

# How to Format Your Book In Word



# How to Format Your Book In Word

Everything you need  
to format your book like  
a Professional!

Colin Dunbar



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For more information, please write to:

Colin Dunbar  
PO Box 408,  
Nigel, 1490  
Gauteng, South Africa  
Email: [author@colindunbar.com](mailto:author@colindunbar.com)

Dunbar, Colin  
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Book Designed by Colin Dunbar [www.colindunbar.com](http://www.colindunbar.com)  
Cover Designed by Bronson Dunbar [www.bronsondunbar.com](http://www.bronsondunbar.com)  
Edited by Carol-Anne Savides

[31,478]

“The worth of a book is to be measured by  
what you can carry away from it.”

James Bryce

“TV. If kids are entertained by two letters,  
imagine the fun they'll have with twenty-six.  
Open your child's imagination. Open a book.”

Unknown Author

“I find television to be very educating.  
Every time somebody turns on the set,  
I go in the other room and read a book.”

Groucho Marx

This book is dedicated to every aspiring indie author.

Leave a legacy, write your book.

## How to Format Your Book in Word



# Acknowledgments

It is with tremendous gratitude that I thank Edwin Wills. He taught me the essentials in my career, and always had words of encouragement. You will always be remembered with fondness *Oom Boet*.

I would not have had a single piece of writing done if it wasn't for the support of my wife. Marinda has always been there, giving me the freedom to write. My thanks are beyond words. Thank you, Marinda!

My son, Bronson, was continuously bugged by me sending him parts of this book to check and review. And usually I wanted it back yesterday. Many thanks to Bronson for his diligent checking and for the suggestions he gave me.

I would like to thank Carol-Anne for her editing.

Thank you Penny for endorsing my book with the Foreword.

## How to Format Your Book in Word

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# Foreword

More and more, authors are seeking a DIY route when publishing their book. And while this is great, it also requires a bit of learning. Of all of the pieces involved in producing a book, it seems that interior formatting is the most often misunderstood.

I was so pleased when Colin asked me to write the Foreword for this book, because it's high time someone took you step-by-step through this process, to simplify something that might otherwise be unnecessarily overcomplicated. Now, you have in your hands something more than a book – it's actually more like a course on formatting and designing your book.

Every aspiring writer who wants to self-publish their book will find this volume a gold mine of steps, tricks, and techniques for the formatting of ebooks and paper books. And even if you don't plan to do your own book formatting, there is a wealth of knowledge to be had by reading this book.

Colin Dunbar is an expert technical writer with more than 37 years' experience, and of these, over 23 years' experience with Word. He has trained

dozens of people in the use of Word, and it shows in this book. Colin has the gift of explaining the steps in an easy to understand way.

Indeed to anyone who has the wish to self-publish their book has available between these covers everything they need to format their book. This book will make the dream of becoming a self-published author a reality.

*How to Format Your Book in Word* is complete with examples, many screenshots, and example files. It is indeed a goldmine.

Chapter 1 offers numerous examples of page layouts from existing books, as also the basic structure of paper books. This serves as a foundation for any aspiring writer to understand how a book is structured.

Chapters 2 to 4 offer the detailed steps to format your ebook for Kindle and Smashwords, plus how to design your book for CreateSpace. These chapters will save you hours of frustration and hassles.

This book not only covers the formatting and design of a book, but Chapter 5 also presents the steps for uploading your book files to the three big online publishers: Kindle Direct Publishing, Smashwords, and CreateSpace. Again, saving you many hours.

I must just say, this is not a book for the lazy; this is a book for the person who has a genuine urge and desire to format their own book and become a self-published author. It does take time to format your book to a professional standard. The good news is you have everything you need in these pages.

The author conveys his technical writing experience and walks you through the steps, in the finest detail, with text and hundreds of screenshots and images. You can feel confident to format your book, without the hassles and frustration.

Follow the steps on these pages, aspiring writer, and join the ranks of the self-published authors. I hope that you will be inspired to not only self-publish one book, but many, with the confidence you gain with *How to Format Your Book in Word*.

I believe this book will become an industry standard for formatting a book in Word.

I'm serious, this is a great book and in all my years in self-publishing, I've learned so much about formatting and designing a book in Word.

Penny C. Sansevieri

CEO and Founder, Author Marketing Experts, Inc.

Adjunct Professor, NYU

30 November 2016



# Introduction

You want to self-publish your book and you have Microsoft® Word. But you don't have advanced experience with Word. You're nervous as heck because you have no idea how to get your book to look professional; there are just so many things that you need to know...

“I just can't get the headers and footers right.”

“I can't get my images to stay where I want them to.”

“Do I have to embed my fonts?”

“I want to add an index, but don't know how to.”

You may have heard the doomsayers saying that Word is not a desktop publishing program, and shouldn't (*mustn't*) be used for formatting (even less, designing) a book.

Rubbish!

You can format and design your book in Word, and it **will** still look as professional as any traditionally published book.

I'm here to make life easier for you, and guide you on how to format (and design) your book in Microsoft® Word. Book cover design is a discipline on its own (and a book on its own), and as such I have included a few great resources on book cover design.

What's with the *book design* thing? I just want to format my book in Word.

Fair enough.

