



Making an ebook with Blurb for the first time?

If this is your first time reading this guide, go straight to the [Getting Started](#) section.

I've already created an ebook, now what?

Review your ebook

Your ebook needs to be thoroughly proofed on a device so you can see if there's anything that needs to be changed or improved. Jump to "[Download and Review](#)" section.

Get expert help

If something doesn't look the way you expected, and you want to figure out what to change in BookWright to get a desired effect, we have plenty of resources to help:

- If the structure or order of your chapters is off, take a look at the [Book Structure and Organization](#) section of this guide.
- For layout and text questions, review the [Content Layout](#) and [Text Styling and Images](#) section of this guide.
- For a quick start on common tasks, watch some of our helpful videos on using BookWright.
- Want to hire a publishing expert? Speak with a pro from our [Dream Team](#).
- [Read our FAQ](#). Someone has probably asked a similar question to yours.
- Still stuck? Contact our 24/7 customer support team – blurb.com/help

Make changes, repeat

Editing in BookWright is a snap. Once you've made your changes, just re-upload the same BookWright file for conversion. You can download the revised ebook to check your changes. Repeat this editing process until you're happy with the results.

Distribute and sell your content

Here's more information on how to create accounts with the [iBooks Store](#) and the [Amazon Kindle Store](#) to sell your reflowable ebook.



Getting started

Welcome

This guide is here to help you make a fantastic reflowable ebook for the Apple iPad, Amazon Kindle, or other e-reading devices. All topics discussed here are about reflowable ebooks only. If you want to create a fixed-layout ebook, simply design your book in BookWright and upload it—no guide necessary!

Great expectations

You're about to start creating your ebook in BookWright, Blurb's powerful layout and editing tool. By bringing your content into BookWright you can easily position and resize images, format and style text, create linked table of contents, and then output into an ebook. This guide will help you understand how what you see in BookWright will be transformed into a similar but streamlined ebook optimized for reading devices and apps. BookWright's edit window shows fixed pages, whereas reflowable ebooks have a fluid, "pageless" layout. That is to say that the pagination—and, to some extent, the layout of reflowable ebook content—varies depending on the size of the reading device's display.

Reading devices can be large or small (like a tablet versus a phone screen) and the amount of content that fits on each screen is different. Your readers may also choose to change the text size, margins, background color, or even the font. So instead of editing page-by-page in BookWright, you're actually working with one long piece of content that will be broken up into pages by the e-reader device and the reader's preferences. You can indicate your own font preference as the author, but ultimately the viewing experience depends on the reader. It's this flexibility in formatting that makes reflowable ebooks so accessible, versatile and readable across so many different devices.

If you want to maintain control over the exact placement of images, column layout, font selection, and styles, a fixed-layout ebook might be the better option for you. But don't worry, we'll show you how to structure your content to get great results, so let's get started!

Store to sell your reflowable ebook.



Get the latest version of BookWright

Before you begin, you'll need to have the latest version of [BookWright](#) installed on your computer.

1. [Download BookWright](#). If you already have BookWright installed, it will automatically update to the latest version the next time you launch it.
2. Take a look at the BookWright Guide. Once BookWright is installed on your computer we highly recommend spending a few moments familiarizing yourself with the application.

Tip: *In particular, pay attention to the [image](#), [flowing text](#) and [RTF import](#) sections. We'll be discussing these concepts in more detail later on.*

3. Also check out some amazing [BookWright novel templates](#) to help give your novel a professional look from the start.

Workflow overview

Let's take a moment to describe the steps you'll take to create your ebook from start to finish. We'll go into more detail later for each of these steps.

1. [Save your original document as an RTF](#) (Rich Text Format) file. Edit your content in Microsoft® Word or a similar text editor. We recommend using Word because its RTF output is most compatible with BookWright's RTF importer.
2. [Create a new BookWright Project](#) and import the RTF file(s).
3. [Create chapters, add styles, lay out your content](#), and add images, and [create a cover](#).
4. [Upload your book project](#) to convert it into a ebook.
5. [Download your new ebook](#) and review it on a reading device or app.
6. Make any changes in BookWright and repeat steps 2-4 until you're happy with the final result.
7. [Distribute and sell](#) your content on the iBooks Store or the Amazon Kindle Store.

Let's look at these steps in more detail...



Create and edit your source content

The best place to write and edit your text-heavy content is in your favorite word processing application, like Microsoft Word. You can create your content in any editor, so long as it exports RTF files, but our converter is optimized for Word and will yield the most predictable results. Other editors include Google Docs, TextEdit or Open Office.

What to do before exporting an RTF file:

- Spell check and copyedit your content.
- Style any text with **bold**, italics, underline, line spacing, etc.
- Insert Section Breaks (Odd Page) to separate chapters. 'Next' and 'Continuous' breaks are ignored.

