



Ebook Creation Guide



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File Creation

File Formatting

Preparing Your File

Creating an Ebook

Ebooks are electronic books using a special file formatting (called EPUB) to make 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 covers making an ebook with Lulu's DOCX to EPUB converter.

Microsoft Word

Lulu supports conversion of Microsoft (MS) Word DOCX files to EPUB file format. All instructions within this guide are specific to the **Microsoft Office Suite 2007** or later. Lulu does not support conversion with earlier versions of Word; such as DOC files.

File Formatting

Word offers two methods for formatting text.

Direct (or Inline) Formatting

Creating a chapter title by manually changing the font type and size of the first line in a paragraph that otherwise uses the **Normal** style is an example of **Direct Formatting**. Because ebooks use the text styles based on the reader's device, using direct formatting is not recommended.

Direct formatting can be used for bolding or italicizing certain 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. This is the reason we recommend using MS Word to format your file for EPUB; it offers the best style controls and options for preparing your file.

When Lulu converts your file to EPUB, we look for Heading styles to automatically create page/section breaks and to generate the EPUB Table of Contents (TOC) in your ebook. This TOC is a requirement for all EPUBs and without one, your ebook will not pass our distribution review.

Preparing Your File

The golden rule for ebook design is: KEEP THE FORMATTING SIMPLE.

To create your ebook, you'll use **Styles**. In Microsoft Word 2007 and later, the styles panel is displayed in the toolbar.

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)
- Direct (Inline) Formatting such as **bold**, *italics*, bullets, and numbered lists

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

Fonts and Special Characters

To ensure your content displays on all devices, we recommend using a common font like **Times New Roman** or **Arial**.

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

Important Note: Adding a special character 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 selected font and device screen size. **Page numbers, page breaks, headers, and footers do not exist in ebooks.** Do not include these formatting elements in your DOCX for conversion.

Important Note: Although page breaks are automatically removed during the conversion to EPUB file format, a page break is inserted before each use of the **Heading 1** and **Heading 2** styles to indicate the start of a new chapter or section. On most devices, this will make the new chapter start at the top of the screen. This also creates a new entry in the EPUB Table of Contents that will link to the chapter or section.

Paragraph Style

You can modify the **Normal** text style to automatically apply these settings to your paragraphs.

To modify a style:

1. In the **Styles** menu, right-click on **Normal**
2. Select **Modify...** from the list
3. Make changes to **Normal** and click **OK**
4. Right-click **Normal** again, select **Update Normal to Match Selection**

Fonts, Images, Hyperlinks, and Footnotes

Fonts

Most inline formatting like **bold**, *italic*, and ~~strikethrough~~ will appear in EPUBs after conversion. Fonts are controlled by the reader's device, so we recommend using common fonts to ensure easy viewing.

Images

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

Important Note: Some retail distribution outlets do not accept images above 2 million pixels. To prevent rejection, we suggest you make adjustments to images prior to conversion to EPUB format.

To add an image to your DOCX:

1. Place your cursor in the location you would like your image to appear.
2. From the toolbar, click **Insert > Picture**. Be sure you are inserting the image, not linking to it.
3. The selected image displays in the cursor location.
4. Click on the image and select **Format Image**.
5. Choose the **In line with text** option.
6. Click **Save**.
7. Click on the image and click **Center** in the toolbar.

Hyperlinks

Ebooks can easily accommodate URL hyperlinks to web pages and file downloads. Most devices can open the link in a web browsing app like Chrome or Safari, allowing your reader to follow the link while quickly and easily returning to your ebook.

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 the **Link to** panel and link to a previously created bookmark or heading.

Important Note: Be careful with internal links. Some devices do not include a back button.

Footnotes and Endnotes

Not to be confused with headers and footers, EPUBs do support 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**.

Paragraph Separation

Because EPUBs are read as flowing text, it is important to include separation between paragraphs. Readers never want to see a 'wall of text' when reading.

With Microsoft Word, we recommend using **Block** formatting for your paragraphs. Paragraphs formatted as blocks will not have an indent on the first line and will include a space between paragraphs. Word makes it relatively easy to adjust spacing for paragraphs using Format > Paragraph.

Headers and Footers

Headers and footers are not supported in EPUBs and will be removed by our converter. We strongly recommend removing your Header and Footer from the document prior to conversion.

Indexes

If your file contains an auto-generated index we recommend you remove it. EPUB files are easily searchable through most device search functions, eliminating the need for an index.