Books have a long and prestigious history, and now your book is part of that history. Pretty cool, hey? Decades ago book designers were craftsmen, painstakingly designing each and every page. The goal being to create a work of art. Today, we have computers, and advanced software, but nevertheless, it does take know-how to design a professional looking book. This is, of course, paper (hard copy) books I'm talking about. And by the nature of the PDF ebook, you can also use these book design principles to design your ebook.

And then there are the Kindle and Smashwords ebooks, and these are, for clarity purposes, formatted. What the heck do you mean dude? When you create your ebook for Kindle or Smashwords, you following the *formatting* procedures as defined by Kindle Digital Publishing and Smashwords. And, to be honest, these are very basic – there's no room for creative layout and design features.

So yes, even though I'm going to cover the steps to *format* your book with Word, I will also be sharing important book *design* principles.

Your book can entertain, educate, inspire, motivate, or evoke any number of other emotions for your reader.

**“But a person buys a book for the content, not the way it looks.”**

Absolutely!

I couldn't agree more.

Book design is **not** about fancy trimmings, it's about turning a good book into a *great* book; making it an effective, easy-to-use or entertaining piece of literature that gives your reader a once-in-a-lifetime experience.

Even though there are no *rules* that specify how a hard copy book should be formatted, there is a long-standing tradition in book design. As a self-published author, it is in your interest to follow these key principles; this way when you format and design your book, you will not be regarded as an amateur, and reduce the chances of receiving negative reviews about your book's quality.

Similarly, there are principles that can be followed in formatting PDF ebooks. Again, following these principles will show your ebook as a professional, quality piece of literature.

In order to give yourself the best opportunity to succeed with your book, you should also consider having it available as a Kindle ebook, as well as having it available at Smashwords (a major distributor of self-published ebooks). Formatting these ebooks are also be covered in this book.

In the words of veteran book designer, Richard Hendel in his book, *On Book Design*: “As omnipresent as books are, few readers are aware of the 'invisible' craft of book designing. The task a book designer faces is different from that faced by other designers. The challenge isn't to create something different or pretty or clever but to discover how to best serve the author's words.”

Just follow along, and I'll share everything I know about formatting and designing books, and give you the tools you need to easily format your book in Word.

Colin Dunbar

4 July 2016





# 1

## Book Formatting Basics

**T**his book covers the formatting of these four types of books:

- Kindle ebook
- Smashwords ebook, and
- Hard copy (paper book) (these methods can also be used for PDF ebooks).

Why do I cover these four types?

In my experience these are the four most popular types of books available on the market. If you have your book available in these formats, you cater for a wide market, and that will improve your chances of getting more exposure as an indie author, and reaching a larger audience.

## **Kindle Ebook**

Formatting the Kindle ebook is, in reality, very plain formatting. There are no *design* elements involved. You can only apply formatting as per the technical requirements of the Kindle device. And to be honest, these are not complex in any way whatsoever.

Formatting for the Kindle is *technical*, and by that I mean there are certain specified ways that you can do certain things. For example, there is a specific way in which you can create your Table of Contents.

## **Smashwords Ebook**

Formatting your ebook for submission to Smashwords is very similar to the methods used for the Kindle. In fact, you will be able to use your Word file that you formatted for the Kindle, and with a few tweaks, you will be able to use that file and upload it to Smashwords (naturally saved in the format Smashwords requires).

Smashwords takes your Word file, and then it goes through what they call the *meatgrinder*, and the result is the following ebook formats:

- ePub
- Mobipocket
- Palm Doc
- PDF
- LRF
- RTF
- Plain text, and
- HTML Smashwords.

## **Hard Copy (paper book) and PDF Ebook**

In the publishing circles (both traditional and self-publishing) you will come across blogs, books, discussions and articles that state self-published books *look* self-published (read: amateur). In some instances I can agree with

this. I know you're not going to land up in the amateur pool... you're going to design a professional looking hard copy book. Hoo-ha!

The big picture of hard copy book formatting is...

- Structure of the book.
- Interior layout and formatting.
- Font selection.
- Graphic images (mainly used in non-fiction books).

All of these will be discussed in detail in this book.

Although formatting a book that looks good does take time, the extra effort and time to create a professionally designed book will reflect a positive image on your readers, and pay dividends. And that's really cool.

Getting bad reviews because your book looks amateur is not something you want, and it can result in poor sales... **definitely** not what you want. This can happen even if your content is great. This can be avoided by investing a little extra time, formatting and designing it correctly.

Speaking of content... **no amount of book design and formatting skills can camouflage poor quality content**, and that's a fact. Always make sure your content is first class (*and* is something that people want to read). Never, never, never skip on good editing. Did I mention Never?

Over the years of offering my book design service, I've noticed people are generally unaware of book design elements, and especially the structure of a paper book.

Why?

It's actually not a matter of ignorance, it's just something that we're not consciously aware of (until someone draws our attention to it). As author Jane Kimball once said: "I didn't even know there was such a thing as a book designer!"

You have all the steps available to you in this book... you **will** be able to format and design a professional looking book that can compete with any traditionally published book.

Let's get started...

## Book Design Examples

As I said previously, there are no fixed rules when you format your *hard copy* book in Word (or any other layout program). But, as I'm sure you'll agree (and notice), it does reflect a more professional image when your book is designed and formatted following the time-tested principles that work; there is no need to reinvent the wheel.