Tip: In Word, use the **Insert > Break > Section Break (Odd Page)** menu option.

Tip: Alternatively, you can save each chapter as a separate RTF file instead of using section breaks. A chapter will be added for each RTF file you insert in BookWright.

- Add in any front matter to your book, such as a copyright page, or a Table of Contents. Insert a Section Break (Odd Page) between each piece of front matter.
- Use tabs for paragraph indentation.
- Avoid hanging indents in Word and prefer using the indent tool in BookWright.
- Download the [novel templates for BookWright here](#).
- For best results, use whole numbers for your line spacing or leading values.

Tip: Check out our [Dream Team](#) for access to professional editors who can help review your content.

What formatting is NOT supported in the RTF import:

- Drop caps (they change to normal font and size)
- Embedded images, tables, charts, shapes, headers, and footers (they will be ignored)

Tip: Add images after you import your RTF file to BookWright. Tables and charts can be saved and inserted later as images.

- Word Styles (any text styles need to be applied inline, not through the Styles menu)
- Page backgrounds
- Multi-column layouts
- Links between pages or sections in your Word document

Tip: if you want to create a linked Table of Contents, do that in BookWright. The imported links from Word may not be accurate.

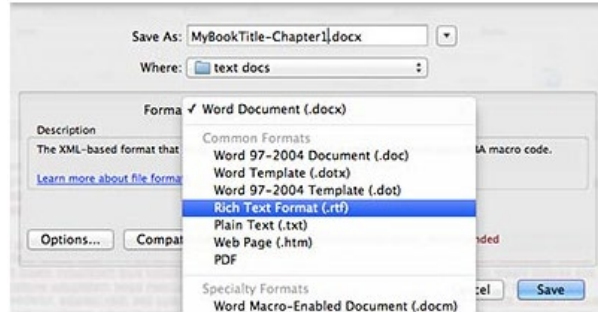
- Bulleted Lists: create lists by adding • symbols or numbers manually with your keyboard



BookWright Reflowable Ebook Guide

Save your document as a Rich Text Format (RTF) file.

The option to export to RTF is usually found under File > Save As... in the menu bar of your text editor.



Importing your RTF file(s) to BookWright

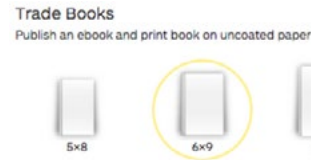
Once your content has been saved as an RTF file you're ready to import it into BookWright.

First, let's create a new project in BookWright.

Tip: Click the Start a New Book button




For reflowable ebooks we recommend choosing the 6x9 Trade Book project option on the "Choose a Book" screen.

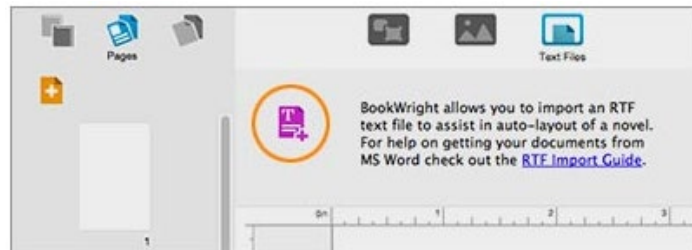


Why do you need to pick a paper size when reflowable ebooks don't have a fixed page size? Remember that in BookWright, you can design a print version at the same time you're creating an ebook. By selecting a print size now, you'll have everything ready to go if you decide to publish a print version of your book later.

Now let's get your files into BookWright. You may have saved your content as a single RTF file or as separate RTF files, one per chapter. Either way is fine.

Import your RTF file(s)

1. Open Blurb BookWright
2. Click on the 'Text Files' icon  in the top toolbar.
3. Click on the 'Add RTF Files' icon

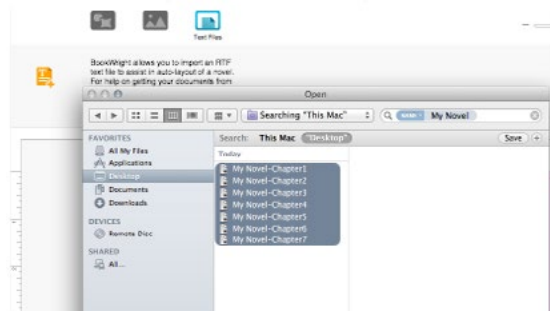




BookWright Reflowable Ebook Guide

Browse to and select your RTF files

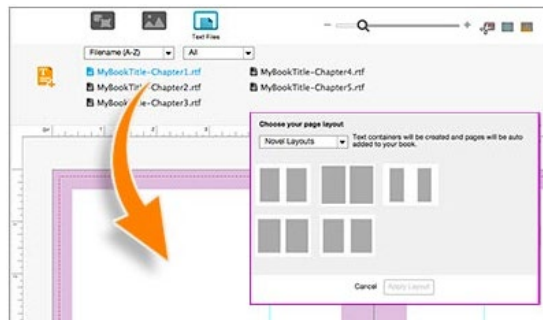
4. Browse your computer and find the RTF files to import
5. Select the files (hold down the Shift key to select multiple files) and click Open



Add the RTF file(s) to your book

Your files are in BookWright but still need to be placed into the pages of your book.