High-Quality Images & Cover Art

During file conversion, all images will be reformatted to display in line with text above and below the image. Each individual image cannot exceed 250 KB and image dimensions cannot exceed 2 million pixels. During conversion, images exceeding 2 million pixels will be resized to meet this requirement.

Columns

During conversion, multiple columns within your uploaded files will be converted to a single column of reflowable text.

Multimedia Files

The Lulu EPUB Converter does not support converting audio and video files embedded in your document. If you include an embedded audio or video file, we'll convert the thumbnail to an image.

Ebook Distribution

If your intent is to publish your ebook on multiple retail sites through Lulu's Global Distribution services, you must comply with all retail distribution requirements. Please note that ebooks published for Global Distribution must be in English, using Latin character sets. Be sure to carefully review and follow our [Ebook Retail Distribution Guidelines](#).

Ebook Table of Contents

Ebooks use Style-Based Formatting to create a table of contents (TOC). Without a properly formatted TOC, your EPUB will not be accepted by Lulu's Global Distribution service. When creating your EPUB or converting your DOCX, Heading Styles are used to create a toc.ncx file.

What is an NCX?

The Navigation Control file for XML (NCX) defines the content in your TOC. A NCX with multiple chapters is required to distribute your ebook to our retail distribution partners. Lulu's EPUB Converter will create the NCX for you, but we need to know what content to include. Our converter does this by looking for **Heading** styles in your document.

How is the NCX Created?

We scan your document for **Heading 1**, **Heading 2**, and **Heading 3** styles and create an entry in the toc.ncx file each time one of these styles is found.

Important Note: If your file includes a TOC you should remove it. Unlike a printed book with a TOC in the front matter, EPUBs incorporate the TOC as a separate file.

Create a Perfect EPUB Table of Contents

Our retail distribution partners require you to provide a way for readers to navigate to every major section of your ebook via the EPUB TOC. This means 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.

Important Note: Lulu supports a maximum of three levels in the EPUB Table of Contents (TOC). Do not use additional Heading Styles (Heading 4, Heading 5) to denote chapter or section breaks.

Title Page

Your title should be on the very first line of your DOCX file and be formatted as **Heading 1 Style**. This allows us to correctly identify and display your book's title in the ebook TOC.

If your title is not on the first line (i.e. hard returns precede it), the title may not properly display or may display the file name in your DOCX properties. If the properties filename is blank, the converter may display the title as “**untitled**” in the TOC. Both of these situations may result in your ebook being rejected for retail distribution.

Copyright Page

After the title (**Heading 1 Style**) we recommend adding your Copyright Page.

Below 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]

All rights reserved.

ISBN: [Your 13 Digit ISBN Goes Here]

Traditional Table of Contents

Ebooks use chapter links based on **Heading Styles** to navigate your ebook. It is not necessary or recommended to include a traditional Table of Contents in your ebook.

Ebook Cover File

Ebooks do not have a cover like a traditional print book. Instead, they use a thumbnail image, usually the same image as the front cover of a print book.

These are the 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.

ONS

File Submission

Creating an EPUB

EPUB Post-Conversion

Creating an EPUB

How Does the EPUB Conversion Process Work?

When you upload your DOCX file, Lulu will attempt to convert it into EPUB format. We also test your EPUB against the standard EPUB Check for EPUB 2. If we find any errors, we provide a plain text file listing each error.

Errors may not prevent publishing or distribution of your EPUB. We use the standard EPUB Check to help you ensure consistency, but not all possible errors restrict publication.

Important Note: EPUB errors displayed after uploading and converting your DOCX are generated by the industry standard EPUB Checker. Lulu does not own or maintain this tool. While we strive to help you publish your book as easily as possible, Lulu will not be able to troubleshoot all potential errors.

EPUB Post-Conversion

Reviewing Your EPUB

Once your DOCX file is converted to EPUB, you can download and review the file. Please note that the EPUB you download at this stage will not include your ebook cover image. Once you've completed the publishing process, you'll be able to download the ebook in its final form.

Viewing an EPUB

The look of your file will vary depending on the device used to view it.

To open and review the file, you may need to install an EPUB reader or plug-in. If you don't have one, we recommend Adobe's free Digital Editions or Apple's iBooks:

From Apple: [Apple iBooks](#)

From Adobe: [Adobe Digital Editions](#)