If I were to show you an example of every type of book design, there wouldn't be space for anything else, so in this chapter I offer a smidgen of examples from both hard copy and PDF ebooks. There are no examples of Kindle and Smashwords, as these ebooks have really limited formatting options (PDF ebooks are available at Smashwords).

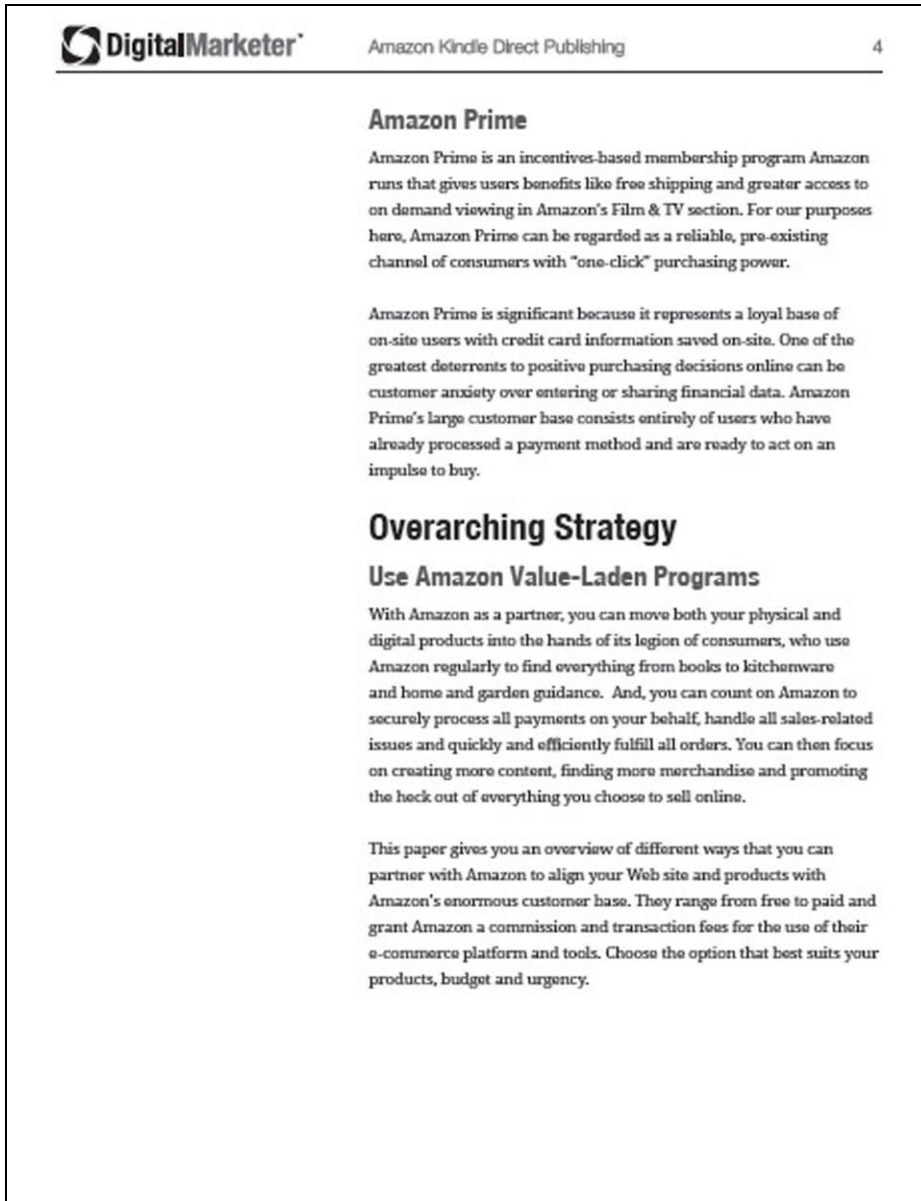
These book layout examples are of both amateur and professional books.

