

# WritePublishRead

A Via Afrika & NRF Chair in African Languages & ALASA initiative

## WritePublishRead's How to Self-publish for Everyone



*Our Teachers. Our Future.*

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# Welcome

At WritePublishRead we want to create many regular readers in South Africa. To do this we need more books that are available to all South Africans – particularly in under-published African languages. It is our hope that the WritePublishRead initiative will be the springboard for many new writers to find their voice and share their stories in all South African languages.

This handbook will assist you in your self-publishing journey – from tips on how to start enforcing a daily writing discipline, to the final technical steps of formatting and publishing your book online so that your eBook is available to as many readers as possible in your community and around the world. The handbook will even guide you to help people who have never read digitally to find and read your eBook on a smartphone or computer.

## The WritePublishRead process in a few words

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At WritePublishRead we have developed a simple three-step process.



### Step 1 Write

If you have always wanted to be a published author now is the time to write! Start writing your story. You can work through this handbook at the same time to get hints and tips to improve your writing. Write gripping stories that readers want to read. Remember, the quality of your writing will keep your reader reading!



### Step 2 Publish

Once you have a perfect, polished and professional manuscript, we give you step-by-step guidance and show you how to publish your book as an eBook. Don't be put off if you think you are not technical. We will guide you through the process of publishing on Smashwords, an eBook platform that Via Afrika uses. Smashwords sends the eBook to a variety of eReaders like Kobo, for example.



### Step 3 Read

Get your friends, family and community to start reading your published eBook! Build a reading community and create a strong social media network to promote and market your eBook. Maintaining a connection with readers who love your writing will also help motivate you to write your next book and get them to buy it and read it!

We wish you every success in your WritePublishRead journey!

The WritePublishRead team

## What is the WritePublishRead programme?

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Only 14% of South Africans read regularly according to research done in South Africa in 2016! This includes reading newspapers, magazines, and books, in print format and digitally. Six out of ten South African adults live in households where there is not one single book (SABDC, 2016).

Imagine a place where it is easy to publish your work, and where we have a multitude of authors in a community who can promote their stories to the people around them. Imagine that everyone in the community could have easy access to those stories without having to pay a fortune for them. Imagine how this community-based drive could inspire more people to write and, in return, inspire and enable more people to read. The 14% could become 20% and then 30% and then, before we know it, we could have a generation of South Africans who read regularly for pleasure. These are South Africans who, through this exposure to other ideas and worlds, have the knowledge and skills to evaluate information. We could have a whole population of sharp, informed individuals. How much better our world would be!

This is what Via Afrika, the NRF and SARChI Research Chair in the field of Intellectualisation of African Languages, Multilingualism and Education (NRF Chair in African Languages) and the African Languages Association of Southern Africa (ALASA) want to achieve with this WritePublishRead initiative.

The WritePublishRead programme has been developed so that anyone can learn how to *write* and how to *publish* their manuscript digitally as an ebook for everyone to *read* if they have access to a phone or any other digital device, no matter where they are in the world. The process is easy, and best of all, completely free for the authors who can set the price they want their readers to pay – and keep their copyright too. This publishing takes place through the Smashwords online platform.

## How the WritePublishRead programme works

Any author can participate in the WritePublishRead programme. All you need to do is:

- Register on the WritePublishRead website here: [viaafrika.com/writepublishread](http://viaafrika.com/writepublishread)
- Work through the free course *WritePublishRead's How to Self-publish for Everyone* either by completing the course online or by downloading the PDF document (935 KB).

We suggest that you read through this complete document to get an overview of the process before you start working carefully through each section.

*Note: If you are under 18 years of age, you will need to have a guardian to agree to any contractual agreements or terms and conditions for you.*

The WritePublishRead programme also offers an option for additional assistance if the author has never been published before and is writing in a previously under-published language (IsiNdebele, Sepedi, Sesotho, Setswana, SiSwati, Xitsonga, Tshivenda, IsiZulu, IsiXhosa and South African First Nation Languages). This is called the WritePublishRead Assisted Self-Publishing programme.

## How the WritePublishRead Assisted Self-Publishing programme works

A limited number of authors will be assisted annually through the WritePublishRead programme. These authors will work with Via Afrika, the NRF Chair in African Languages and ALASA. They will receive help through the process of getting their manuscripts finalised and self-published and promoted as eBooks on the Smashwords online platform.

To participate in the WritePublishRead Assisted Self-Publishing programme, you must

- 1 register on the WritePublishRead website here: [viaafrika.com/writepublishread](http://viaafrika.com/writepublishread)
- 2 work through the free course *WritePublishRead's How to Self-publish for Everyone* either by completing the course online or by downloading the handbook.
- 3 write the work of fiction according to the rules and requirements below.
- 4 submit your final manuscript digitally on the WritePublishRead website between 1–7 March each year.
- 5 agree to the rules of the WritePublishRead Assisted Self-Publishing programme.

The WritePublishRead Assisted Self-Publishing programme will accept the following (not illustrated) fiction.

Classification	Word count
Novel	40 000 words or more
Novella	17 500 to 39 999 words
Novelette	7 500 to 17 499 words
Short story	1000 to 7 500 words (one story)
Short story collection of <i>own</i> work	1 000 to 3 500 words per short story (10 to 15 stories)
Short reads/Flash fiction collection of <i>own</i> work	100 to 1 000 words per short read (5 to 10 short reads)
Drama (stage play)	5 000 to 10 000 words
Collection of poetry of <i>own</i> work	20 to 50 poems

**Table 1: WritePublishRead accepted genres for the WritePublishRead Assisted Self-Publishing programme**

Based solely on the order of genre-acceptable (see Table 1) submissions received, 25 manuscripts will be selected. The number of annually assisted manuscripts accepted will be determined by the number of speakers of that language as a Home Language.

Number of assisted manuscripts accepted annually per language	
IsiZulu: 8	Xitsonga 1
IsiXhosa: 5	SiSwati: 1
Sepedi: 3	Tshivenda: 1
Setswana: 3	IsiNdebele: 1
Sesotho: 1	South African First Nations Languages: 1

Should WritePublishRead not receive the number of manuscripts stated above for any particular language, the available slots may be reallocated to the other languages. This will be done by allocating that slot to the next acceptable submission in the order of the number of speakers as a Home Language.

The 25 Successful Authors will be announced on World Book Day, 23 April, of each year.

A Memorandum of Understanding will be signed between WritePublishRead and each of the 25 Successful Authors.

The 25 Successful Authors will work with Via Afrika, the NRF Chair in African Languages and ALASA through the process of preparing their manuscripts for digital publication – from self-publishing the manuscript as an eBook to its promotion. All reasonable efforts will be made to digitally publish the 25 manuscripts as eBooks by 31 October annually on the Smashwords platform.

Assisting the 25 authors from previously under-published languages will be an annual WritePublishRead undertaking.

## **WritePublishRead Assisted Self-Publishing programme: rules and requirements**

- 1 You may not submit your writing to this initiative if you are a previously published author.
- 2 All material must be written in the Fiction genre (with no illustrations) and must be your own, original work.
- 3 Your submission must be complete. You may not submit a partial work, draft or a work-in-progress.
- 4 You must be 18 years old or over. If you are under 18 years of age, you need to have your parent or legal guardian sign the terms and conditions on your behalf.
- 5 You are not permitted to submit any material in the category of illustrated children's books.
- 6 If you write erotica (literature that is intended to arouse sexual desire), all your characters must be adults – 18 years of age or older.
- 7 Your manuscript may not contain any hate speech (as defined by the South African Constitution) or libellous content (that is false and that can damage another person's reputation).
- 8 You may not submit any photographs or illustrations as part of your manuscript.

- 9 You must submit your manuscript electronically as a Microsoft Word file.
- 10 You may submit your manuscript electronically only through the WritePublishRead portal: [viaafrika.com/writepublishread](http://viaafrika.com/writepublishread). (NO printed manuscripts will be accepted.)
- 11 You may submit only in the following languages:
  - a IsiZulu
  - b IsiXhosa
  - c Sepedi
  - d Setswana
  - e Sesotho
  - f Xitsonga
  - g SiSwati
  - h Tshivenda
  - i IsiNdebele
  - j a South African First Nations Language
  
- 12 You may submit only the following types of writing:
  - a Novel: 40 000 words or more
  - b Novella: 17 500 to 39 999 words
  - c Novelette: 7 500 to 17 499 words
  - d Short story: 1000 to 7 500 words (one story)
  - e Short story collection of your **own work**: 1 000 to 3 500 words per short story (10 to 15 stories)
  - f Short reads/Flash fiction collection of your **own work**: 100 to 1 000 words per short read (5 to 10 short reads)
  - g Drama (stage play): 5 000 to 10 000 words
  - h Collection of poetry of your **own work**: 20 to 50 poems
  
- 13 If your manuscript is selected you must agree to the memorandum of understanding between and among all parties.

## About Smashwords

Smashwords is the platform we recommend that you use to self-publish your eBook. Via Afrika has used Smashwords to publish several of their renowned African literature titles. You can check them out [here](#).

Smashwords makes it really easy for you to publish and distribute your book and they also have a great support team with loads of free information to help you to self-publish your eBook.

## **Why Via Afrika uses Smashwords**

- It's free! Smashwords doesn't charge for their eBook publishing, conversion and distribution services. Smashwords earns a commission only if they sell your book and they pay some of the industry's highest royalty rates.
- You need to upload your eBook to only one place (Smashwords).
- Smashwords sells your eBook on their own platform at a set commission fee that is deducted from your royalties. It also has a wide distribution network to major online booksellers (e-retailers). Once you upload your Ebook, Smashwords automatically distributes it to multiple e-retailers such as Apple, Barnes & Noble, Scribd, Oyster and Kobo as well as libraries such as Overdrive.
- You can set your own price. For every book you sell you will get royalties (85% of net receipts; we explain this in detail in the handbook) paid into a PayPal account (we will show you how to get one).
- You own your copyright. When you publish with Smashwords, you grant Smashwords a non-exclusive right to publish, promote and distribute your book, as well as samples of your book.
- You maintain all rights to your work and have the freedom to publish anywhere else because the agreement is non-exclusive.
- Smashwords has lots of free, informative videos and guides on self-publishing and marketing to support you.

## **How to sign up for a free Smashwords account**

Why not sign up now for a Smashwords account and see for yourself all that they do? Remember, this handbook will guide you through each step.

To register for a free account go to the Smashwords home page:

<https://www.smashwords.com/>

Watch a short clip [here](#) that shows you how to do this.

## More about Smashwords

### Discover Great Ebooks from Indie Authors and Publishers

<i>Readers</i>	<i>Authors/Agents/Publishers</i>
 <p><b>DISCOVER</b> Discover over 460,000 multi-format ebooks, readable on any e-reading device. Sample before you buy. Over 70,000 free books.</p>	 <p><b>FREE TO PUBLISH</b> Upload your masterpiece as a Word .doc file and we convert it to multiple ebook formats, ready for immediate sale online.</p>
 <p><b>SAVE MONEY</b> Smashwords ebooks cost a fraction of paper books. Read your books on any e-reading device (Kindle, iPad, Nook, iPhone, Sony Reader, Kobo, etc), or read online in your browser.</p>	 <p><b>DISTRIBUTE</b> Smashwords is the world's largest distributor of indie ebooks, with over 460,000 titles. We distribute your book to major retailers such as <b>Apple, Barnes &amp; Noble, and Kobo.</b></p>
 <p><b>SUPPORT INDIE AUTHORS!</b> Discover tomorrow's great writers today, and show your appreciation by supporting their hard work. 85% of the net sales proceeds go directly to the author.</p>	 <p><b>EARN 85% NET</b> You set the price and receive 85% of the net sales proceeds.</p>

[Join Now For Free!](#)

Once you have signed up you will have full access to Smashwords and you will also have access to their very informative Frequently Asked Questions (FAQs) page as well as some great (and free!) eBook resources, such as [The Smashwords Guides](#) which include the following:

[Smashwords Style Guide](#)

[Smashwords Book Marketing Guide](#)

[The Secrets to Ebook Publishing Success](#)

### Why is this an eBook programme and not a printed book one?

We have a number of reasons for making this an ebook programme.

- 1 Libraries and bookshops are not easily accessible to everyone but mobile phones are everywhere.

Books that you read on your tablet or smartphone are called eBooks. eBook is short for electronic book, and that's exactly what it is – an electronic book that you read on an electronic device like your tablet, an eReader or a smartphone.

*Did* you know that most South Africans (92%) own a mobile phone of some kind with the majority being smartphones (69%) and that on average, more time is spent on the internet via a mobile phone than watching TV? (Statistics from [Digital in 2017: Southern Africa](#) a report released annually by [We Are Social.com](#) and [Hootsuite](#)).