6. Your imported RTF files are listed in the Text Files library in BookWright
7. Drag the RTF file(s) onto a blank page
8. Choose the desired layout for the page and click 'Apply Layout'



Tip: The different layout options and margins only apply to the print version of a book. Your selection will not affect your ebook.

9. Repeat the steps above to drag in more RTF files.
You'll want to drag each RTF file onto the blank page following the Text Flow of the last imported RTF file's content.

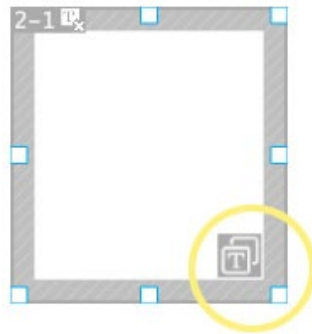


BookWright Reflowable Ebook Guide

Using the RTF importer is the best way to import large amounts of text into BookWright. Each imported RTF file is placed in a new Text Flow. When we create the ebook, we automatically place each Text Flow into a new chapter in the ebook.

You can manually create Text Flows if you want to copy and paste more content later but using the RTF importer is preferred. [Here's how to manually create Text Flows.](#)

Tip: If you make a Flowing Text Container smaller, by adjusting its height, some of the text may run beyond the end of the Text Flow and no longer be visible in the book. To fix this, go to the last container in the Text Flow, click the Link button, and draw another Flowing Text Container to hold the overflow.



Tip: Don't use more than one Text Flow sequence on the same page.

Tip: For more information on working with [Text Flows in BookWright](#), watch this video.

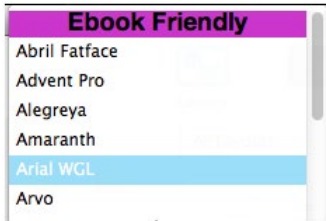
Text Containers (not part of a Text Flow) should be used sparingly. When placed directly below an image they are considered captions and the width of the text will match the image's width in the ebook.

Tip: If you place a text container between two linked Flowing Text Containers a new line will be inserted before and after the text container's content.

For more information on working with Text Flows in BookWright watch this video.



BookWright Reflowable Ebook Guide




Fonts

Blurb offers 53 beautiful fonts licensed specifically for use in your ebooks. After importing your RTF file you'll need to replace the fonts used in your text editor with ebook friendly fonts listed in BookWright. You can find them at the top of the fonts dropdown menu. Make sure you use only these 53 fonts in your ebook, otherwise the e-reader will use a default font.

Tip: To change a font, select the content in the text editing window and choose an ebook friendly font from the dropdown list.


Tip: For more information on working with [Fonts in BookWright watch this video](#).

BookWright tips

- Never overlap text or image containers, or layer text over images.
Tip: If you want text superimposed on an image, use an image editor like Photoshop to make the text part of the image.
- Background elements, such as page numbers, headers and footers, and background page color will not be included with your ebook.
- Pay close attention to any warning icons  while editing.
Tip: Sometimes help and warning messages in BookWright only apply to print but not ebook versions of your project.
- Review any messages and suggestions during the upload process.
- Move image containers not the image inside a container. This causes images to be cropped.

Tip: to move an image on screen, click and drag it by selecting the border, instead of clicking on the image itself.



- When adding a new image to your book, just drag and drop it onto the page.
(Rather than creating an empty image container then inserting the image into that container.)
- When resizing images, drag the border's corner handles, while pressing the shift key. Then click on the image and press the "Fill" button  the image toolbar. This will preserve the aspect ratio of the image without cropping.
- Be sure to only use the BookWright [novel templates](#) which are optimized for reflowable ebooks. All other templates are meant for print and fixed-layout ebooks only.
- For more BookWright tips check out the [BookWright Guide](#) or talk to someone on our [Dream Team](#).

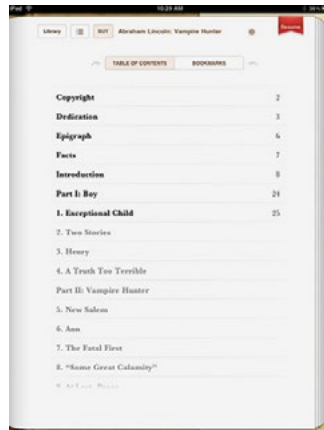


Book structure and organization

One of the keys to creating a readable and successful ebook is organizing it into sections or chapters. You've already structured your content in Word, thinking about what's in your front matter, content and back matter. This section will describe how to format your content in BookWright to utilize an e-reader's table of contents, separate sections or chapters with breaks, and create links between different parts of your book.