<b>Table of Contents</b>	
Introduction.....	5
Choosing a Topic.....	6
- Niche Research.....	7
- Keyword Research.....	11
Setting Up Your Blog.....	14
- Remote Hosted Blogs vs. Self Hosted Blogs.....	14
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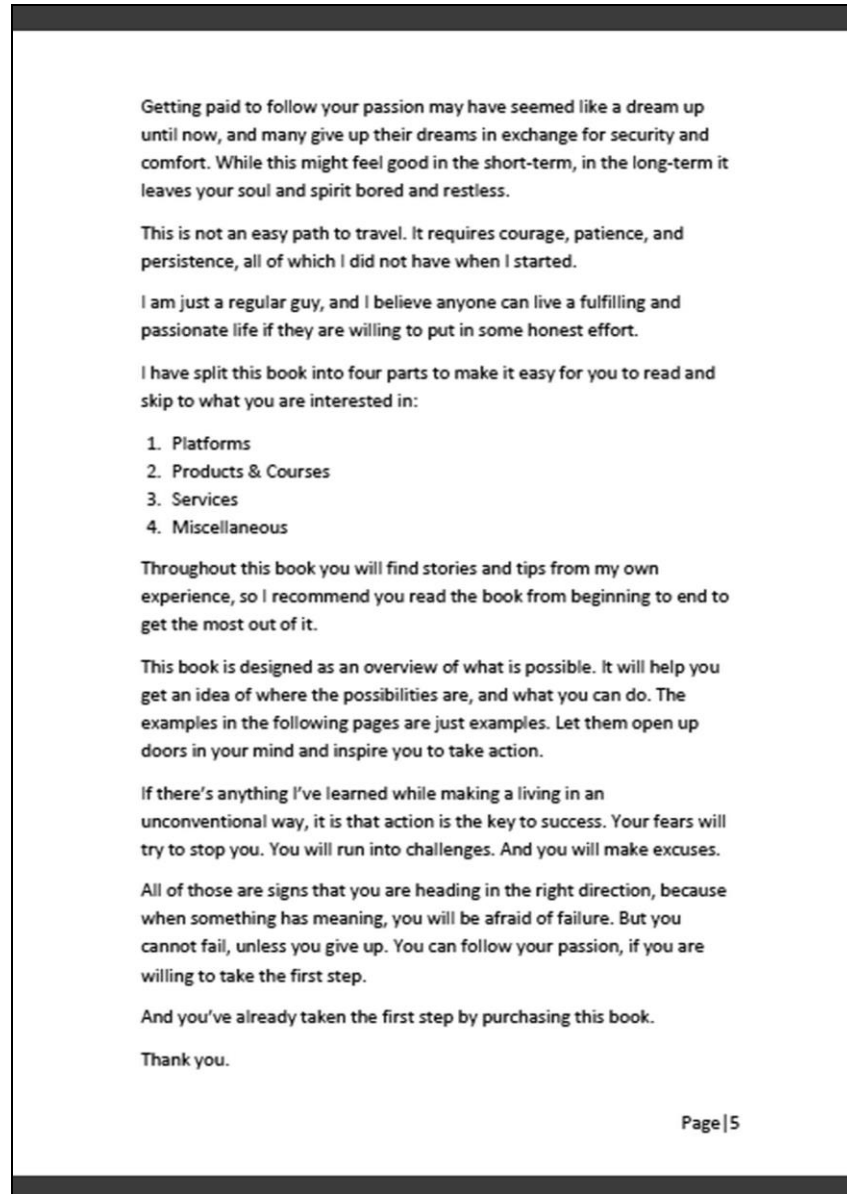
---

3 |

There is not a lot that can be done with the Table of Contents page in the form of formatting. In this example there are a few things worth mentioning... although not specific to the page, but rather the overall book design, the page number that is included in both the header and footer is somewhat of an overkill. Also, having the page number on the left side of all the pages (left and right-hand pages) makes it impractical if the book is printed.



I like the design of this book. The width of the text column makes for easier reading (especially if the ebook is read on-screen). A minus for this layout is that all the info is included in the header, and the footer is blank. My suggestion would be to place the page number in the footer, and also add the separating line as in the header.



This example makes good use of white space, which helps with the readability of the text. I would have separated the page number from the body text with a thin line.

4. When you've chosen your place on the wheel, look at all the emotions at or touching that point.



If you end up pointing at anger, you have a tool to help you analyse why you feel this way. In this case, you're also very likely to be affected by one or more of the surrounding emotions (rage, bravado, contempt and confidence) and some of the other nearby ones (such as aggression and despair) may also be a problem.

Armed with this information about your current emotional state you're better prepared to tailor the visualizations in this book towards altering your particular mood and feelings. For example, if you select the sadness area of the wheel, your objective is to minimise those emotions near to it that you dislike the most, and to increase those on the exact opposite side of the wheel (joy and the emotions surrounding it) that you most want to feel.

Of course, if you select a positive emotion section of the wheel that you're happy with, great! But the wheel is still useful to you in that you can see exactly what types of positive emotions you're feeling right now, and you can decide whether you want to work on increasing any other positive emotions nearby.

Don't take the specific emotions shown completely literally when using and interpreting the wheel, because the idea of this technique is to examine the general areas around the point on the wheel you choose, and the general opposite locations. Considering a combination of the emotions surrounding each location (and its opposites) helps you put your emotional life into deeper perspective.

In other words, because there are far too many subtly different emotions to create a comprehensive yet manageable wheel of emotion, only a subset is included. Therefore consider what a particular word that you've been drawn to on the wheel means to you and how it relates to the words nearby.