- 2 The high cost of printing a book means that the chances of new authors getting their books published in a traditional printed format are becoming increasingly less frequent. Generally, most publishers are unwilling to take the risk of the large financial outlay required to print a new author's book and are choosing only to publish titles that they are confident are a 'sure thing' that will have large numbers of readers and, therefore, sales so that they can get some form of return on their investment. Sadly, with the low number of books that are being purchased in South Africa, this means that African languages in particular are under-published.
- 3 Being able to easily and very cost-effectively distribute your book to a wide audience, combined with the ease of purchase – you can buy a book at the tap of a button – is one of the main reasons the WritePublishRead programme is an eBook programme and not a printed one. We want you to be able to *Write* and *Publish* your stories and for your stories to be *Read*.
- 4 What's more, ebooks have many advantages over printed books.
  - a There are thousands of books that you can download and read absolutely free. Having access to so many free eBooks will help get people comfortable with reading digitally and will encourage them to take the next step and actually buy eBooks (and, we hope, one of yours)!
  - b An eBook allows you to highlight, enlarge and make notes in the text, and do much more. Of course you can also do this with a paper book but it's not as easy and not as convenient or immediate and, of course, one of the benefits of highlighting text in an eBook is that you can remove it at any time which is not possible in a paper book.
  - c eBooks are also far more portable: you can easily carry around your whole library on one device. Most people have their phones with them all the time which means they have easy access to an eBook whenever they have a spare moment to read.

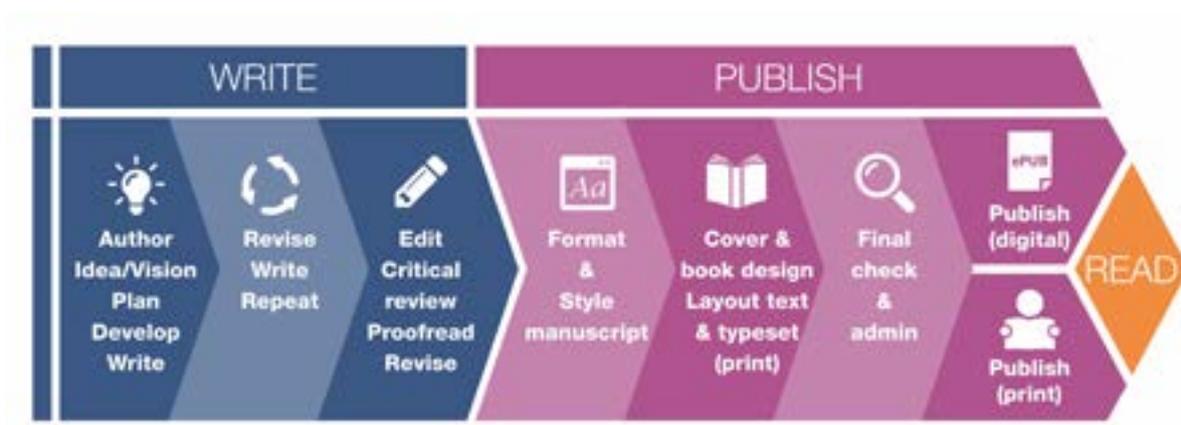
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# The WritePublishRead Process

The self-publishing process is very similar to the standard publishing process. It looks like this.



## Step 1 Write! Let's get going!

In this section, we are going to look at how to write the best possible manuscript. These ideas can go a long way towards making your writing more readable.

### Before you write

#### Copyright

The following information will tell you more about how your work is protected by copyright. You can feel safe that your right to own your own work is protected so nobody can use it without your permission.

#### What is copyright?

Copyright is your legal protection against other people stealing and using or misusing your work (intellectual property). In South Africa, The Copyright Act of 1978 protects the following types of original written work: novels, poems, plays, short stories, film scripts, textbooks, articles, encyclopaedias, reports, speeches, etc.

Your copyright is valid for your whole life plus 50 years from end of the year in which you die.

#### For a work to be protected by copyright

- 1 it must be original; that is, the work has been produced by the exercise of skill and effort by the author
- 2 it must have been written down or recorded in some way.

Copyright in South Africa does not need special registration because the Copyright Act automatically protects works created by South Africans or in South Africa.

For answers to frequently asked questions on copyright, please visit the Publishers' Association of South Africa (PASA) website: <http://www.publishsa.co.za/copyright/faq>

### **What if I want to publish something that I didn't write?**

If it is not your original work then you do not have the right to publish it. This would be plagiarism (stealing another person's work). You may publish only something you did not write/create yourself if you have the legal right to publish this material.

If you want to use someone else's work you need to get written permission to use the material and, in most instances, this will involve a fee. There will also be terms and conditions that you will need to adhere to and you will also need to acknowledge the source of the material (according to the terms and conditions of the copyright holder).

If in any doubt, always seek permission before publishing and then fully acknowledge the author or creator of the work. Remember, this does not just apply to text but includes *any recorded material* such as photographs and illustrations, drawings and paintings so, if you use an image from the internet, remember to track down the source and obtain the owner's written permission to reuse it.

### **Prepare your mind**

Make sure that you are reading a lot. This will expose you to

- 1 how writers choose words. An excellent vocabulary is vitally important for a good writer.
- 2 how writers construct their sentences. How you vary the length and structure of your sentences can play a big role in keeping your reader reading.
- 3 how writers structure their work to fit into a genre. This will give you good exposure to the genre and you will be able to see what works well and what doesn't. It will also help you to understand fully the expectations readers will have when they are choosing a book in that genre and category. In this way you can make sure that you don't fail to meet your readers' expectations. (More about this later.)

### **What's your big idea?**

What do you want to write? You have an idea about what you want to write, a vision of a story that needs to be told. Before you go any further, you need to flesh out your idea and decide in which genre and category you will be writing. What will be the best fit for your idea?

### **What are genres and categories?**

A genre refers to the kind or type of literature you will be writing. For example, two main genres of writing are *fiction* and *non-fiction*. Each genre has its own distinctive

style and characteristics and because of this a reader will also have certain expectations of works in each genre. Non-fiction readers expect to read only facts about a topic. Fiction readers expect an imaginary story that is not based solely on facts.

You will sometimes see a genre being referred to as a category. In Smashwords, for example, they list the genres or primary categories as Essay, Fiction, Non-fiction, Plays and Screenplays.

There are also many categories and sub-categories within each genre. Examples of common categories within Fiction are General Fiction; Science Fiction; Mystery & Detective; Adventure, Young Adult; Fantasy; Horror; Historical, Romance and many more.

Once you have chosen your genre, you will also need to decide whether you are going to write a very specific type of sub-genre. For example perhaps you are writing a collection of African poems or a Romance novel that is set in the period between 1811 and 1820.

Here are some of the more common categories for fiction:

- Romance
- Thriller (or Suspense)
- Mystery/Crime
- Science Fiction
- Fantasy
- Horror
- Literary
- General

The following table shows you examples of possible categories that you will find on Smashwords.

Genre (Primary category)	Sub-category 1	Sub-category 2
Fiction	Poetry	African
Fiction	Romance	Regency
Fiction	Plays & Screenplays	African

There are many sub-categories listed in Smashwords. You will notice that some categories have a “greater than” symbol (>) next to them. When you click on these categories you will see further available sub-categories. You can watch this short clip for an example of some of the sub-categories available for Plays and Screenplays [here](#).

Note, the WritePublishRead Assisted Self-publishing option accepts fiction only within these genres and at these word counts.

Genre	Word count
Novel	40 000 words or more
Novella	17 500 to 39 999 words
Novelette	7 500 to 17 499 words
Short story	1000 to 7 500 words (one story)
Short story collection of <i>own</i> work	1 000 to 3 500 words per short story (10 to 15 stories)
Short reads/Flash fiction collection of <i>own</i> work	100 to 1 000 words per short read (5 to 10 short reads)
Drama (stage play)	5 000 to 10 000 words
Collection of poetry of <i>own</i> work	20 to 50 poems

## Just write!

Writing fiction can seem to be quite an intimidating task.

Perhaps you have a particular message or specific ideas and thoughts that you would like to share? Write these down.

Think about who you think would like to read your book. Write down the answers to these questions.

- Who is your reader?
- Why will they want to read your book?
- How do you want them to relate or react to your story?

Think about the experience that you would like to create for your reader. Write down the answers to these questions.

- What you would like your reader's response to your writing to be?
- How and why will your story be a satisfying read for your reader?

Think about your plot or storyline. Write down the answers to these questions.

- What is your plot?
- Are there any twists and turns?
- Does your plot make sense?
- Is your plot believable?
- Are you answering any questions that your reader might have?

Now think about the characters in your work and how they behave. Write down the answers to these questions.

- Have you given a full enough description of all the characters and a good explanation for why they do what they do?
- Do their actions and viewpoints make sense?
- How will the characters develop/grow?

When do you want to publish your ebook? We recommend that you set a deadline for when you would like to publish your book and then set a daily writing goal for yourself and stick to it. For example, you could aim to write 1 500 words per day. You could thus have your entire first draft of a novel within a month! When you set your deadline give yourself at least 3 to 6 months for the revision and editing process that takes place once you have your first draft. Don't worry about editing or trying to fix things as you go. The first step is just to get the words down.

Once you think you have a complete draft and you are happy with it, put it away for a week or so. Now that you have words on a page you can revisit and redraft your material. **This is the heart of your writing process.** Answer these questions about your draft now.

- Is there a logical flow to what you have written?
- Does everything make sense?
- Are there any gaps in what you have written?
- Does everything add up?

To get to the very best manuscript, be prepared to write and rewrite many drafts. You may have included some facts in your manuscript to make your work of fiction more believable. Or perhaps you have written a work of non-fiction? Once you think that you have the very final draft, take one further look at all the facts in each chapter. Just be a fact checker. Did you do your research? Are all the facts you have included accurate?

### **Three useful people**

There are three people who can help you ensure that your writing is excellent.

#### **1 A critical reader**

Once you are satisfied, identify a person whom you think will be a good critical reader. This could be a friend. A critical reader is not someone who finds fault and criticises the writing. It is someone who is able to analyse both the good parts and see the faults in your writing; this is someone who will give you constructive criticism. Ideally, this person should be a regular reader of the genre and category in which you are writing. If you can, try to get more than one person to read your book critically. While they are evaluating your manuscript, put it aside. When you get their feedback, you may wish to go through another round of revising and perfecting your manuscript. Remember, you can decide what feedback you would like to implement. If more than one person is saying the same thing, it is probably a good idea to revisit these areas of concern.

#### **2 An editor**

When you believe you have a final manuscript, we recommend that you have it copy-edited. You should have your work edited before publishing it so that you can publish something that is of the highest possible quality. Remember, the quality of your writing will determine your readership to a large degree. You will have to pay to have your manuscript edited by a professional.

There are different kinds of editing that can take place. Detailed, substantive editing where an editor works closely with you as the author to improve, rewrite and re-organise your manuscript is editing at a more fundamental, deeper level. Note that if you are looking for an editor to work very closely with you and do this kind of developmental work with you on your manuscript it will involve a much higher fee.

A copy-editor (also known as subeditor or a language editor) will usually not perform the more fundamental editing described above, but will focus on a detailed editing for sense (this will include checking the grammar, sense and style, as well as logic and language use). The editor will also check for consistency. This is a very important part of the copy-editing process. For example, the copy-editor will check that the same term or spelling is used throughout and either create a style sheet or follow a publisher's house style requirements. One of the main functions of the copy-editor is to eliminate all errors while the manuscript is still in MSword because in this format it is easy and cost-effective to fix. When it has been formatted or put into a typesetting programme fixing it is very expensive.

A copy-editor is usually also responsible for preparing the manuscript for the next step in the publishing process. This can include tagging or formatting and styling the electronic file so that it is ready for the next stage of the publishing process. For example, this will include preparing files for the typesetter or preparing the files for conversion to a digital format.

The copy-editor is also usually responsible for checking first page proofs and, depending on your brief, they could also correction-check each set of page proofs for your print edition.

You will then need to work through the editor's comments and corrections. This will most likely mean another round of revision.

### **3 A proofreader**

Finally, we recommend that you have your book proofread as the very last stage just before publishing your material. A proofreader reads to spot any spelling, punctuation or grammar errors. The proofreader should not be the same person who edited your manuscript. You will be amazed at what a good proofreader can pick up in a book that you think doesn't really need proofreading, including issues with plot and character. Once you have made the proofreader's corrections there are only a few more technical steps required before you can publish your eBook!