E-reader Table of Contents

Ebook reader apps make it easy for consumers to quickly find and move between content by providing a table of contents separate from the book content. In ebooks this information is saved in a special file. Blurb creates this file for you automatically based on how you structure your content in BookWright. It's a really good idea to have more than one chapter in your book, even if a chapter is only one "page" of content.



Section	Page
Copyright	2
Dedication	3
Epigraph	6
Facts	7
Introduction	8
Part I: Boy	24
1. Exceptional Child	25
2. Two Stories	
3. Henry	
4. A Trunk Too Terrible	
Part II: Vampire Hunter	
5. New Salem	
6. Ann	
7. The Fatal Flaw	
8. "Some Great Calamity"	
9. All You... Please	

iPad table of contents screen

A chapter is created...

- For each Text Flow
- For each section break (odd or even page) from your source RTF file
- For every RTF file you import and drop in the editor

Chapter titles

We automatically create the titles for each chapter in your table of contents by looking for the first sentence with the biggest font size in a Text Flow.

Tip: For best results put your chapter title first with the biggest font and avoid using numerals with periods in the title.

Page breaks

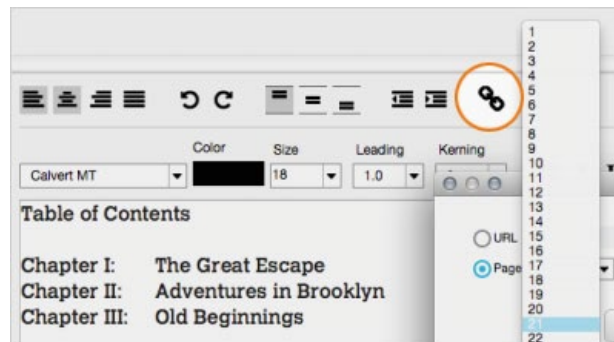
In general e-reader apps do a good job of breaking content into pages when a person reads your ebook. Remember that the visual end-of-pages in BookWright do not translate to page breaks in your ebook. However, it's still possible to start content on a new "page" in the ebook by using these strategies.

- Insert page breaks in Word before saving and importing your RTF file.
*Tip: from the Word menu choose: **Insert > Break > Page Break***
- Add newlines or press the Enter key multiple times after the text content in the end of a Flowing Text Container to push text to the next page.
Tip: Don't worry, the extra newlines won't show up in your ebook
- Place a single image on a BookWright page before any Text Flows
- Start a new Text Flow (this also creates a new chapter)
- Resize a Flowing Text Container (this moves text to the next page)

Tip: Whenever you resize a Flowing Text Container be sure content isn't cut off at the end of the Text Flow

Creating a Table of Contents in front matter

If you want to make your own Table of Contents page in the front matter, do so by using the Hyperlink tool, linking to the appropriate pages in BookWright. Even though the page numbers won't matter in the ebook, clicking the links will still send the reader to the correct spot in your ebook.



Tip: If you make your own linked-text Table of Contents try to keep the formatting simple. Avoid using dotted lines (".....") as the layout will not be consistent. Also avoid listing the print page numbers as they won't match the page "numbers" in the ebook.



BookWright Reflowable Ebook Guide

Content layout

The content you lovingly craft needs to be transformed from a static page-by-page view in BookWright into a flowing, dynamically laid out ebook. This section will walk you through the process so that you can get predictable, beautiful results in your ebook.

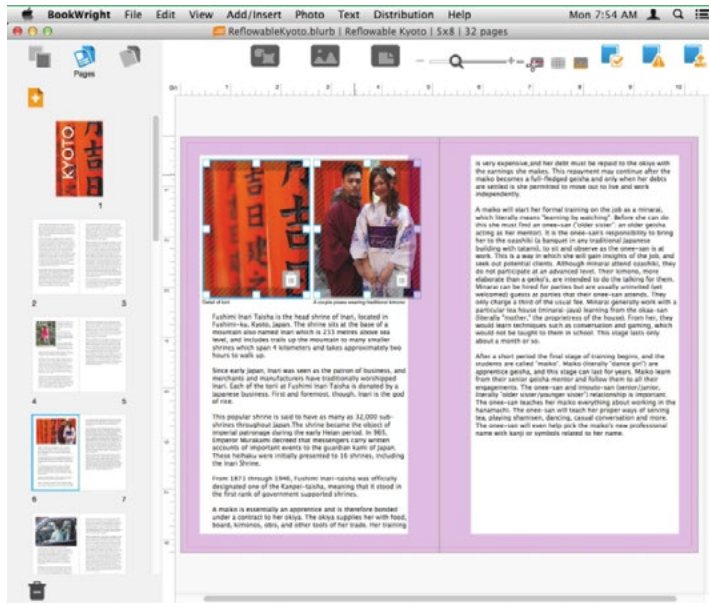
Mapping BookWright containers to an ebook

In general ebooks look their best on e-reader apps when the layout is simple and stacked vertically. The conversion from what you see in BookWright to an ebook tries to stack your content, single file, vertically.