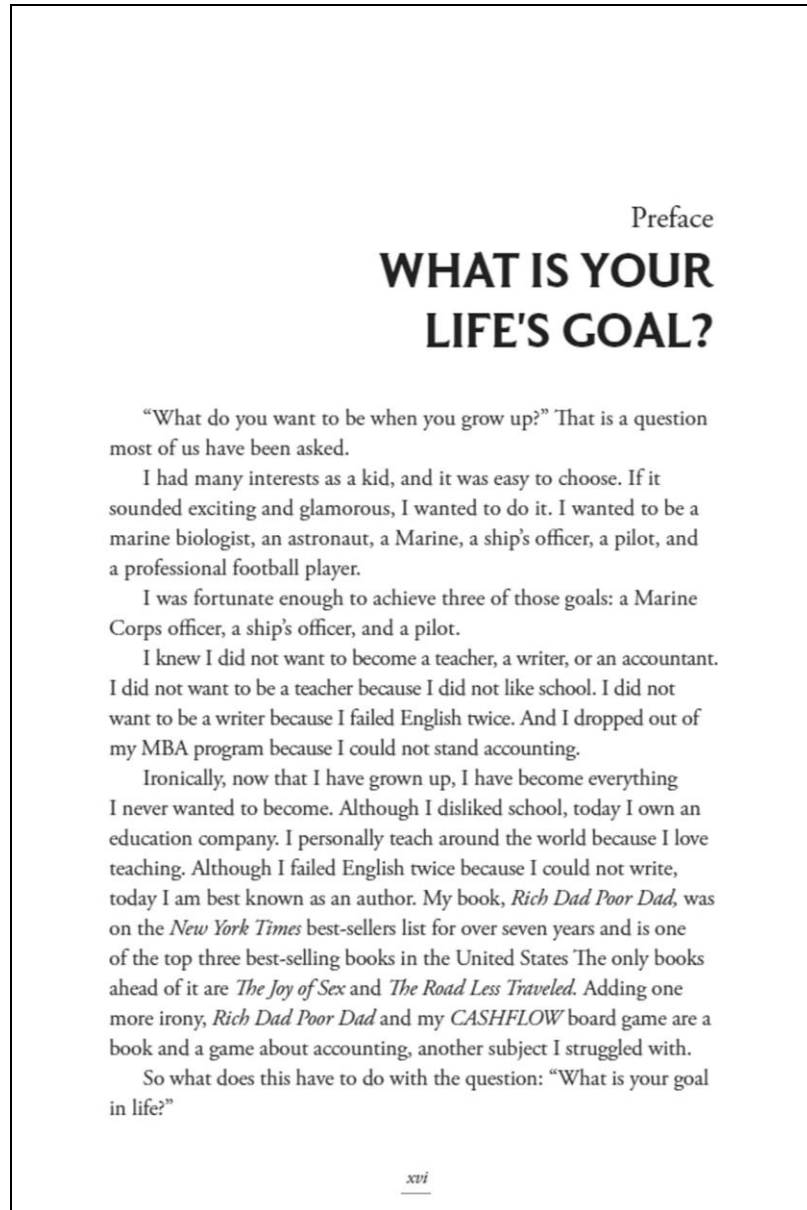
If you spin the wheel on different days, or even at different times of the same day, you may well choose a different place on the wheel, but after you've carried out this exercise a few times over a few days, you're likely to find that on average the spot you point at is in the same general area. Therefore, perform this technique more than once at different times to see how your emotional makeup is developing.

*Modifying a behaviour: Stopping a bad habit or starting a good one*

You may decide that you wish to change a behaviour because it is negatively affecting you or people around you, or simply because you know it isn't good for you (for example drinking to excess, smoking or not exercising).

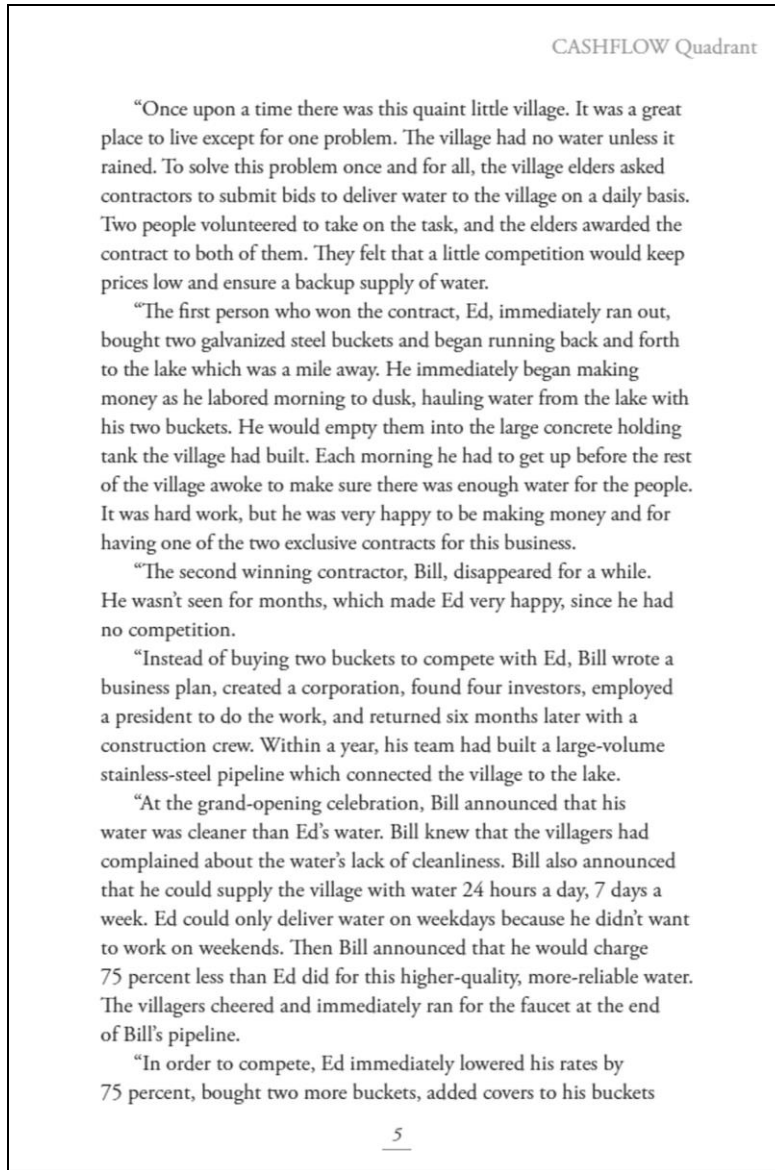
Do you recognize this example? It's a page from one of the popular *Dummies* series of books. Great design and the only criticism I have is the blank footer. Something to note is that all the *Dummies* books have the text left justified.