*Remember, you always have the final say on whether to implement any of the recommended changes you receive from a critical reader, an editor and/or a proofreader.*

### **Editors and proofreaders**

Membership of the South African Translators' Institute (SATI) is open to all translators, interpreters, editors, proofreaders, text reviewers, terminologists, copywriters and

anyone else involved in the language practice industry. You can search for editors and proofreaders in all South African languages listed on the SATI website here: [Find a language practitioner](#)

### Editorial rates

The Southern African Freelancers’ Association (SAFREA) publishes an annual Freelance Media Industry & Rates Report. The links below will give you an indication of the going rates for freelance editors and proofreaders.

[South African freelance media rates trends](#)

[South African freelance media industry & rates report 2016](#)

## What makes a good piece of writing?

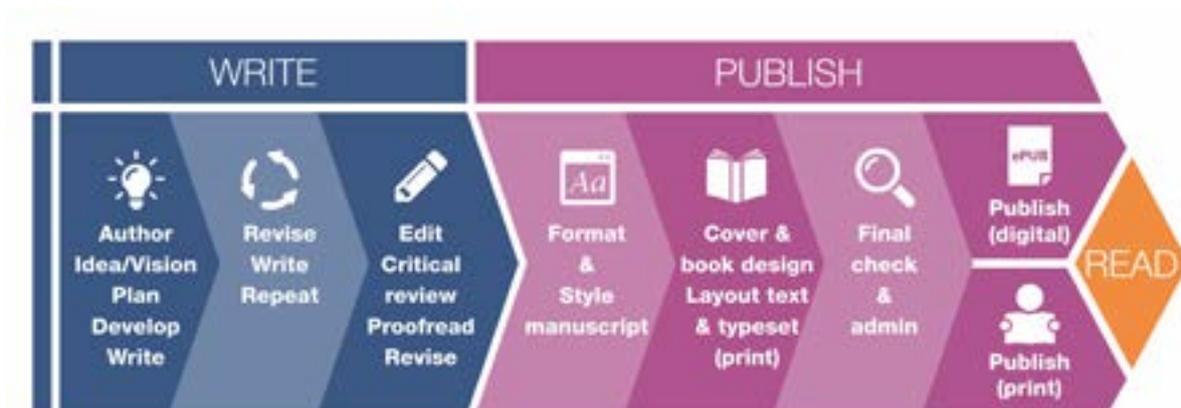
What do you think makes a good piece of writing? Complete the checklist below to help you in your writing process and to enhance your writing. To improve your writing, think very carefully about any points that you think are problematic and try to work them out as you write.

20 questions every writer should ask	Comment
1. Are you reading a lot – particularly in the genre and category in which you are writing your book?	
2. Are you writing every day? Have you set a writing goal like, for example, to write a certain number of words per day?	
3. Have you decided why you are writing? Are there specific ideas and thoughts you want to put across?	
4. Have you decided who your reader is to be. Will they relate to it and/or react to it?	
5. Have you thought about what kind of experience you are creating for the reader and what you want their response to your writing to be?	
6. Are you answering the questions that your reader may have as they go along?	
7. Is the plot of your novel or story or play etc. believable?	
8. Is the plot clear and understandable along with your explanations?	
9. Do you repeat some phrases, perhaps too often? If the answer is yes, identify your repeated phrases and reword them to make them more original.	
10. Are your sentences well-crafted and not too long?  Do you have too many short sentences? If the answer is yes, could you join some sentences sometimes to make the work easier to read?  Do you change the length of your sentences from time to time for more interesting reading?	
11. Look at your selection of words.  Is every word the best word you can use?  Will another word be more descriptive and better explain what you are trying to say?	
12. Is your story complete?	
13. Are your characters fully described and well-rounded. Do your characters’ viewpoints and actions make sense i.e. do they behave ‘in character’?	
14. Did you write multiple drafts, rewriting and restructuring to get to this version?	
15. Did you put your manuscript away for a week (or more) and then look at it again to get to this version?	

20 questions every writer should ask	Comment
16. Did you do your research and check your facts that you may have used?	
17. Has your manuscript been critically evaluated by readers who enjoy reading in the genre and category that you have chosen? (Often feedback from others can seem negative but examine what they say and see if you can use their comments to improve your writing.)	
18. Do you understand the requirements of the genre and category that you have chosen and does your manuscript fit these?	
19. Has your book been copy-edited for sense and style and for grammatical and language errors?	
20. Has your book been proofread?	

## Step 2 Publish the best possible version of your book

Now that you have a complete and well-edited manuscript, you are ready to move on. In this part of the handbook, we are going to look at what you do during the publishing process.



### An effective self-publishing process

You've written your book. Now you need to prepare and style your manuscript into the correct format so that it will be accepted and uploaded into the Smashwords digital platform.

## What are eBooks?

EBooks come in a variety of file formats, like ePub, Mobi and PDF. Each of these has different features and functionalities.

### eBook formats

When you publish your eBook to Smashwords you are able to distribute your book in many different formats such as ePub and PDF.

#### ePubs

ePub stands for electronic publication. It's the most commonly used format for eBooks. It works on eReaders on almost all devices like iPads, Windows and Android devices. Usually, an ePub has a very small file size.

#### PDFs

PDF stands for Portable Document Format. Sometimes, you'll see PDFs sold as ePDFs. Don't let this confuse you: the seller just wants you to know that you can read it on an electronic device like a tablet or smartphone. Our advice is that if there are diacritics (special marks on letters to show you how to pronounce them) in your language that you publish only in ePub format.

For more information on eBook Layouts, see Appendix A.

## Your book needs a cover

You need a striking, good quality, professional cover that will appeal to your readers and make them want to choose your book over someone else's. Remember, your potential reader will see your cover first before they see the book summary or free sample and many readers really do choose a book by its cover. Digital books have only a front cover.

Take the time to create a fabulous cover. We advise you to pay an experienced cover designer to create your cover for you, but you can do it yourself if you follow all the cover requirements very carefully.

If you do use a designer, they will create the cover in a design programme like InDesign and then give you your cover in a file format called PDF. Be sure to get the InDesign files as well as the pdf from the designer on completion of the job. You may need to make changes to your cover at a much later stage. It is not the cover designer's responsibility to keep an archive of your files (or to keep a backup of them).

## Smashwords book cover requirements

Smashwords Book cover requirements also cover the requirements for e-Retailers like Apple, Kobo, Amazon and Barnes & Noble.

- You must include the book title and the author's name.
- Do not include a naked person, a price, a web address, or advertisements of items not already included in the book.
- Choose a good quality, hi-resolution image. In other words, the image must have a high pixel count. Usually an image like this has a very large file size (2MB or even higher).

The following technical specifications will be understood by your cover designer.

- Book covers must be vertical in shape: 1,600 pixels wide by 2,400 pixels tall.
- Your image must be in RGB colour, not CMYK.
- The image must be a good quality, hi-res image. The cover cannot be grainy, blurry or pixelated (this will happen if you use a small image and try to enlarge it).
- No 3D covers are permitted.

Remember, your cover will be very small when it is displayed by ebook retailers online. Do not add in too many images so that it becomes busy and cluttered. Make sure that your cover still looks good and that the text is legible at a postage-stamp size.

## The book title, author name and book description must be the same everywhere

This might seem obvious but make sure that the title and author name on the cover is the same as the title and name inside your book and in the digital form you fill in on Smashwords before you publish your book.

 **Hot tip**  
*It is really important that you follow all of the specifications below or your book won't be accepted when you try and upload it.*

Remember that just after you publish your book at Smashwords, it will appear on the Smashwords' home page for about 15 minutes, *but only if it has a cover* so you must upload your cover at the same time that you upload your MSWord.doc file. (More about this process later.)

For more information about covers please read the Smashwords Style Guide. You can download it here: [Smashwords Style Guide](#)

Here is a handy checklist to use when you are finalising your cover.

Cover checklist	Yes/No
Is the title correct?	
Is your name spelt correctly?	
Do the author details and title match those on your title page inside the book?	
Has the correct font type and font size been used?	
Is the resolution of the cover image correct? (Look carefully at the image, it should not be pixelated or blurry.)	
Is your cover legible and striking even in a thumbnail size?	
Do you have copyright for the image? If not, has permission been obtained?	
Is the acknowledgement listed correctly?	
Have you obtained permission for multiple use, for example, for books translated into other languages using the same image?	

## Where can I find suppliers?

### Cover designers

The suppliers listed below are able to design covers.

Advanced Design Group

Contact: Clinton Arendse

Email: [studio@adg.co.za](mailto:studio@adg.co.za)

Phone: 021 981 1782

Website: <https://www.facebook.com/Advanced-Design-Group-308773085854216/>

Baseline Publishing Services

Contact: Jenny Wheeldon

Email: [jenny@baseline-ps.co.za](mailto:jenny@baseline-ps.co.za)

Phone: 021 685 5363

Website: <https://baselinepublishing.wordpress.com/>

Firelight Studio

Contact: Scott McGregor

Email: [firelightstudio@gmail.com](mailto:firelightstudio@gmail.com)

Phone: 021 976 2090

Website: <http://firelightstudio.co.za>

Flame Design

Contact: Daniel Jansen van Vuuren

Email: [danie@flamedesign.co.za](mailto:danie@flamedesign.co.za)

Phone: 021 462 3660 or 082 782 7941

Website: <http://flamedesign.co.za/>

Ink Design Publishing Solutions

Email: [info@inkdesign.co.za](mailto:info@inkdesign.co.za) or [eloise@inkdesign.co.za](mailto:eloise@inkdesign.co.za)

Phone: 021 705 0933

Website: <http://www.inkdesign.co.za/>

Jigsaw Graphic Design and Layout

Contact: Richard Jones

Email: [jigdesign@telkomsa.net](mailto:jigdesign@telkomsa.net)

Phone: 012 662 4251 or 083 3093804

You can also find a list of cover designers recommended by Smashwords here:

[Mark's List](#)

## Your book needs an ISBN.

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International Standard Book Numbers (ISBNs) are unique 13-digit numbers that are used to identify and keep a track of your book internationally. If you are planning on selling and profiting from the sales of your book you should have an ISBN. Not only will the ISBN identify your book from another publisher's title it will also be used to keep track of all the sales generated by your book. Each sellable format of your book should also have its own ISBN. So, you will need a different ISBN for the same title if it is available in *different* formats such as ePubs, paperbacks, hardbacks and audiobooks.

The ISBN must be inserted on the copyright page of your book. This is the page that comes after the title page. (You will find out more about this later.)

Not only is it important to have an ISBN for the National Library, it is also needed if you want your book to be on the Smashwords premium catalogue so that it will be distributed to e-retailers such as Kobo and Apple. Smashwords distributes the ePub format of your book to their e-retailers only if you have an ISBN.

Smashwords will give you an ISBN number. All you have to do is to assign the ISBN in Smashwords ISBN Manager from your dashboard. Note that you may use this ISBN only for the eBooks that you publish through Smashwords. For more information go to <https://www.smashwords.com/dashboard/ISBNManager>

## Your book needs to be formatted.

---

Now you need to style your manuscript into the correct format so that it will be accepted and uploaded into the Smashwords digital platform.

### What are the parts to your eBook?

You have 3 parts to your eBook. The *front matter*, the *body* (your manuscript) and the *end matter*.

The *front matter* contains the

- book title
- Copyright page (where you say that your book is your copyright or where you put any licence notes)
- Table of Contents (this can be linked so that the reader can touch the chapter name and the eBook will open at that chapter)
- acknowledgements (optional)
- prologue (optional).

The *body* contains your manuscript, Chapter 1 and so on.

The *end matter* is the section at the back of the book that contains more information about you that will help you to market your book. For example, you can include

- a section about the author (you!)
- the titles of other books you have written
- information about how people can connect with you via social media.

### The Smashwords Writing Template

WritePublishRead has adapted the Smashwords writing template for you to use. You can download it [here](#). Read the template very carefully before going any further. Next, make sure you have done the following:

**Step 1:** Made a backup of your manuscript.

**Step 2:** Activated Word's show/hide feature. This is a very important step as it allows you to see and remove odd symbols, tabs, section breaks or page breaks and extra paragraph marks. The symbol for a paragraph mark looks like this: ¶

You need to make sure that you don't have more than 4 paragraph marks in a row. If you do, your book won't be accepted when you try and upload it.

**Step 3:** Disabled Word's autocorrect and autoformat options.

You can watch a short clip that shows you how to do this [here](#).



Once you have carried out Steps 1–3 you can start to use the WritePublishRead template and follow Steps 4–10. If you are not sure of how to do Steps 4–10 please watch the step-by-step video that demonstrates each step. You can watch the video [here](#). You can press pause at any time and press play to continue when you are ready.

**Step 4:** Remove all formatting in your document. To do this, open NotePad and cut and paste your manuscript into NotePad. (NotePad is a standard programme on a PC.) This will clean up your manuscript and remove all your formatting. **This is a critical step.**

**Step 5:** Paste your manuscript into the template. Use the Paste Special option and select the option that pastes Text only.