We call this the **“More than one, stack it”** rule.

That means if you position page elements side-by-side (images or text), they will be stacked vertically according to their reading order (left-to-right, top-to-bottom).

In the following example we have two images (with captions) side by side in BookWright.



Those two images (and their captions) will be stacked in the ebook.

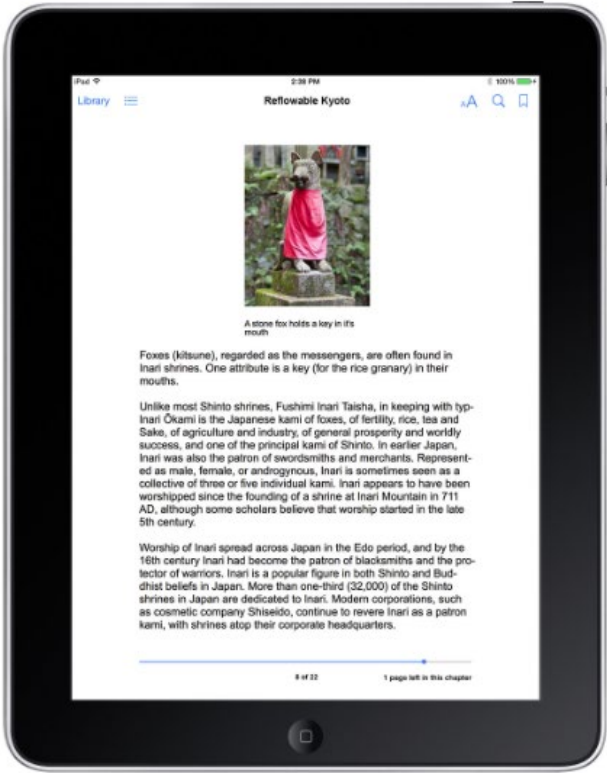
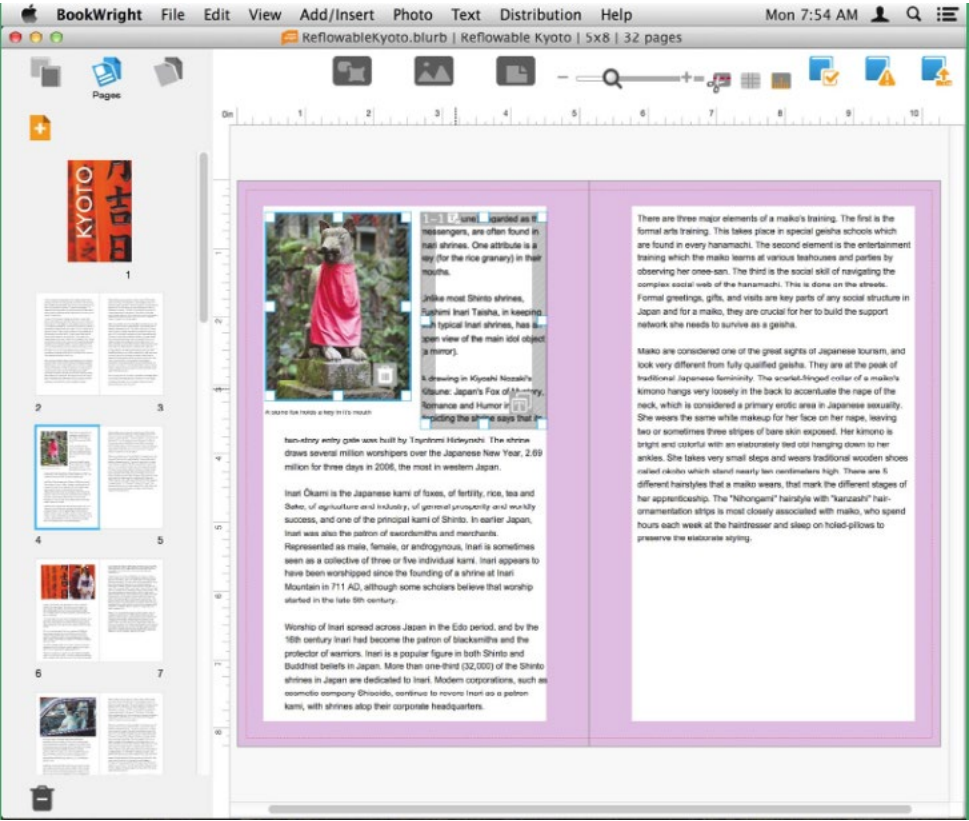


View of the same content in the ebook on a tablet and phone.