This is a page from Robert Kiyosaki’s *CASHFLOW Quadrant*, and it’s published by Warner Books (one of the big traditional publishers). Note the heading styles and the text layout; this is a clear sign of professional book design. Using this page as a reference for your book design would be a good idea.

I included the following 2 examples to show right-hand and left-hand pages. Note the Chapter title (left-hand page) and the book title (right-hand page). You can also see the text is left justified.



## Introduction

and began hauling four buckets each trip. In order to provide better service, he hired his two sons to give him a hand on the night shift and on weekends. When his boys went off to college, he said to them, 'Hurry back because someday this business will belong to you.'

"For some reason, his two sons never returned. Eventually, Ed had employees and union problems. The union demanded higher wages and better benefits and wanted its members to only haul one bucket at a time.

"Meanwhile, Bill realized that if this village needed water, then other villages must need water too. He rewrote his business plan and went off to sell his high-speed, high-volume, low-cost, clean-water delivery system to villages throughout the world. He only makes a penny per bucket of water delivered, but he delivers billions of buckets of water every day. Whether he works or not, billions of people consume billions of buckets of water, and all that money pours into his bank account. Bill developed a pipeline to deliver money to himself, as well as water to the villages.

"Bill lived happily ever after. Ed worked hard for the rest of his life and had financial problems forever after. The end."

That story about Bill and Ed has guided me for years. It has assisted me in my life's decision-making process. I often ask myself:

"Am I building a pipeline or hauling buckets?"

"Am I working hard, or am I working smart?"

And the answers to those questions have made me financially free.

That is what this book is about. It's about what it takes to become a B and an I. It's for people who are tired of hauling buckets and are ready to build pipelines for cash to flow into their pockets.

## Book Structure

When it comes to Kindle and Smashwords ebooks the structure of your ebook is simple and straight forward – for these it’s more a matter of the technical layout aspects to get it set up for the different devices. There’s limited structure because these ebooks comprise the Title page, Copyright page, the Table of Contents, the Body, and Back matter. And there’s very little (if any) scope for creative layout and design options at present: these are dictated by the default options of the device. There are a number of changes with the K8 Kindle specification, but there are still thousands of old version Kindle devices in the market that are not compatible with the K8 spec. Details of the K8 spec can be found here: <http://tinyurl.com/h545lvo>

This is a really neat site that offers details of all the Kindle devices: <https://www.amazon.com/gp/help/customer/display.html/?nodeId=201263790>.

The structure discussed here is for a hard copy (and can be used for a PDF ebook) and forms the foundation of what you’ll be doing when you actually format and design your hard copy book.

Although there are no golden rules that says you **must** follow a formal book structure, an amateur book design **will** reflect poorly on you, as an indie author (and could really have a bad effect on reviews of your book, which can lead to low sales). And that is something any indie author wants to avoid.

If you look at the books in a book store, or in your bookcase – no, I’m not talking about your Kindle ebooks – you will find they usually have a very similar structure.

Structure? What’s this *structure* you keep talking about?

Fair question. A book’s structure is how the book is put together, that is, the elements that make up a book.

The structure of a traditional book consists of 3 main elements:

- Front matter
- Body matter, and
- Back matter.

## **Front Matter**

The Front Matter comprises the following:

- Half Title
- Title page
- Edition notice
- Dedication
- Table of Contents
- Foreword
- Preface
- Acknowledgements
- Introduction
- Prologue (only in fiction)
- List of Figures (non-fiction only)
- List of Tables (non-fiction only).

## **Body Matter**

The Body is the main content of the book. This is usually divided into Chapters, and sometimes books also have Parts.

## Back Matter

The Back Matter comprises the following:

- Epilogue
- Afterword
- Conclusion
- Postscript
- Appendix
- Glossary (non-fiction)
- Bibliography (non-fiction)
- Index (non-fiction).

And to wrap up the book there is the Front cover, Spine, and Back cover design. For the Kindle and Smashwords ebooks the cover will only be a flat front cover.

There's no need to memorize all these... I'm going to give you a (very) brief description of each in the next section, and you'll hear more about them later.

Even though this is the structure of a *traditional* hard copy (paper) book, it is also perfectly suitable for a PDF ebook.

Although this structure can be used for a PDF ebook, it's not applicable to use it for Kindle or Smashwords ebooks (Smashwords actually have a recommended structure, which we'll cover later).

## Front Matter

When you format your book for hard copy printing, you should follow the structure as shown in the diagram below. The structure discussed here is one that's been around for a few hundred years.