**Step 6:** Apply the styles in the template to your manuscript.

**Step 7:** Create a Table of Contents using bookmarks.

**Step 8:** Delete all instructions and parts in the template that are not part of your eBook.

**Step 9:** Save your Word file as a Word .doc, not .docx (click Save as then click **Word '97-2003**)

**Step 10:** Sign into your Smashwords account on the Smashwords website or register if you haven't already done so.



#### Hot formatting tips

*Never include:*

- more than 4 paragraph returns in a row
- tabs
- indents made with space bar spaces or tabs
- unusual fonts (use the fonts in the template)
- large font sizes (use the font sizes in the template)
- text in columns, tables or textboxes.

It is really important that you use and follow all of the steps outlined here and in the template. Please see Appendix C to read the template. Remember, you will need to download the template and save it to your computer to use it. You can download the template [here](#).

You now have a finished, perfectly formatted and styled book that you would like to publish to Smashwords together with a striking, professional cover.

## Do the admin.

Before going any further there are a few steps that you need to have completed to make sure that the upload of your book to Smashwords is as smooth as possible.

You need to make sure that you have prepared the following steps in a document from which you can easily cut and paste to fill in the Smashwords online form more easily. The following guidelines are adapted from the Smashwords guidance given in the online form. You can download an MSWord version of the information below [here](#).

### 1 Title and synopsis

<b>Title</b>	<b>My title is:</b>
The full title of your book <b>cannot be more than 250 characters</b> . <i>The title you give here must match the title inside your book and on your cover.</i>	
<b>The release date</b>	<b>My release date will be:</b>
Select 'For immediate release' or 'Make it a preorder'. If you are a first-time author we suggest that you select 'For immediate release.'	
<b>Synopsis: Long description</b>	<b>My long description:</b>
Write a <b>long description</b> about your book that is <b>not more than 4 000 characters</b> . This will be used to market your book. Have a look at examples on the back covers of printed books to give you an idea of the style. Do not: <ul style="list-style-type: none"><li>• use all capital letters</li><li>• enter email addresses</li><li>• use hyperlinks</li><li>• include book prices</li><li>• include promotions.</li></ul>	
<b>Synopsis: Short description</b>	<b>My short description:</b>
Write a <b>short description</b> . This must be a single paragraph that is <b>not more than 400 characters</b> . Use complete sentences. Do not use line breaks or paragraph breaks. Do not: <ul style="list-style-type: none"><li>• use all capital letters</li><li>• enter email addresses</li><li>• use hyperlinks</li><li>• include book prices</li><li>• include promotions.</li></ul>	
<b>Language of the book</b>	<b>I have written my book in:</b>
Indicate the language in which your book is written.	

## 2 Pricing and sampling

What price do you want to charge?	The price of my book is:
<p>What price do you want to charge?</p> <p>Before you decide on your price read the section on Marketing.</p> <p>Think about the pricing of your book. Do you want to make your book free? Do you want to let your readers decide on the price? Do you want to charge a specific amount? It is recommended that you publish your first book at no cost to the reader to encourage readers to read your book.</p> <p>The minimum price is set at \$0.99 USD on Smashwords. Smashwords uses American dollars to make it easier to work with across the world. At the moment, \$1.00 is about R13.00. The price that you set in Smashwords is exclusive of VAT.</p> <p><b>Smashwords pricing survey</b></p> <p>The 2017 Smashwords pricing survey reveals that:</p> <ol style="list-style-type: none"><li>1. free ebooks had about 33 times more downloads than books that had a price.</li><li>2. the highest number of unit sales were for books costing \$3.99, \$4.99, \$0.99 and \$2.99 (in this order).</li><li>3. the most common price for self-published authors was \$2.99.</li></ol> <p>For more information you can read the full survey for 2017 <a href="#">here</a>.</p>	

Sample	The percentage people can read as a sample is:
<p>A sample is the first few pages of your book (from page 1) that the reader can download free to see if they want to buy your book. If you are not going to make your book free, it is a good idea to offer a free sample. Decide what percentage (how many pages from the beginning of your book) people can read as a sample before they have to buy it. We suggest you choose a sample of 20%.</p>	

## 3 Categorisation

What is the genre/primary category of your book and what is the secondary category? Jot down your category and sub-categories. For example, if you are submitting a drama (stage play) to WritePublishRead you will select Fiction as your genre/primary category, then Plays & Screenplays > African as your sub-categories. Here are some more examples.

Genre (Primary category)	Sub-category 1	Sub-category 2
Fiction	Poetry	African
Fiction	Romance	Regency
Fiction	Plays & Screenplays	African

There are many sub-categories to choose from. You need to select the most appropriate sub-categorisation for your book from the lists as they appear below each other. In the example shown here from Smashwords, you will notice that some categories have a “greater than” symbol (>) next to them. When you click on these categories you will see further sub-categories that are available to choose from as you can see in the short clip of the Plays and Screenplays sub-categories shown [here](#).

When you are uploading your book to Smashwords you will also need to indicate whether your material contains adult content or not to protect minors from viewing adult content.

<b>Genre (primary category)</b>	<b>My genre is:</b>
<b>Sub-category 1</b>	<b>My first sub-category is:</b>
<b>Sub-category 2</b>	<b>My second sub-category is:</b>
<b>Do I have any adult content?</b>	<b>Yes/No?</b>
<b>Box Set</b>	<b>Are you uploading a box set? Yes/No?</b>
Box sets are multiple full books that have been bundled into one volume.	

If you are planning to submit your manuscript as part of the WritePublishRead Assisted Self-publishing programme for previously under-published languages remember that the genre or primary category that you need to write under is Fiction (and with no illustrations or other images inside the book).

#### 4 Tags

Here you will add keywords or tags to make your book more findable. Think about the words that your reader might use to find your book. For example, insert the language of the book and a sub-category, for example: English, Novel Historical Romance.

<b>Tags</b>	<b>My Tags are:</b>
What are the keywords that will help readers find your book? Don't add more than 10 tags.	

## Time to go online

Now that you have prepared all the information that you need, you are ready to go online and fill in the form.

Log in to your Smashwords account, select “Publish” and copy and paste all the information you have just prepared in the “Publish your Book” form on the Smashwords platform.

You can watch this short clip which shows you how to fill in the online form [here](#). You can press pause at any time and then press play to continue.

Once you have pasted all the information into the form, you will need to give some more information. This is explained here.

### 5 Ebook formats

Tick the checkboxes for all of the options provided so that you have many formats available.

**Do not select “pdf format” if your book is written a language that has diacritics (e.g. Tshivenda).**

If you forget to do this don't worry. Test it and see. If the pdf doesn't look good you can deselect it later.

### 6 Cover image

Here you select and upload your cover image. Remember, you must upload your cover at the same time as your book so that your book will appear on the Smashwords home page for approximately 15 minutes.

### 7 Select file of book to publish

Here you select and upload your manuscript. It must be a Microsoft Word .doc file.

### 8 Publishing agreement

Read the Smashwords Terms and Conditions. In Appendix B you will find a copy of this document with some notes we have written to help you understand these.

Once you are satisfied, check the “Yes, I agree.” checkbox to agree to the Smashwords Terms and Conditions. Once you have done this you can publish your book immediately!

## Step 3 Reading your books: A journey of discovery

Congratulations, you have now published your ebook! Now it is time to see what comes after this flow diagram.



## How do you read your book?

### eBook reader apps

To read your eBook on a smartphone or a digital device such as an iPad or android tablet you need to have an eBook reader app (these are also called eReaders). Many reading apps have the same or similar features. These can include the ability to adjust the reading mode and add bookmarks that are synced across all your devices. This allows you to continue reading and working on any device.

eReaders usually allow you to

- change the font, font size and font colour of the text.
- highlight text in the eBook.
- make notes and add comments to the text.
- add images, videos or sound clips to the text.
- share your notes and comments with others.
- add bookmarks.

### Some examples of eReaders

#### Kobo

Kobo is a very highly-rated eReader and is available on iOS, Android, BlackBerry, Windows and Desktop. It is also one of Smashwords' largest eBook distributors. Kobo

- automatically syncs your bookmarks, notes and highlights, so you can keep reading across all your devices.
- allows you to search for definitions of words (just long-tap the word) to bring up the definition together with the link to Wikipedia or do a search of a word or topic by using the 'Search in Book' function (tap the magnifying glass). This allows you

to find references easily to a topic in the eBook you are reading and it also loads Wikipedia links about the topic.

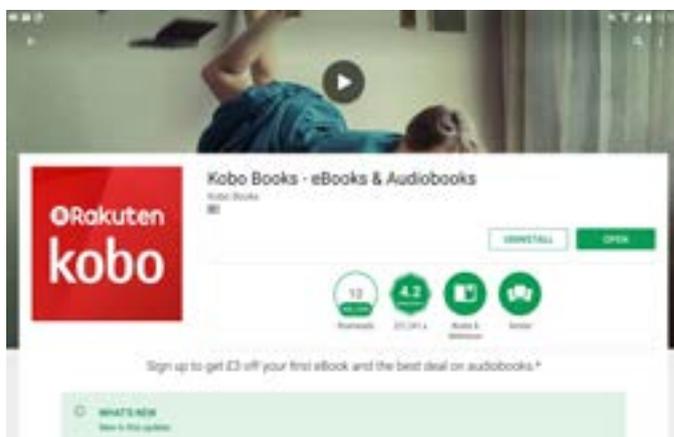
- allows you to post your favourite quotes, notes, and thoughts from the eBooks you're reading on Facebook, Twitter and Instagram.
- customises the way you read and allows you to adjust to the size and style you prefer and includes Night Mode to make reading easier on your eyes at night.
- provides access to a catalogue of over 5 million titles for you to choose from.
- gives you access to many free books.

### How to purchase your first eBook using Kobo

- 1 Download the Kobo App onto the device on which you want to read.  
For example, if your device is an Android device (this could be a smartphone or a tablet), you will find the Kobo app in Google Play. You will find Google Play in your app drawer.

The Kobo App is available on these platforms:

- Google Play (Android)
- The App Store (iOS)
- BlackBerry World (BlackBerry)
- Windows Store (Windows)
- kobo.com/desktop (Desktop)



The full name for the Kobo App is Rakuten Kobo and it looks like this in Google Play. You will find it by searching for the word “kobo”.

Now that you have the app, you are going to want to get some books. You need to open an account within the app or on the Kobo website to buy books.

- 2 Create a free account and sign up to Kobo.  
Select Create Account from within the app OR go to [www.kobo.com](http://www.kobo.com) to sign up for a free account.

Remember to include your credit card details if you wish to buy books (and not just download free books). To do so you will need to enter your username and password and sign in to your kobo account. Then

- open your account details by going to Settings. Select Account Settings. Select Payment Information.
  - enter your credit card information and the billing address associated with that credit card. When you are entering your payment info make sure that you enter your billing address and postal code exactly as it appears on your credit card.
  - select Save.
- 3 Browse the Kobo Store  
Select eBooks and Browse Categories or just Search Store with a title, author, or the name of a series.

### **Can't find a title or author?**

If you can't find the author or title you are looking for select Filter and change the Language filter from English to **All**. This is to prevent the filter from showing only English titles.

- 4 Choose a book that you want to read and select Buy Now or Add to Cart.  
Follow the prompts to complete your checkout. If you haven't used Kobo before, or if you haven't added your payment details you will be asked for your billing info, payment info, and gift card or promo code.
- 5 Your eBook will download and appear in your "My books section" as soon as your payment has gone through.
- 6 Remain online until your eBook has downloaded.  
Once it has downloaded you can read it offline on the app on your favourite reading device.

Watch a short video that shows you how to purchase a book on Kobo [here](#).

If you haven't yet explored eBooks we would like to encourage you to download an eReader app and start reading an eBook today! Most importantly, encourage friends and family to start reading on their devices with one of the many apps such as Kobo (one of the major e-retailers for Smashwords) so that when your book comes out they can buy your book and read it there too! If they don't know how, share the link with friends, family and fans to this video:

<http://bit.do/How-to-buy-a-book-on-Kobo>

### **Moon+ Reader**

Moon+ Reader is one of the most highly-rated android eReaders available on Google Play store. When you use Moon+ Reader, you automatically get access to the following online libraries filled with free eBooks:

- Project Gutenberg
- Feedbooks
- ManyBooks
- Smashwords

## **Bluefire**

Bluefire Reader is available for Apple iOS, Android, and Windows PCs and supports not only ePub and PDF formats, but also the Adobe DRM used by most libraries.

With just a tap you can highlight, bookmark, annotate, look up a definition and share excerpts via email, Facebook and Twitter. Bluefire also supports synchronisation and allows you to move between multiple devices without losing track of the page you are currently reading. Bookstores and publishers around the world use the Bluefire white-label platform to power their branded apps.