BookWright Reflowable Ebook Guide

In the following example we have an image with caption and text side by side. Because there is more than one container they will be stacked in the ebook.



View of the same content in the ebook on a tablet and phone.

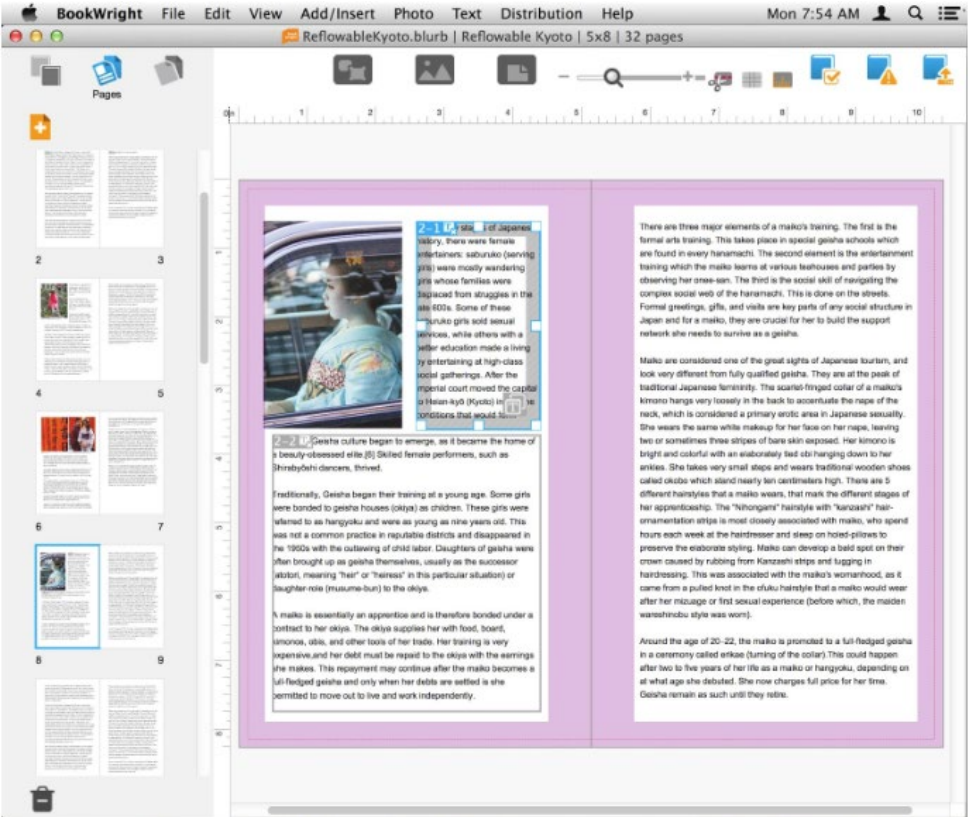


BookWright Reflowable Ebook Guide

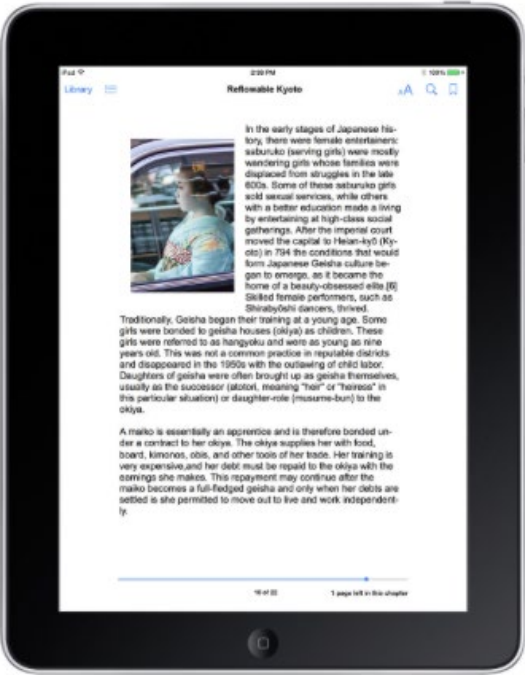
Wrapping text around images

There is one exception to the “More than one, stack it” rule. If you position text to the right or left of an image (with no caption) we'll wrap text around that image in the ebook. In this manner you can use Text Flows to elegantly wrap text around images.

In the following example we have an image, without a caption, with text to the right and below it. The text content will wrap around the right of the image in the ebook.