# How to Format Your Book in Word

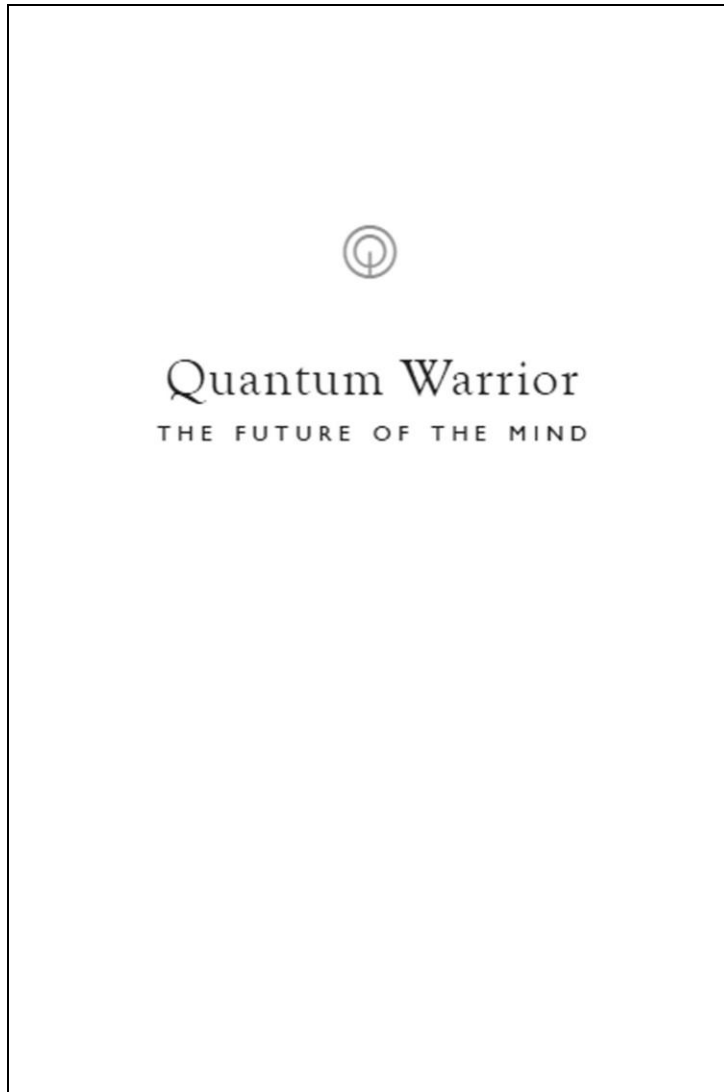
LEFT HAND PAGE (EVEN PAGE NUMBERS)	RIGHT HAND PAGE (ODD PAGE NUMBERS)	
	HALF TITLE	FRONT MATTER
BLANK		
	TITLE PAGE	
EDITION NOTICE		
	DEDICATION	
BLANK		
	TABLE OF CONTENTS (ToC)	
BLANK OR ToC CONTINUED		
	FOREWORD	
BLANK OR FOREWORD CONTINUED		
	PREFACE	
BLANK OR PREFACE CONTINUED		
	ACKNOWLEDGMENTS	
BLANK OR ACKNOWLEDGMENTS COND		
	INTRODUCTION	BODY MATTER
BLANK OR INTRODUCTION CONTINUED		
	PROLOGUE	
BLANK OR PROLOGUE CONTINUED		
	CHAPTER 1 STARTS HERE	BODY MATTER
CHAPTER 1 CONTINUES		
	BODY MATTER CONTINUES	
BLANK (LAST BODY MATTER PAGE)		BACK MATTER
	EPILOGUE	
BLANK OR EPILOGUE CONTINUED		
	AFTERWORD	
BLANK OR AFTERWORD CONTINUED		
	CONCLUSION	
BLANK OR CONCLUSION CONTINUED		
	POSTSCRIPT	
BLANK OR POSTSCRIPT CONTINUED		
	APPENDIX/ADDENDUM	
BLANK OR APPENDIX CONTINUED		
	GLOSSARY	
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	BIBLIOGRAPHY	
BLANK OR BIBLIOGRAPHY CONTINUED		
	INDEX	
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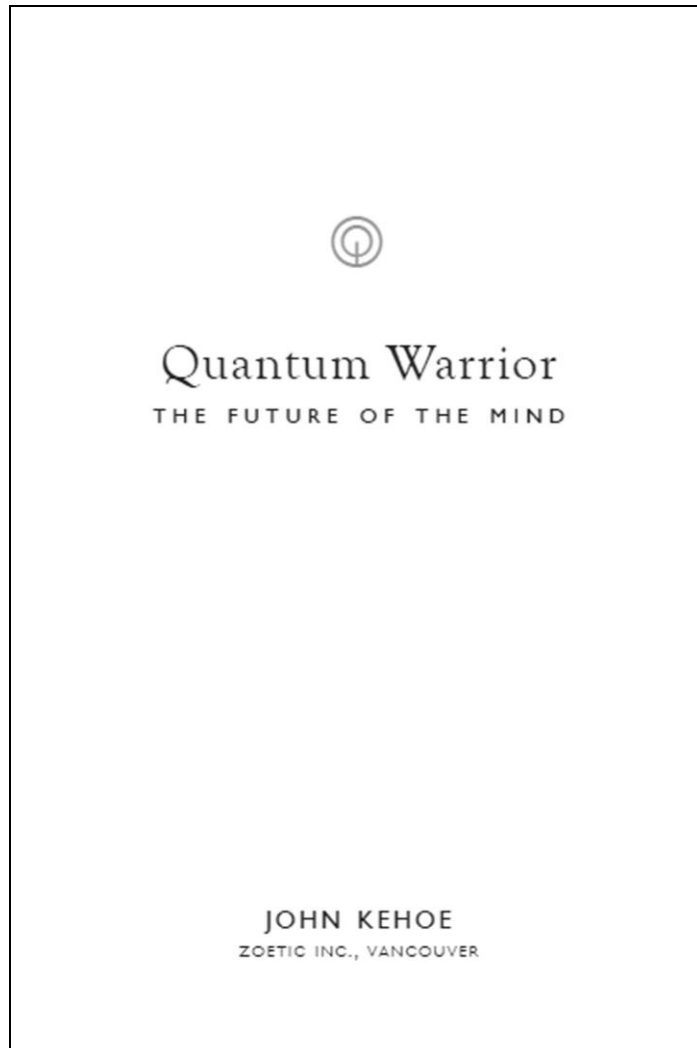
Following are examples of the different pages from the non-fiction book, *Quantum Warrior*, by John Kehoe. These are included for illustrative purposes. Keep in mind that you, as an indie author, will be judged by the quality of your content, **as well as** the quality of your book design.