## **How to tell people about your book: Marketing**

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All authors, whether they are self-published or published by a publishing house need to market themselves and their book(s). In order for you to reach your readers and to be searchable or discoverable online you need to make it as easy as possible for readers to connect. Build yourself as a brand as early on in your writing and self-publishing process as possible.

### **Things you can do *in* your book to market it**

#### **Write a really good book**

Write a book that engages your readers. A brilliant book will practically market itself.

#### **Tell people who you are**

Write a short biography about yourself and place it in your eBook. You will see there is a section for this in the template called 'About the author.' Write a great one. You can reuse it in press releases when your book is published.

#### **Include links to your social media**

You can use your Facebook, Twitter, Instagram or other social media accounts to tell people that you have written an eBook and where to find it.

A hyperlink (also called a link) is an icon, graphic, or text in a document that links to another file or object. These links enable web pages to connect to other web pages. For example, you can add a hyperlink on your Facebook page to link to your Smashwords Book page where people can buy your book. Without hyperlinks you would need to know the full web address for every page on the internet.

Hyperlinks are important. The more hyperlinks that point to your profile or book, the more findable you will become.

Make it as easy as possible for readers to find you, connect with you, or follow you by providing links to all of your social media pages in your eBook. Facebook and Twitter are good platforms for you to start to build your brand.

## How do you find and share your links?

Go to your Facebook or Twitter account and copy the link that you see in the address bar of your browser and paste the link into your manuscript in the section ‘Connect with [Firstname Lastname].’ You will also see a section for this at the end of the template provided.

Here is an example of what it will look like.

I really appreciate your reading my book! You can:

Friend me on Facebook: <https://www.facebook.com/ViaAfrika/>

Follow me on Twitter: <https://twitter.com/ViaAfrikaZA>

Favorite my Smashwords author page: <https://www.smashwords.com/profile/view/ViaAfrikaZA>

Visit my website: <http://viaafrika.com/>

If you are not sure how to do this please watch this step-by-step video [here](#).

You can press pause at any time and press play to continue when you are ready.

Most importantly, send your links to your friends and family to encourage them to follow you and to purchase your book. If they aren’t sure how to buy an eBook you can copy or share the link shown below.

Here is a link that shows how to buy a book on Kobo:

<http://bit.do/How-to-buy-a-book-on-Kobo>

## Things you can do *personally* to market your book

### Pricing

Careful pricing can also function as a very persuasive marketing tool to encourage potential readers to read your book. How can you encourage readers to buy your book? Do you have an existing readership who love your work and are eager to read your next book? If you already have a solid base of loyal readers, you will find that they will be less affected by price.

### What price should I give my book?

Pricing your book can be a delicate balancing act. Consider offering your first book at a very low price or at no cost. If readers love your first book they will be more likely to buy your second book. According to Smashwords, many of their top earning authors have at least one free book available to readers.

### Play with your price for promotional purposes

Look out for great promotional opportunities that allow you to market your book. For example, there is the Read an Ebook Week in the second week of March and Smashwords’ annual sale in July. If you enroll for these you can offer your book at different discounts and you will be included in the Smashwords special promotional catalogue.

### **Word-of-mouth marketing**

The best marketing is word-of-mouth. Think about the best possible ways in which you can market and promote your book in your area that will get people talking about you and about your book (in a good way). Brainstorm some ideas with friends and family. Create a practical and doable marketing plan to promote your book. Budget wisely and spend only what you can afford on promoting your book. Think about inexpensive ways to market your book. You could hold a book launch in your local library, church or at a community event. You could visit schools in your area or talk on your local radio and distribute coupons as prizes to encourage your community to start reading your newly published eBook.

Build a reading community where you are and create a strong social media network by posting things that your readers want to know more about (and be sure not to post only things that promote your book). Make your social media pages informative and interesting to keep your readers interested and to maintain a connection with readers who love your writing and who will want to buy your next book!

### **Talking at community events**

Word-of-mouth marketing is worth more than paid advertising and costs less. Wherever there is a gathering in your community, there is an opportunity to talk about your book. Don't be shy about it! Getting a book published is a big deal so you should celebrate the event. Your words may even be of service to society. Remember when you had doubts about whether you could ever be a published author? Now you have the chance to inspire the budding writers in your community, and show them how to achieve their publishing dreams.

### **Social media marketing**

Here is the first and most important rule of social media marketing though: don't spam your followers! Make each post unique and interesting. Post select quotes from your book that are relevant to trending hashtags, and get friends and family to help you strengthen your message by sharing your posts. To get the public to share your updates remember this rule: write about what you think your audience of followers wants to read. That will increase the chances of your extending your message through reposting.

## **Other tools to market your book**

### **Smashwords author tools**

Use all the fantastic (and free!) tools that Smashwords offers to promote yourself.

### **Author profile page**

Promote yourself on your free Smashwords profile page by placing your biography here together with a photo. You can also add links to other websites, such as your own website or blog. Your Smashwords self-interview will also appear here. You can watch this short clip that shows you an example of an author profile page [here](#).

### **Smashwords self-interview**

This feature takes you through a series of questions and is then promoted on Smashwords. You will find the link to the self-interview feature on your dashboard under the Account tab.

### **Book page**

Smashwords also creates a web page for your book. Take advantage of this. Make sure you have a synopsis of your book together with the cover. You can even create a promotional video and link it here. If you allow readers to read a sample of your book when you fill out the online publishing form, they will be able to find and read the sample here. If you have a blog or website you can also use the Smashwords widget provided on your book page to promote your book.

You can watch this video that shows you an example of a Book page [here](#).

You can also watch this short clip that shows you how to create a widget of your book [here](#).

### **Book reviews**

Readers can leave a review of your book on your book page. Ask friends and family or your critical reviewers who helped you to fine tune your manuscript to leave a book review since this will help to promote and sell your book.

### **Video**

Make a short YouTube video in which you talk about your book and link it to your Book page. Remember to keep it short - no more than 2 minutes. You can also use this video when you promote your book on your social media pages.

### **Tag cloud**

Make sure that you add meaningful keywords (tags) when you are filling in your online publishing form. This will make your book more findable. Don't add more than 10 tags.

### **Coupons**

Use the Smashwords coupon generator. You can market your book by giving coupons to potential readers on your social media pages or distribute them to your local community centre and library. Or perhaps you would like to provide coupons to friends and family who want to help promote your book?

To access coupons, you need to log in to your Smashwords account. Click on Dashboard and then click on Coupon Manager. If your book is free, or if you have selected the option "reader sets price" you will not be able to generate coupons. Note that the lucky receivers of your coupons will have to enter the code just before completing their checkout to get the discount.

## **The WPR Website**

The WPR website will host a special page for all the authors who publish their eBooks using the WPR programme. Be sure that all your details are correct in your WPR profile and let us know when your book is published so we can give you the attention you deserve.

## **Press releases**

### **What is a press release and why is it important?**

When you're marketing your book, a press release is an important starting point for getting media attention. Your press release will be a written announcement to introduce your new book as well as promote yourself as an author.

A press release is a self-contained summary that contains all the information that the media requires to familiarise themselves with you and your project.

### **Elements of a good press release**

There are three elements to include in every release.

#### **1   Headline**

Tempt your reader into reading further. This will be the subject line of the email you send out to media. Use simple language, and make the recipient want to click on the mail!

#### **2   Body**

Begin by capturing the attention of the recipient by writing a short and punchy summary of the release. Keep this summary to two lines. This is a valuable exercise for you because you will learn to express the key elements of your eBook. This is important for when you market your eBook to potential buyers. Then write a general overview of your eBook. Don't give away too much! The idea here is to tantalise the media into wanting to find out more. Imagine you are writing a blurb (summary) for the book's back cover. If you need some inspiration, take a walk through your local library and see how published authors approach this task.

#### **3   Bio**

You are one-of-a-kind, and your bio should reflect this. Listing degrees and other qualifications won't sell you as a writer of fiction. What will sell you as an author is being candid about yourself and explaining what has happened in your life that gives you a unique perspective.

Top tip: Explain your project to a family member, and ask them if they have any questions. Then make sure to include answers to those questions in your release. Remember not to get caught up in using fancy language. Write how you would speak!

## Radio spots

Chatting about your book on radio is an excellent way of drumming up interest. Give your local radio station a call, and explain what you would like to talk about. Keep in mind that radio stations will broadcast what their listeners are interested in, so speak to the contact as if you were speaking to the station's listeners. If they need more information, you have your press release ready to go.

When you're in the studio, the important thing is to mention the book's title often. About once every 2 minutes should do it. Tell people where and how they can buy your book, and motivate them to buy it by speaking about the book's key idea but don't reveal anything past what happens in Chapter 1. Don't forget to speak about yourself and what makes you unique. People will buy your book if they are interested in you, so don't shy away from speaking about your life experiences that influenced your writing your book.

## Web presence

The creation and maintenance of a website is a costly business. Rather put your time and energy into creating a web presence where people already look. Update your LinkedIn profile with details of your book, create a "Who's Who" profile (whoswho.co.za), and update your profile pictures with the cover of your new book.

You can also create a blog or website using WordPress or Google Sites since these services are absolutely free! For more information visit: <https://wordpress.com/> or sign up to Google Sites here: <https://sites.google.com>

## A marketing checklist

Finally, work through the marketing checklist below and know that you are giving yourself and your book the best possible chance of achieving success.

Marketing checklist	Yes/No
My story is compelling and will engage my readers.	
I have had my story professionally edited and proofread.	
I have a striking cover.	
I have allowed readers to read a sample before they buy.	
My eBook is available in multiple formats.	
I have a thought-provoking or catchy title.	
I have a book description (both a short and a long version).	
I have set a good price.	
I have created social media pages for my readers to connect with me.	
I have a great marketing plan to reach more readers who would enjoy my book.	

# Earning potential

It is almost impossible to say how much money you can make by selling your eBook. We have all heard how much authors like Dan Brown (*The Da Vinci Code*) and J.K. Rowling (*The Harry Potter series*) have made and we sincerely hope that you will be as successful. However, many writers do not make as much money. What they do get, though, is a sense of achievement, a sense of joy at providing reading experiences for others, and a wonderful sense of satisfaction for a job well done. We wish you all these things, too.

Depending on how much you choose to charge for your eBook (if you are not offering it free to readers) and how many copies are bought, you will earn money on these sales. The average amount you will earn is 85% of the net selling price. The net selling price is the selling price of the book less any costs that Smashwords charges (for example, discount to the retailer like Kobo, bank charges, etc.). The amount you receive will depend on where the book sells. You will find out more about these costs in the Terms and Conditions document in Appendix B.

You will need to create a PayPal account to receive payments from Smashwords. You can watch a short video on how to register with PayPal [here](#).

To withdraw money from your PayPal account you will need to set up an online banking account with FNB. You can find out more information about this from FNB [here](#). You can also watch a video on how to do this [here](#).

# Printing your book

Remember that all the advice we have given you before is relevant but printing a book requires some special attention to the inside layout of it and also to the cover.

We strongly recommend that you first create a strong demand for your book by publishing it as an eBook before you invest the large amount of money needed to print a book.

## Professional typesetter and cover designer

If you are planning to print your book you will need to use the services of a professional typesetter and cover designer to prepare your book for print.

A typesetter uses a software program such as Adobe InDesign and will take your edited files (prepared by the copy-editor) and lay them out in designed page proofs. Before you begin the project you will need to agree on the design or layout of the book with the typesetter or commission a book designer to create a design for the typesetter to use. A typesetter

- follows technical specifications to produce a book (size of pages, size of book, use of colour, design).
- combines the text and illustrations and produces proofs (unbound book pages).
- implements all proof corrections at various stages, including the corrections from the final proofread.
- delivers the final print-ready material (proofs and pdfs) to you on completion.

A print cover also has a back cover and a spine and must have the ISBN and a bar code on it. These are usually placed on the back cover. Be sure to get the InDesign files as well as the pdf from the designer on completion of the job. You may need to make changes to your cover at a much later stage (to the spine width for example). It is not the cover designer's responsibility to keep an archive of your files (or to keep a back up of them).

For printed books the ISBN must also be placed on the back cover together with its bar code (the bar code is created from the 13-digit ISBN).

Here is a handy checklist to use when you are finalising your cover.

Cover checklist	Yes/No
Is the title correct?	
Is your name spelt correctly?	
Do the author details and title match those on your title page inside the book?	
Has the correct font type and font size been used?	