Text to the right of an image in BookWright








View of wrapped text in the ebook

Text Styling and Images

Much of the styling that you can apply to text content in BookWright passes directly through to your ebook. Here are some tips on what styling works best.

Text alignment, justification and indentation

BookWright's text editor supports left, right and center justification. Most alignment will automatically pass-through during the RTF import.

- Avoid using spaces for indentation, instead use the indent tool   in the text editing toolbar, or the Tab key.
- Avoid using hanging indents in Word  before importing your RTF file.
- Use center justification  rather than using the space key to center content.
- Avoid using fully justified text. Although standard for print books, this sometimes leads to widely spaced words in the last sentence on a page in ebooks. 
- Paragraphs are not automatically indented. If you would like to indent the first, or every paragraph in your ebook, use the Tab key on each paragraph to indent the content.

Fonts and special characters

Blurb and BookWright provide you with a wide variety of fonts (53 to be exact!) licensed for use in your ebook. In addition, our Flourish Font contains beautiful glyphs to add inline ornaments to your chapter titles that scale with the size of the text in e-readers.

- Use black, or dark font colors. Light colors may be hard to see because by default most e-reader backgrounds are white.
- Use our Flourish Font glyphs instead of images for chapter title pages. For more information on the [Flourish Fonts click here](#).
- Custom embedded fonts are not supported. Only the “ebook friendly” fonts listed in BookWright may appear in your final ebook.

Line spacing

In general it's best to keep your line spacing or leading in whole numbers. Avoid 1.5 spacing, for example.

Web links (hyperlinks)

BookWright and its generated ebooks support internal links (from one page of a book to another) and external links (any page on the internet).

- Always double-check all links in your book before publishing your ebook.
Tip: Internal links from your Word document won't work in BookWright. External links may have some formatting issues. Click all your links to be sure they work as expected.
- Avoid inserting URLs with long query strings (text following a question mark in the URL)




BookWright Reflowable Ebook Guide

Bulleted lists

Create lists by adding • symbols or numbers with your keyboard

Background content

Content elements in the Background tray,  such as page numbers, headers and footers, and background colors are ignored in the ebook.

Designing for print and ebook simultaneously

BookWright does an amazing job at balancing the needs of creating an ebook and a print book at the same time. But sometimes there are specific layout adjustments you may wish to make for one version but not the other.

In these situations a viable solution is to:

1. Finish laying out your print or ebook version
2. Browse to where you saved the .blurb file for the book
3. Duplicate that .blurb file, and give it a unique filename
4. Open the new file in BookWright
5. Make the print or ebook specific modifications to the separate file.

Tip: If you follow the above strategy there will be unique entries on your Blurb dashboard for each of these books.

How to add images to your book

Because images aren't imported along with your RTF content, you'll need to add them in as a separate step. Here are tips how to size and position images, and how to maintain their quality when adding images to BookWright.

First, move or resize any Flowing Text Containers to make space for an image. Then drag and drop image directly into the empty space.



Resize to make space

Tip: Images for ebook use should be 500 KB or smaller, no more than 300 DPI, and be in sRGB color.

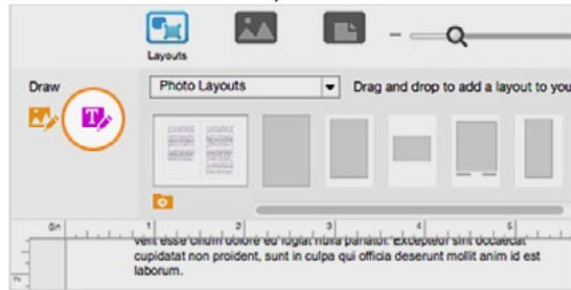
Tip: Resizing containers might cause text to overflow; if so, you'll need to add and link more flowing text containers at the end of the text flow.

Tip: For more information on working with images in BookWright watch this video.

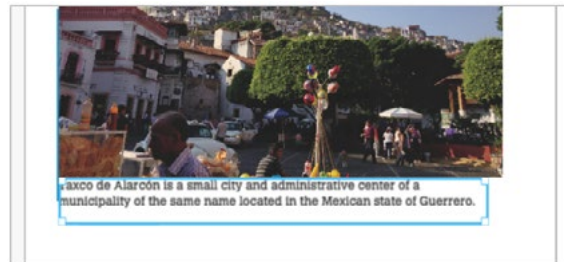
Adding captions to images

Adding captions to images are the one time you should use simple Text Containers instead of Text Flows.

1. To draw a new text container, click the Draw Text Container button under the Layouts section in the toolbar.



2. Drag the pointer to draw the text container below the image.
3. Move the Text Container up so that its top edge snaps snugly to the bottom edge of the image.



Tip: Don't overlap the text container and the image.

