causing the image to appear blurry.

Hyperlinks

To add a hyperlink:

1. Highlight the text to which you want to add a hyperlink.
2. Right-click on the text and select **Hyperlink**.
3. In the **Address** field, enter the URL for the website.
4. If you want an internal link to another chapter or section within the EPUB, select the Place in this Document option from Link to and select a bookmark or heading.

Tip – Be careful with internal links. Some devices do not include a back button.

Footnotes and Endnotes

To add endnotes or footnotes:

1. From the toolbar, click **Insert > Footnote.**
2. In the popup window choose **Footnote or Endnote** and select the formatting options.
3. Click **OK**.

Headers and Footers

Headers and footers are not supported in EPUB files. Remove your Header and Footer from the document prior to uploading to Lulu.

Ebook Cover File

Ebook cover file requirements:

- JPG or PNG format
- 612 x 792 pixels
- 72 - 150 dpi resolution

If your file does not match the size or resolution, we may resize or stretch the file to fit properly. This may distort your image.

EPUB Ebooks

Using Calibre

EPUB Ebooks: Using Calibre

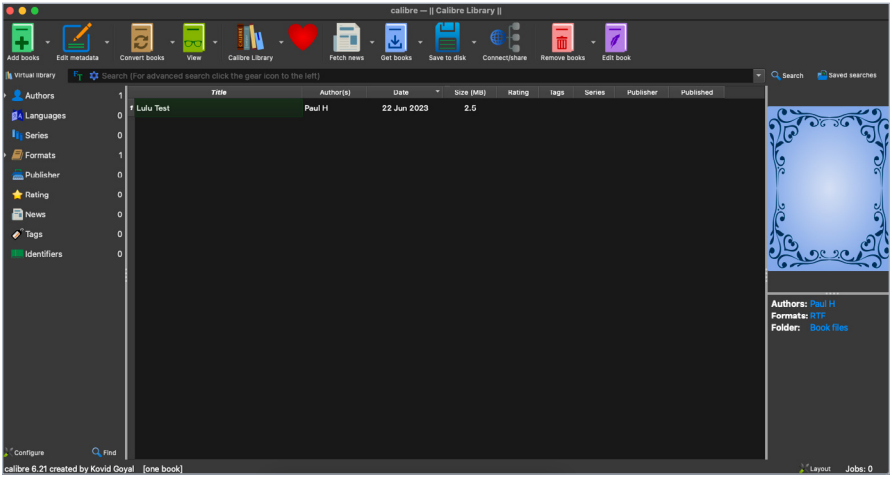
If you write your book using a word processor other than MS Word, or you prefer to have more control over your file's settings, Calibre is the best ebook editing option.

You can download Calibre for free here.

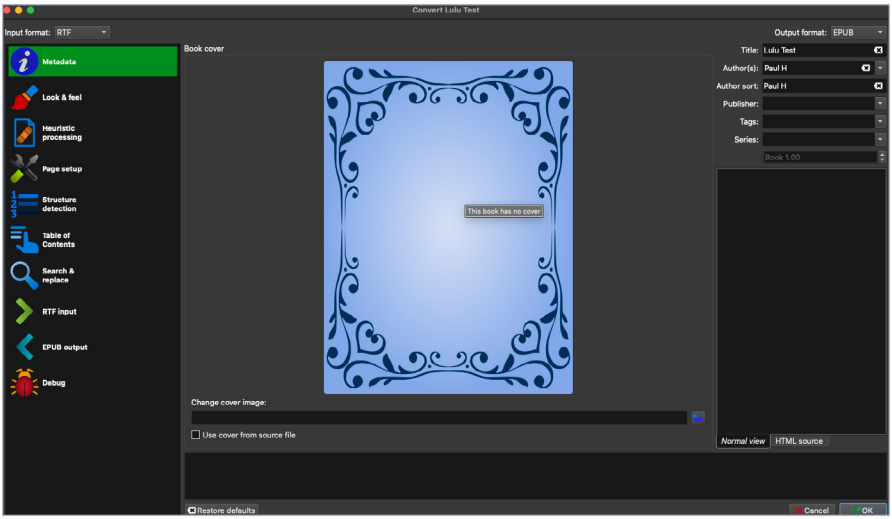
Creating an EPUB With Calibre

Begin by exporting your text document as an RTF or other plain text file. With your text file ready, open Calibre to upload and convert your file to EPUB.

1. Click **Add Books** and upload your plain text file.
2. Select the file from your list and click **Convert Books**.
3. Review the options and convert your file to EPUB.



A new text file added to Calibre

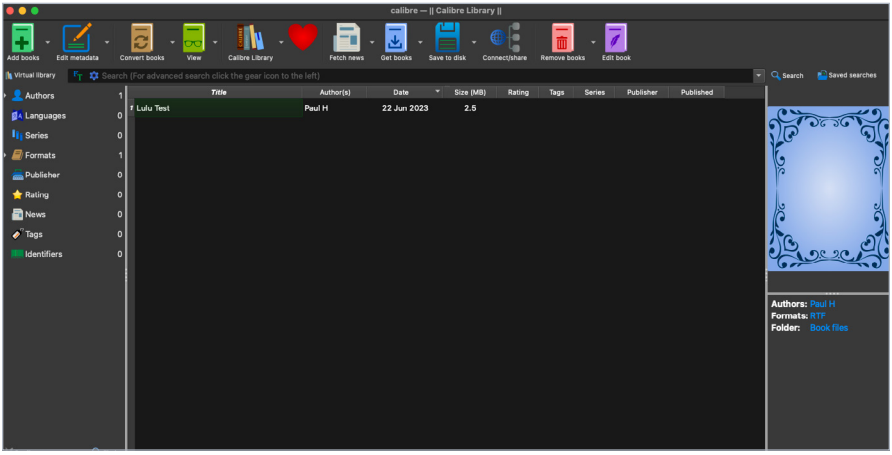


File conversion options

Editing and Formatting

Now that your text file is an EPUB, you can edit it:

1. Select your file from the list.
2. Click **Edit Book** to access Calibre's EPUB editor.
3. Edit the contents and CSS for your EPUB as desired.



Calibre's EPUB editor

Calibre EPUB Options

Calibre is an advanced EPUB editor with a variety of options to manipulate your files. We strongly recommend referring to Calibre's Help Documentation to learn how to use their tool to the fullest.

Export Your EPUB

Once you've finished editing your EPUB, export the files by clicking **Save to Disk**. This will save the EPUB, original text file, and the cover image (if you added one) in a folder.

When uploading your EPUB to Lulu, you should ONLY upload the EPUB exported from Calibre. The cover image must be uploaded separately during the publishing process.

EPUB Ebooks

Reviewing Your EPUB

Reviewing Your EPUB

When you upload your file to Lulu, we test it against the standard EPUB Check used by all ebook creators and distributors. If we find any errors, we provide a plain text file listing each error.

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Before publishing, we recommend viewing your finished EPUB file on multiple devices.

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- Calibre

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Any word processing or editing software that can export a PDF can be used to create your PDF ebook.

Your exported PDF can use any page size and layout you prefer.

Once you've created your PDF, upload it to Lulu while publishing your ebook. Note that your PDF must contain all contents for your ebook, excluding the cover image.

Follow all other layout, image size, and formatting requirements listed for EPUB ebooks.

Ebook Resources

Additional Ebook Resources

This guide provides the basic outline you need to prepare your ebook files. If you need additional guidance or information, please refer to these free resources:

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