Cover checklist	Yes/No
Is the resolution of the cover image correct? (Look carefully at the image, it should not be pixelated or blurry.)	
Is your cover legible and striking even in a thumbnail size?	
Do you have copyright for the image? If not, has permission been obtained?	
Is the acknowledgement listed correctly?	
Have you obtained permission for multiple use, for example, both print and digital or for multiple languages.	
Is the format correct? (Make sure you know what the size is and check also that this does indeed match the size of the inside of the book for the print edition.)	
Is the spine width correct according to extent (print edition)?	
Is the text on the spine correct (title, author) (print edition)?	
Does the text on the spine run in the correct direction i.e. top to bottom (print edition)?	
Is the spacing between word groups on the spine even and pleasing (print edition)?	
Have you checked the synopsis on the back cover carefully (print edition)?	
Is the ISBN and barcode correct (print edition)?	
Does the ISBN on the back cover match the ISBN on the imprint page (print edition)?	

## Getting it printed

If you wish to print your book we recommend that you use a small digital printer and print on demand. This will allow you to print the few copies that you need when you need them. Using a standard printing company should be used only for very large print runs and if you have a storage facility or distribution warehouse to store your books. It is a good idea to confirm the print specifications for the printer you wish to use since these may vary slightly from printer to printer. Be sure to pass these on to your typesetter before they prepare your final print-ready pdf files.

We recommend that you get at least 3 quotes from the same kind of printers (e.g. digital printers) and make sure you include the details of what you will supply to them i.e. print ready pdfs of the text (insides) and cover. You will also need to supply the specifications of your book such as size, page extent, colour, paper, binding, print quantity and delivery address.

## Suppliers

### *Typesetters and cover designers*

Advanced Design Group

Contact: Clinton Arendse

Email: [studio@adg.co.za](mailto:studio@adg.co.za)

Phone: 021 981 1782

Website: <https://www.facebook.com/Advanced-Design-Group-308773085854216/>

Baseline Publishing Services

Contact: Jenny Wheeldon

Email: [jenny@baseline-ps.co.za](mailto:jenny@baseline-ps.co.za)

Phone: 021 685 5363

Website: <https://baselinepublishing.wordpress.com/>

#### Firelight Studio

Contact: Scott McGregor

Email: [firelightstudio@gmail.com](mailto:firelightstudio@gmail.com)

Phone: 021 976 2090

Website: <http://firelightstudio.co.za>

#### Flame Design

Contact: Daniel Jansen van Vuuren

Email: [danie@flamedesign.co.za](mailto:danie@flamedesign.co.za)

Phone: 021 462 3660 or 082 782 7941

Website: <http://flamedesign.co.za/>

#### Ink Design Publishing Solutions

Email: [info@inkdesign.co.za](mailto:info@inkdesign.co.za) or [eloise@inkdesign.co.za](mailto:eloise@inkdesign.co.za)

Phone: 021 705 0933

Website: <http://www.inkdesign.co.za/>

#### Jigsaw Graphic Design and Layout

Contact: Richard Jones

Email: [jigdesign@telkomsa.net](mailto:jigdesign@telkomsa.net)

Phone: 012 662 4251 or 083 3093804

You can also find a list of cover designers recommended by Smashwords here:

[Mark's List](#)

#### *Digital printers*

##### Novus Holdings Digital Printing

Email: [info@novus.holdings](mailto:info@novus.holdings)

Phone: 021 550 2500

Website: <https://novus.holdings/printing/digital/>

##### Bidvest Data Digital Book Printing

Email: [info@bidvestdata.co.za](mailto:info@bidvestdata.co.za)

Phone: 021 935 3300

Website: <http://bidvestdata.co.za/web/service/digital-book-printing>

##### Print on Demand Book Publishing (Self Publishing)

Email: [sales@printondemand.co.za](mailto:sales@printondemand.co.za)

Phone: 021 951 1464

Website: <http://www.printondemand.co.za/book-publishing/>

# Appendix A: eBook Layouts

Layout refers to the way the text and any extra elements such as images are arranged. We know that a newspaper and a book will have different layouts. Layout is also important in eBooks. There are two kinds of layout for eBooks – fixed layout and reflowable text.

## Fixed layout

Fixed layout means that no matter what device you're reading your eBook on, the images and text stay in exactly the same place on the page – in the way the eBook creator originally designed them. The layout is fixed, and will never change. You can move it only up and down or from side to side.

In the example of a full-page view below, we see two pages of the eBook side by side exactly as we would see those pages if a paper book were open in front of us. You'll notice that in our example there's a single image which is spread over both pages. Each page then has text above the image.

In the zoomed view, you'll see that we can now see only part of the page on the left. If we keep zooming in, we'll eventually see only some of the words. Although you can zoom in on a page, the font can't be adjusted and will not flow to fit the screen. As you can see, even when the page is zoomed-in, the paragraph and layout remain the same.

PDFs are an example of a format that uses fixed layout.



## Reflowable text

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ePubs were designed with reflowable text in mind. With reflowable format, the device automatically resizes the text and layout settings, according to the needs of the user. The layout is not fixed. For example, if your device has a narrow screen or is in portrait mode, the text can flow over to the next line.

Look at our sample screens below. The left-hand side shows what the text looks like when you read this ePub in a portrait or vertical orientation.

But, if you change the screen orientation to landscape mode, the text and images will reflow or change their format to suit the wider, but shorter view.



Reflowable layouts are normally used if most of the eBook is made up of text. Some illustrations will work acceptably in reflowable layouts, but their position in relation to the text should not be of critical importance.

A reflowable layout allows the text and pictures to adjust to the screen size of any device. You can also adjust the settings for a reflowable format ePub.

You can also change the size of the letters and the font. Once you've chosen your new setting, the layout changes automatically because it's a reflowable format.

One significant advantage of reflowable format is that vision-impaired readers can make the text bigger so it is easier to read.

# Appendix B: Smashwords Terms and Conditions explained

<p><b>Smashwords</b> <b>TERMS OF SERVICE</b> Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords <b>TERMS OF SERVICE</b></p> <p><b>IMPORTANT:</b> These notes do not in any way override the official <b>TERMS OF SERVICE</b>. These notes are intended only as a guide to the original.</p>
<p>Most recent update, April 10, 2017 - Section 1 has been reorganized with the addition of subsections 1a and 1b to delineate the key differences between retail distribution and library distribution. The retailer section, 1a, adds helpful information on how to confirm if a given sales channel is authorized by Smashwords. The library distribution section, 1b, explains current licensing models and the process Smashwords will utilize if we decide to support new library ebook licensing models in the future. Section 1b also adds information previously listed in the Smashwords Channel Manager about how Smashwords allows libraries to manage their purchased ebooks with whichever trusted library ebook checkout platform they prefer as long as our author licensing terms (one ebook, one checkout at time) are maintained.</p>	<p><i>Smashwords will let you know whenever they change these Terms of Service.</i></p>
<p><b>PLEASE READ THE FOLLOWING CAREFULLY.</b> THESE TERMS OF SERVICE, AS AMENDED FROM TIME TO TIME (“Terms”), ARE A BINDING AGREEMENT (“Agreement”) BETWEEN YOU (“End Users”, “Authors”, “Author Agents”, and “Publishers” as defined below) AND SMASHWORDS, INC. (“Smashwords”).</p> <p>By using the service available at <a href="http://www.smashwords.com">www.smashwords.com</a> and affiliated domains (the “Site”), You agree to the terms governing the applications, features and functionality available on or through the Site (The “Service”). If you do not agree with the terms contained in this Terms of Service, do not use the service.</p>	<p><i>You have to agree to these terms. If you do not, you will not be able to use Smashwords, or publish through WPR.</i></p> <p>If you are under 18 years of age, you will need to have a guardian agree to any contractual agreements or terms and conditions and they will need to use Smashwords on your behalf.</p>
<p><b>About Smashwords</b> - Smashwords operates a self-serve ebook publishing and distribution platform. We make it fast, free and easy for authors, publishers and agents to publish and distribute ebooks. Although Smashwords provides authors, publishers and agents tools to publish and distribute ebooks, Smashwords itself is not a publisher, and therefore does not and cannot assume the legal rights, responsibilities or liabilities of a publisher.</p>	<p><i>This is about who Smashwords is and what they do and don’t do. Important: they offer a way to sell and distribute ebooks. Smashwords is not a publisher.</i></p> <p>You are the publisher and retain the copyright to your work.</p>

<p><b>Smashwords</b></p> <p><b>TERMS OF SERVICE</b></p> <p>Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
<p><b>Rights and Obligations of Authors, Publishers and Agents</b> - If you upload (publish) a work to Smashwords, you understand and warrant that you are the legal publisher of this work; you control all rights and assume all liabilities associated with the publication of this work; and you warrant and affirm that no aspect of your work infringes or violates the rights of another person, party or entity. In your role as the author, publisher or agent, you understand you are the publisher of your work, and therefore you or your author are responsible for the writing, editing, formatting and cover design for your book. As the authorized author, publisher or agent, you are responsible for uploading your book to Smashwords, managing your book's metadata, opting in or out of Smashwords distribution channels, and marketing your book. To the extent Smashwords or its retail distribution partners provide tools or services to assist in or support any of these publishing activities does not change the fact that you are legal publisher of this work and Smashwords is acting in the role of publishing platform, retailer and distributor.</p> <p>The following describes how users of the Site who review or purchase downloadable digital books ("End Users") can download material and how they may review or use that work by the person or entity who posted the work (the "Author" or "Publisher"). For the sake of simplicity, this Terms of Service may use the term Author and Publisher interchangeably. The term "Author's Agent" refers to the Author's duly authorized representative, who is fully authorized and empowered to act on behalf of the Author in all matters described in this Agreement, and who may be authorized to collect and receive directly the monies otherwise payable to Author (or "Publisher").</p> <p>The following also describes the rights and responsibilities of the Author and Smashwords. Any user of this Site who downloads, reads or previews any Work on the Site is referred to as an "End User."</p>	<p><i>The End User is the person who downloads and reads the work.</i></p> <p><i>The Author/Publisher (both terms are used and mean the same thing here) is you, the person who wrote the work and put it on Smashwords platform.</i></p> <p><i>The Author's Agent is someone you ask to represent you.</i></p> <p><i>This says what you may and may not do.</i></p>
<p><b>1. The Grant and the Territory</b></p> <p>The Author hereby grants and assigns to Smashwords the nonexclusive worldwide right to digitally publish, distribute, market and sell ("Publish"), and to license others to do so, the work identified on the front page of your submission (the "Work"). Since the terms of agreement with Smashwords, herein, is non-exclusive, the Author or Publisher is free to Publish, license, market and sell their work elsewhere so long as the Author or Publisher is not violating someone else's agreement or violating any laws. Distribution channels are disclosed on the <a href="#">Smashwords Distribution Information</a> page, and are generally comprised of retail channels that sell books to readers, and library platforms where books are sold to libraries.</p>	<p><i>You give Smashwords the right to distribute, market and sell your eBook around the world.</i></p> <p><i>You may also use anyone else to distribute, market and sell your eBook.</i></p>

<p><b>Smashwords</b>  <b>TERMS OF SERVICE</b>  Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
<p><b>1a. Retailers:</b> Some retailers run a single online ebook store, and others may power the stores or services of other retailers. For the sake of simplicity, at the Smashwords Distribution Information page, we identify “Primary” retailers as the primary store or distributor with which we signed our contract. If this Primary retailer also supplies or operates secondary storefronts we label those as Secondary sales outlets. For example, Kobo is a primary retailer, but they also power the “Secondary” ebook stores for WHSmith in the UK and FNAC in France among others. By utilizing Smashwords distribution services, your books may benefit automatically from broader distribution if and when our previously disclosed Primary retail partners launch or power new secondary stores. In the spirit of full disclosure and to assist book marketing, Smashwords will update Secondary retailers on the Smashwords Distribution Information page on a best efforts basis (our process for notifying you of new Primary retailers is explained in Section 7 below). Keep in mind that since some of the Primary retailers (Gardners is a good example) may now or in the future power hundreds of smaller Secondary channels, the full list of secondary channels will often be incomplete. If you’re unsure if a given sales channel is authorized to carry your book, or if you’re unsure if said sales channel is supplied by Smashwords, please refer to the Smashwords Distribution Information page. If the sales channel in question is not listed there, contact the Smashwords Support team by clicking the “?” icon at the top of any Smashwords web page and we’ll be happy to confirm if the retailer is authorized. To assist our investigation, provide us a hyperlink to your book at Smashwords and a hyperlink to the book listing at the retailer in question.</p>	<p><i>Smashwords will distribute your book to online booksellers (retailers). You can find their list of retailers on their website.</i></p> <p><i>If you choose to let someone other than Smashwords also distribute your eBook, you must check that they are not already a Smashwords retailer.</i></p>