## Half Title



The *Half Title* is the first page you see when you flip open a book, and usually contains only the title of the book (sometimes this page is omitted, and the book starts with the Title page). This is a right-hand page, and the back (left-hand page) is blank. The first few pages may be testimonials of people praising the book.

## Title page (Frontispiece)



The *Title* page (or *Frontispiece*) is the second page of the book, and this contains the title, a sub-title (if there is one), the author's name, and the publisher's name and logo. In some books this will be the first page. This is also a right-hand page, and the back can be blank, or contain the *Edition Notice*.

## Edition Notice (or Copyright page)



The *Edition Notice* contains the copyright notice, legal notices, publication information, printing history, cataloguing information from a national library, and an ISBN that uniquely identifies the book. In a commercial book, you will often find a line of numbers, some of which may appear to be missing – these are called the printers key, and indicate the book’s print run (this is not applicable for self-publishing).

## Dedication page

This is the page where the author names the person or people for whom the book was written. This is a right-hand page, and the back is blank.

## Table of Contents (ToC)

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The ToC is the list of the chapters (and parts, if applicable) of your book organized in the order in which the pages appear. I recommend that the ToC not include items lower than the third level, i.e. only include up to level 3 headlines. Headline levels are explained later. In Word this will be generated automatically, using the headlines in your book.

Note that a ToC and Index are *not* the same.

## **List of Figures (non-fiction)**

The *List of Figures* is the list of the graphic images (diagrams, charts, photos, etc.) in your book, organized in the order in which they appear. This is usually found in non-fiction books only, and follows the ToC.

## **List of Tables (non-fiction)**

The *List of Tables* is the list of the tables in your book, organized in the order in which they appear. This is usually found in non-fiction books only, and follows the List of Figures, or the ToC.

## **Foreword**

The *Foreword* is written by someone other than the author. The Foreword is often written by a specialist or recognized person in the subject matter of the book, and often written by someone who has reviewed the book. This is usually a right-hand page.

**Note the spelling of *Foreword* – not “Forward”, or “Foreword”.**

This is a common mistake, and a sure sign of an amateur author.

## **Preface**

This is written by you (the author) and usually discusses how the book came into being, how the idea for the book developed, or what the purpose of the book is. The Preface is usually a right-hand page.

## **Acknowledgments**

The *Acknowledgments* lists the names of those who helped in the creation of the book, usually mentioning with what the person(s) helped. Sometimes this is part of the Preface.

## **Introduction**

The *Introduction* is the first real “content” of the book and discusses the purpose of the book. When your reader reads the Introduction s/he should have a good idea of what the book is about, and what the benefit of reading it will be to them.

## **Prologue (Fiction)**

The *Prologue* offers a scene directly from the book. The idea of the Prologue is to raise curiosity and make the reader keep on reading.

The Prologue is usually found in a fictional book.

## **Body Matter**

The body matter is the *meat* of your book – the main content.

## Parts

Parts are usually not found in fictional works, and depending on the topic, they may not be found in a non-fiction book either. A *Part* starts with a dividing page, with either only the Part number (often as Roman numeral uppercase), or sometimes the title of the Part also. This is a right-hand page, with the back (left-hand) blank. There are no headers and footers on these pages.

## Chapters

A new *Chapter* starts on a right-hand page. Where a chapter ends on a right-hand page, a blank (left-hand) page is inserted, so that the new chapter starts on a right-hand page.

## Back Matter

### Epilogue

Wikipedia defines an *Epilogue* as, “a piece of writing at the end of a work of literature or drama, usually used to bring closure to the work. The writer or the person may deliver a speech, speaking directly to the reader, when bringing the piece to a close, or the narration may continue normally to a closing scene.”