Image Best Practices

Here are some tips when working with images.

- JPEG and PNGs are the only image file types accepted
- Avoid using transparent PNGs. Amazon Kindle devices do not support them.
- Try to keep your image file sizes under 500 KB each and no more than 300 DPI.
- Never overlay a text container on top of an image. Instead add the text in an image editor like Photoshop.
- Use sRGB image colorspace and not CMYK.

Image Spreads

While you can place a single image across both pages in BookWright, because there are no spreads in reflowable ebooks the image will be shrunk to fit on a single “page” in the ebook. Only add one spread image per two pages in BookWright.

Tip: Be careful that non-spread images don't overlap the spine, or middle area, between the left and right pages in BookWright.

Image processing

Ebook's don't require as high resolution as print books to look great on e-reader screens. Our ebook conversion always tries to preserve your original image. However under certain circumstances the image may need to be processed and saved as a new image. You can avoid image processing by matching the image container's aspect ratio (width and height) with the image's.

Tip: Even though the image may look small in BookWright, the full-sized image is saved in the ebook. Double-tapping the image in most e-readers will show the image closer to full size.

Conditions that trigger image processing:

Cropping and rotating images within an image container. If the source image inside of an image container is bigger than the container, the image will be cropped.



original image

image cropped by the container

- Photographs containing EXIF information.
- EXIF information can specify the orientation of the image, ex. images taken from your camera phone in landscape or portrait. To make sure the image has the proper orientation we strip EXIF information and resave the image in the correct orientation.
- Unsupported colorspaces. If the image is saved in CMYK (used for print) or other unknown colorspaces we will convert it to sRGB and resave.
- File size is too large. We want your ebook to work on all marketplaces and if the total file size of your ebook is too large (greater than 500KB) we may need to resave it to reduce size.
- Image pixel density greater than 300 DPI. 300 DPI is great quality for print, and overkill for ebooks. 72 DPI generally is fine.
- Image resolution greater than 3.2 million pixels (ex 1550x2050).



BookWright Reflowable Ebook Guide

Creating Cover Art

Don't forget to add a cover image. You can't create an ebook without a cover. You can insert cover art by pressing the Covers button.

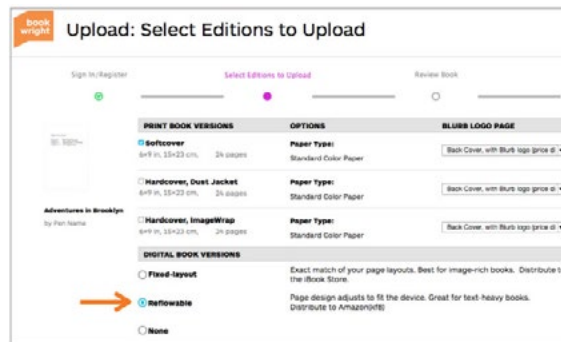
Tip: Create different covers for the ebook and print version.

Tip: For expert help creating cover art our Dream Team can help.

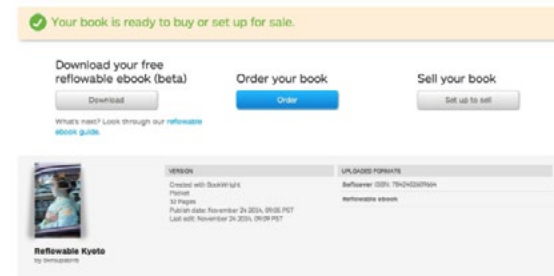
Upload for conversion

Steps for uploading and creating a reflowable ebook

1. Click on the 'Upload' icon at the top right corner of the BookWright window.
2. Type in your book title, subtitle, and author name.
3. Review important warning messages.
4. Select the 'Reflowable' option under 'Digital Book Versions'.
5. Choose a companion print option if desired.



Blurb BookWright Upload Options



Upload success screen

6. Your BookWright file will be uploaded and converted. A progress dialog will show that the conversion is underway.
Tip: Depending on how large your book is this may take a few minutes.
7. When the conversion is completed successfully a browser window will open with information on what to do next.



Download and review your ebook

It's time to congratulate yourself on all the hard work you've done so far: writing and editing your manuscript, getting your content into BookWright, formatting your layout, adding images, and styling your content. Nice job! But you're not finished just yet.

A few notes for a smoother experience when viewing on an iPad...

- Connect to wi-fi: ebooks can be large, so downloading and importing them to iBooks can take several minutes.
- Be patient: Very little feedback is given while iBooks is opening the file, so you may want to check your device after a few minutes.
- Make room: Be sure you have enough free space on your device or the download may fail.
- Can't find your book? In iBooks, make sure you're viewing the 'Books' collection and not the 'PDFs' collection. To switch views, just tap the 'Collections' button in your iBooks library.

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