<p><b>Smashwords</b></p> <p><b>TERMS OF SERVICE</b></p> <p>Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
<p><b>1b. Libraries:</b> Libraries generally utilize the services of library ebook platforms such as OverDrive to manage the procurement (discovery and purchase) and checkouts of library ebooks. Smashwords supplies several of the leading library ebook platforms, as described on the Smashwords Distribution Information page and elsewhere on the Smashwords site. Once a library purchases a Smashwords ebook, the library owns it for perpetuity just as it owns a purchased print book. Similar to the purchase of print books, libraries typically purchase a single copy of an ebook and then check it out to one patron at a time. If their single copy is already checked out, other patrons must wait until the prior checkout expires before they too can check out the book. If a library wants to allow two simultaneous checkouts, they must purchase at least two copies. These platforms apply Digital Rights Management to the ebooks to manage checkouts and checkout expirations. It's common for libraries to change from one library ebook platform to another (for example, they may move from OverDrive to Baker &amp; Taylor Axis 360, or may move from some other platform to OverDrive). By utilizing Smashwords' library ebook distribution services, you agree and consent that Smashwords will allow libraries to move their purchased collections from one trusted library ebook platform to another provided that the original licensing model (one book, one checkout at a time) is maintained. At present, Smashwords only sells library ebooks via the one ebook, one checkout licensing model. If Smashwords begins supporting other common ebook library licensing models (such as payment per checkout, subscription site licensing, metered checkouts or others), Smashwords will provide at least 10 days of advance notification via email prior to adding support for a new licensing model so the author or publisher has the option to opt out.</p>	<p><i>Smashwords supplies online libraries. Each library agrees with Smashwords that they will buy one copy of the book and then lend it to only one person at a time.</i></p> <p><i>If Smashwords decides to change the way they work with libraries they will let you know and you can choose not to let your eBook be sold to the libraries.</i></p>
<p><b>2. Publication.</b> Smashwords will generally Publish any such submissions which do not violate, or which do not appear to violate the Agreement.</p>	<p><i>Smashwords will publish any eBook that does not break the rules of the Agreement.</i></p>
<p><b>2a. Publication of Work As Is.</b> Generally, Smashwords will Publish Author's Work as it is delivered to us, and not edit or modify the Work. Certain modifications may occur caused by file or design conversions. Smashwords does not guarantee accurate preservation of the original Work's formatting. To assist authors with their book formatting, Smashwords has published the free <a href="#">Smashwords Style Guide</a>.</p>	<p><i>Smashwords will publish your eBook as you submit it and will not make any changes to it. However, they do not guarantee that your eBook's formatting will not change in the process.</i></p>
<p><b>2b. Publication at Option of Smashwords.</b> Smashwords may decide not to Publish Author's work or may decide to discontinue its publication of Author's work for any reason, and no reason need be provided. Except in the cases of gross violations of this Terms of Service, Smashwords will make every attempt to provide reasonable notice to the Author via email, up to and including providing instructions on how to remedy potential issues that might prevent Smashwords from listing a title.</p>	<p><i>Smashwords can decide not to publish or to stop publishing your eBook without giving a reason, but they will try to give a reason and give suggestions on how to fix the problem.</i></p>

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<p><b>2c. How to “Unpublish” Works from Smashwords.</b> Smashwords may Publish the Work until Author of the Work decides to unpublish the work (to unpublish, log in to the system, click on “Dashboard” and then click “unpublish”). If author is unable to access the site, the author may notify Smashwords in writing to remove the Work. After that notice, Smashwords will remove the work from Smashwords.com within five business days. If the author’s or publisher’s book has been distributed via the <a href="#">Premium Catalog</a>, the removal from the retail partners’ digital shelves may take several weeks. Smashwords will do its best to assist authors and publishers to have their works removed, and to ensure authors/publishers who terminate their Smashwords accounts receive full payment for sales that may occur after account termination. To ensure your book is properly and quickly removed from the channel, go to your Dashboard and unpublish it. This will cause Smashwords channel partners to receive automatic notification to remove the book. Do not contact Smashwords first and ask to have your account deleted, as this will not remove your book from the channel. After you have unpublished your book, and after you have confirmed all channel partners have removed the book, then you may contact Smashwords if you want your account deleted (and please inform Smashwords you have confirmed the book is no longer in the channel).</p>	<p><i>You can choose to remove (unpublish) your eBook from Smashwords. The easiest way to do this is to log in, select “Dashboard” and select “Unpublish.” Smashwords will also help you do this and ensure that you receive any money that you are owed up to the time that your eBook is removed.</i></p> <p><i>This section gives details on how to unpublish your eBook.</i></p> <p><i>You can keep your account on Smashwords active after you remove your book, or you can ask them to delete your account.</i></p>
<p><b>2d. Distribution in the Smashwords Premium Catalog.</b> Although Smashwords operate a small retail ebook store (the Smashwords Store), since August 2009 the primary business focus of Smashwords has been ebook distribution to retail stores, library aggregators and affiliated partners. In support of this service, Smashwords created the <a href="#">Smashwords Premium Catalog</a>, a subset of Smashwords titles that meet the mechanical requirements of our distribution partners. To learn more about these requirements, as well as the retailers, library partners and affiliated sales outlets to which we distribute, visit the <a href="#">Distribution information page</a>. Our intention is to help every Smashwords author or publisher who desires distribution to receive it. Smashwords reserves the right to withhold distribution for any reason.</p>	<p><i>Smashwords will sell your eBook on their platform, but the key part of their task is to distribute it to other retailers.</i></p>
<p><b>2e. Removal of poorly formatted works.</b> At the top of the <a href="#">upload page</a> where authors publish their works, Smashwords clearly communicates to all authors and publishers their responsibility to study and implement the <a href="#">Smashwords Style Guide’s</a> formatting requirements prior to uploading a manuscript to Smashwords. Smashwords, at its option, may without warning close the accounts of authors and publishers who blatantly ignore the formatting requirements. We urge all Smashwords authors not to waste the time of readers, our retail partners or Smashwords with poorly formatted works.</p>	<p><i>If you do not follow the format required for Smashwords they reserve the right to close your account.</i></p> <p><i>WPR gives you detailed instructions on how to format correctly in the handbook.</i></p>
<p><b>3. Infringement.</b></p>	<p><i>This section talks about what will break the terms of the agreement and what happens if the terms of the agreement are broken.</i></p>

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<p><b>3a. Removal of Infringing or Defamatory Work of Author.</b> Smashwords takes claims of infringement seriously and may take immediate action upon notice from someone claiming to be an Infringed party and pursuant to our DMCA policy [see policy at end of this document]. Generally, upon receipt of a written notice from a party infringed or defamed by Author’s material (or someone purporting to be his agent, publisher, attorney in fact or assign), Smashwords will remove the Author’s Work and reserves the right to remove any and all information about the Author, the Author’s Work or the publisher from the Site.</p>	<p><i>If your work breaks copyright or damages the reputation of someone else, Smashwords will remove your work as well as any other information they have about you from their website.</i></p>
<p><b>3b. Infringement by Others Upon Author’s Work.</b> If an Author or copyright holder learns that a third party is violating Author’s copyright or pirating or illegally distributing a Smashwords-published work, the Author shall inform Smashwords; however, it is the Author’s responsibility to seek relief from the offending parties. If that work is published on Smashwords, Smashwords will remove it per section 3a above.</p>	<p><i>If you find out that someone is illegally using your eBook (downloading or sharing without buying it) you must tell Smashwords.</i></p> <p><i>But it is up to you to take any action. If the person has published your eBook as their own book on Smashwords, Smashwords will remove it.</i></p>
<p><b>3c. Rights Clearances and Other Legal Matters.</b> It is Author’s responsibility to secure permissions to the Work prior to the time Author submits such work if any material from the work belongs to, or has been licensed to, someone else.</p>	<p><i>If you have used anyone else’s words or pictures in your eBook you must get permission from them before you publish your eBook.</i></p>
<p><b>4. Copyright.</b> The copyright in the Work shall belong to the Author or the party that Author cites as the copyright holder. Author shall be solely responsible for filing its copyrights and any other intellectual property with the appropriate governmental body. It is the Author’s responsibility to place a copyright notice on the copyright page or some other prominent place in the Work.</p>	<p><i>You must be the copyright owner of all the material in your eBook.</i></p> <p><i>You must put a copyright notice in your eBook (see the WPR Handbook about this).</i></p>
<p><b>5. Formats of Digital Conversions.</b> Author shall submit their Work as a Microsoft Word .doc file. Smashwords shall utilize its proprietary Meatgrinder technology to convert the book into multiple ebook formats, and publish the work for use in sampling, distributing and selling the work. <b>The author/publisher is not authorized</b> to independently sell or distribute Smashwords-generated file conversions outside of the Smashwords site or Smashwords distribution network without first receiving written permission from Smashwords (in other words, you cannot use Smashwords as a free file conversion service so you can sell the files elsewhere). You acknowledge that if you violate this requirement, you may forfeit any accrued earnings at Smashwords, and your account may be deleted without notification.</p>	<p><i>You must publish your book in the format Smashwords wants, using the Smashwords platform (the WPR handbook explains how).</i></p> <p><i>You may not sell the Smashwords formatted version of your eBook to anyone somewhere else who does not use Smashwords or their distribution network. You may format your eBook in another way.</i></p>
<p><b>6. Royalties.</b> So long as the proper copyright protection subsists in the Work, no infringement notices have been filed, and revenues directly attributable to the Work are being collected by Smashwords, the Author and/or publishing party shall be entitled to the following payments:</p>	<p><i>If the copyright of the book is yours and if there is no legal claim against your eBook by anyone, you will earn royalties on sales of your book.</i></p>

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<p><b>6a. Royalty Rates.</b> The proceeds to the author or publisher will vary based on the sales outlet, and the method of the sale. For retail sales that originate at Smashwords.com, Smashwords pays authors/publishers 85% of the net proceeds from all sales (see 6b below for clear definition of “net”). Following the introduction of the <a href="#">Smashwords Affiliate Marketing Program</a> on May 22, 2009, Smashwords began offering a net earnings-share rate of 70.5% for sales originating as a result of an affiliate. Authors/Publishers who do not wish to participate in the affiliate program may opt out a book at any time within 30 days of publishing the book. After the 30-day grace period, opt-outs become effective on the first day of the following month. Starting in September 2009, Smashwords began distributing books via major online retailers. In most instances, Smashwords will compensate authors at a rate of 60% list price, which works out to slightly more than 85% of the net proceeds received by Smashwords from the retailers. Smashwords will notify authors of the individual compensation rate they will receive from Smashwords for sales at each major channel partner with the Channel Manager, and will give authors/publishers the option to opt out of certain channel partners if they wish. Also see the <a href="#">Smashwords Royalty FAQ</a> for current earnings-share rates, which are subject to change. For sales through the Smashwords Library Direct channel, announced August 7, 2012, Smashwords authors and publishers will earn 70% of the price paid by libraries. For sales through library aggregators, authors will typically earn 45% of the list price. Authors and publishers can control retail and library pricing within the Smashwords Pricing Manager feature, accessible from the Dashboard.</p>	<p><i>List price is the price that people see and pay.</i></p> <p><i>From the list price, certain deductions are made (see below and 6b), and we then talk about the net proceeds.</i></p> <p><i>Each retailer has their own fees, so how much you earn from different retailers will vary.</i></p> <p><i>Smashwords will pay you 85% of money received from any sales after making certain deductions (see 6b below for a list of these fees).</i></p> <p><i>You can choose not to belong to a special marketing programme (Smashwords Affiliate Marketing Program).</i></p> <p><i>Sales to libraries have a different earning structure.</i></p>

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<p><b>6b. Electronic Editions.</b> Smashwords agrees to pay the Author or Publisher (whomever uploaded the content) up to eighty-five percent (85%) of net proceeds received by Smashwords through the sale or licensing of your work (“List Price”). “Net proceeds” shall mean sales price paid and received less payment processing fees, affiliate fees, retailer discounts, costs due to erroneous or fraudulent transactions, credit card charge-backs and associated fees. Therefore, 85% of “net proceeds” does not equal 85% of the book’s sales price. Payment processing fees, for example, may account for a sizable percentage of the List Price for lower cost books because they include a nominal minimum per-transaction fee ranging charged to Smashwords by our payment processing service PayPal. For example, if the per-transaction fee charged by our payment processor is \$.35, and a book is only priced at \$1.00, then that \$.35 accounts for 35 percent of the retail price. Smashwords fully discloses and estimates anticipated payment processing fees and estimated proceeds to the Author at the time you assign pricing for your works (to test this, sign in to your account and click to the <a href="#">Publish page</a> and experiment with different pricing scenarios). Actual proceeds to the author may be greater than estimated if a customer purchases multiple books at the same time, thereby spreading some of the per-transaction fee across more than one book.</p>	<p><i>These are the deductions that Smashwords may make from the money received for the sale of your book BEFORE they calculate the 85% due to you.</i></p> <ul style="list-style-type: none"> <li>- <i>payment processing fees – any costs they have to pay their bank to pay you</i></li> <li>- <i>affiliate fees – these are marketing related fees</i></li> <li>- <i>retailer discounts – any discount that a retailer, for example Kobo, wants for selling your book</i></li> <li>- <i>costs of erroneous or fraudulent transactions – any costs Smashwords paid because of fraud</i></li> <li>- <i>credit card charge-backs and associated fees – any fees Smashwords pays to credit card companies</i></li> </ul> <p><i>When you give your eBook a price when you first give it to Smashwords, you will be given an idea of what all these costs could be. Note that this price is also exclusive of VAT.</i></p>
<p><b>6c. Free Copies.</b> As administrator of your work, Author may use the Smashwords platform to distribute complimentary copies of the work, or personally email free files to people, even when you are generally charging a fee. However, Smashwords files cannot be mass-distributed via download at blogs, websites or other retailers outside the Smashwords network.</p>	<p><i>You can choose to make your eBook free. However, you may not share multiple copies of the Smashwords file on your own blog or website for download, nor email copies of the Smashwords formatted files nor use Smashwords formatted files on another platform.</i></p>
<p><b>6d. Promotional Rights.</b> Smashwords shall have the right to distribute samples of the Work in any form of media, including printed media, in order to promote (a) the author or author’s Work and/or (b) the Smashwords service. These samples will be licensed for free, non-commercial use, duplication and sharing, and will comply with the sample percentage authorized by the Author.</p>	<p><i>Smashwords has the right to give people a sample of your eBook to market it. This will be the same size as the sample you give (see the WPR handbook for more about this marketing strategy).</i></p>

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<p><b>6e. Crawlable or Other Searchable Rights.</b> Smashwords shall have the right to drive traffic to the Author’s Work on the Smashwords Site through (a) general Search Engine Optimization services (b) crawlable, promotional hypertext links or (c) arrangements with third parties which make searchable certain sample portions of the Work. In the event that revenue is realized by Smashwords from this arrangement, it shall be treated as an electronic edition under Section 6a.</p>	<p><i>Smashwords will use different ways to market your eBook.</i></p>
<p><b>6f. Other Subsidiary Rights.</b> Other than stated above, Smashwords, in its current version, shall only Publish electronic versions of the Work, and keeps no other subsidiary rights to the Work including hardcover or paperback editions, audio editions, multimedia editions, theatrical editions, first and second serial rights or media rights other than the electronic version distributed on our Site. Therefore, if another publisher will allow you to keep electronic rights to the Work, you may continue to Publish the Work electronically while publishing a printed version of the Work with a print publisher. These rules are subject to change from time to time, upon electronic or other notice to the End-users and any other users.</p>	<p><i>A subsidiary right is a right for someone to use your eBook in other ways – as a film, audiobook, paperback books, theatre production.</i></p> <p><i>You own these subsidiary rights and can choose to sell them to people if you wish. Smashwords will publish only the electronic version of the eBook.</i></p> <p><i>You can enter into agreements with other people for the subsidiary rights of your eBook.</i></p> <p><i>(We suggest you get legal advice before selling any subsidiary rights.)</i></p>
<p><b>7. Author-Controlled Terms.</b> The Site allows Author to control pricing, distribution channels, sampling rights and output formats. Smashwords may extend author control in the future. All Premium Catalog books are automatically opted in to all new and existing distribution channels. In all instances, prior to activating a new distribution channel, Smashwords will provide authors and publishers at least 48 hours advance notice to allow time to opt out from the Smashwords Channel Manager if they choose. This advance notice will generally be provided through Site Updates, and to subscribers of author/publisher alerts, and other promotion. Effective January, 2015, Authors and publishers who wish to pre-emptively opt out of all new, unannounced distribution channels may do so within the <a href="#">Smashwords Channel Manager</a> by following the link at the bottom of the page labeled <a href="#">Manage Pre-emptive Opt Out Settings</a>.</p>	<p><i>You control the price of your eBook, where it is distributed, how much an End-User can get at no cost and the format in which you publish your eBook.</i></p> <p><i>If Smashwords adds any new distribution channels they will give you a chance to refuse to sell your book on these.</i></p>

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<p><b>8. Statements and Payments of Author Royalties:</b></p> <p>Although Smashwords will refer in this agreement to “Royalties” for the sake of simplicity, payments to authors and publishers in the eyes of the IRS are usually considered “other income.” Effective February 2017, Smashwords pays author (or Author’s Agent) and publisher earnings on a monthly basis, typically between the second and final week of each month, and never later than 40 days following the close of each calendar month. Payments to authors are based on the accrued balance earned as of the last day of each calendar month, and this accrued balance is based on actual payment to Smashwords by the customer or retailer (please remember that retailers will usually report sales to Smashwords before those sales become payable to Smashwords, and therefore before they can accrue to the author’s payable balance). Refer to the <a href="#">Smashwords FAQ item titled GETTING PAID</a> for detailed information on how payments work, and how authors can avoid or troubleshoot payment delays. Authors can track their real-time sales and anticipated earnings payments by visiting the Dashboard feature from their Smashwords account. From the <a href="#">Payee Page</a>, authors, agents and publishers can select their payment method of paper check (US authors/publishers only) or PayPal. It is the author’s responsibility to ensure their payment settings are complete and accurate, otherwise payments may be delayed until the issue is resolved and verified. PayPal users, for example, must open and maintain of their own account at PayPal prior to providing their PayPal address to Smashwords in the Smashwords Payment Settings page. If the author selects the PayPal payment method, it is their responsibility to provide a PayPal address that can accept payments. For example, PayPal will not allow Smashwords to remit payments to PayPal accounts in Nigeria. Paper checks require accrued earnings of \$75.00 or more. Prior to February 2017, Smashwords paid quarterly. For PayPal, the payment threshold is one penny effective January 2017. Previously the PayPal payment threshold was \$10.00. If accrued author’s, agent’s or publisher’s aggregate earnings are less than the one penny threshold for PayPal or less than the \$75.00 threshold for paper check payments, Smashwords will delay payment until such monthly period as the total earnings due meet the threshold. If Smashwords overpays earnings, such as in cases when fraudulent or unauthorized purchases are charged back to Smashwords after earnings payments are made, then Smashwords will deduct the funds owed from the author’s, agent’s, or publisher’s aggregate accrued earnings. If the amount owed exceeds the author’s, agent’s, or publisher’s aggregate accrued earnings, the author (or agent or publisher) agrees to remit a payment back to Smashwords within 20 days of notification to adjust the overpayment. Sales transacted at the Smashwords.com web site are reported in real time. Sales reporting for sales transacted via Smashwords retail distribution partners (Barnes &amp; Noble, Amazon, iBooks, Gardners, Kobo, OverDrive, and others listed at <a href="https://smashwords.com/distribution">https://smashwords.com/distribution</a>) are reported when the retailer reports back to Smashwords, which can range from same day (in the case of Barnes &amp; Noble and the Smashwords Store), to next day (iBooks, Kobo) or monthly (Gardners, others). Note that most daily sales reports from sales channels are not yet final and are best utilized for trend analysis purposes only.</p>	<p><i>Any royalties that you earn will be paid monthly, no more than 40 days after the end of the month in which the eBook was sold.</i></p> <p><i>You will need to open a PayPal account. You can read more about this in the handbook.</i></p> <p><i>Smashwords has the right to claim back any money that they overpay you for incorrect sales or fraudulent transactions.</i></p>

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<p><b>8a. Tax withholding:</b> The United States Internal Revenue Service (IRS) requires Smashwords to collect tax certifications from all authors and publishers and withhold all required taxes. All authors and publishers must complete the online Form W-9, Form W8-BEN or Form W8BEN-E before royalty payments can be made. For US residents and US businesses, Smashwords requires a valid SSN or EIN, and US postal mailing address. If US-based authors and publishers do not provide valid tax id information, then the IRS requires Smashwords to withhold 28% of earnings which Smashwords must remit to the IRS within days of transacting the payments to authors/publishers. For authors and publishers outside the US, the automatic withholding rate is 30%. Many countries have tax treaties with the United States that entitle residents and businesses located in these countries to receive either partial or full exemption from the 30% tax withholding. To qualify, authors and publishers should find out if their country has a tax treaty (see the Support Center link below) with the US. If a tax treaty is in effect, the author or publisher may be required to provide their US ITIN/EIN or their foreign tax identification number. For foreign authors and publishers, the Form W8BEN and Form W8BEN-E are valid for three (3) years only after which a new form will need to be submitted. Learn more by visiting your <a href="https://www.smashwords.com/account/payee">Payee page</a> at <a href="https://www.smashwords.com/account/payee">https://www.smashwords.com/account/payee</a>. Additional information can be found in the Smashwords Support Center for links to forms and additional information - <a href="http://www.smashwords.com/about/supportfaq#Publishing">http://www.smashwords.com/about/supportfaq#Publishing</a></p>	<p><i>If you live outside the US, your Smashwords earnings are subject to a 30% tax withholding, mandated by the United States Internal Revenue Service (IRS).</i></p> <p><i>If you are a South African, South Africa has a special tax treaty with the USA, and we can claim some or all of the withholding tax back.</i></p> <p><b>How do I apply for reduced tax withholdings?</b></p> <p><i>To qualify for reduced tax withholdings, you will need to complete the online Form W8BEN or Form W8BEN-E and request treaty benefits when you set up your Payment Settings. When you go to your Payment Settings page, you will be prompted to answer questions that will determine which form you need to complete.</i></p> <p><i>If you are an individual/sole proprietor residing in a country that has treaty benefits with the United States, you will be required to provide a US tax identification number, ITIN, or your foreign tax identification number to obtain reduced withholdings.</i></p> <p><i>If you are an entity residing in a country that has tax treaty benefits with the United States, you will be required to provide the US identification number, EIN, to obtain reduced withholdings.</i></p> <p><b>How do I get a US tax identification number?</b></p> <p><i>Authors and publishers who don't have an IRS-issued tax identification number can apply for one from the IRS. When you apply for an ITIN or EIN, the IRS requires you also provide a hand-signed letter from Smashwords, written on Smashwords letterhead, stating your reason for requesting an ITIN. To obtain the letter from Smashwords, please request one via the customer support link.</i></p>

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	<p>After you receive the letter, go to <a href="http://irs.gov">irs.gov</a> and fill out the W-7 form. Here's a link to the form (opens a PDF file): <a href="http://www.irs.gov/pub/irs-pdf/fw7.pdf">http://www.irs.gov/pub/irs-pdf/fw7.pdf</a> Here's information on how to fill it out: <a href="http://www.irs.gov/instructions/iw7/index.html">http://www.irs.gov/instructions/iw7/index.html</a> Here's a link to the tax treaty articles, where you can find your country and cite the article number in our W-7 form (opens a PDF): <a href="http://www.irs.gov/pub/irs-pdf/p901.pdf">http://www.irs.gov/pub/irs-pdf/p901.pdf</a></p> <p>Please speak with your accountant, or direct form-related questions to the IRS's online support forum. Here's a summary of contact information for IRS offices outside the U.S.: <a href="http://www.irs.gov/uac/Contact-My-Local-Office-Internationally">http://www.irs.gov/uac/Contact-My-Local-Office-Internationally</a> The IRS cautions it can take up to 6 weeks for them to process your application, so please apply now.</p> <p>Once you receive your US Tax Identification Number (ITIN or EIN), go into your Payment Settings page and enter your new number into your account.</p> <p>A tax certificate will be issued for any tax deducted on Royalties earned on Smashwords. The tax paid on these Royalties can be deducted from any tax payable on the income declared in your residing country.</p>
<p><b>9. Author and Publisher Warranties.</b> The warranties and representations contained in this Agreement extend to the Author and its licensees and successors and assigns. By uploading content to Smashwords, you agree that any violation of the warranties below may result in immediate closure of your account and the forfeiture of accrued earnings.</p>	<p>All the terms and conditions of this Agreement will also apply to anybody to whom you licence this eBook, anyone to whom you give (assign) the copyright or anyone who inherits the rights to your eBook. (WPR urges you to put a clause in your Last Will and Testament to leave your copyright to someone.)</p>

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<p><b>9a. By submitting Your Work</b> to Smashwords for publication, you, warrant that you are the author or exclusive publisher or designated author or publisher agent and you warrant and represent that the work (the book) is complete and the author:</p> <ul style="list-style-type: none"> <li>• is the only author of the Work;</li> <li>• is the sole owner of the rights herein granted;</li> <li>• has not assigned, pledged, or encumbered such rights or have not entered into any agreement which would conflict with the rights granted to Smashwords herein; and agrees not to do any of the aforementioned without first unpublishing the work at Smashwords</li> <li>• has full right, power, and authority to enter into this Agreement and to grant the rights granted herein.</li> <li>• the content you are uploading to Smashwords meets the definition of “a book” or a complete short story</li> </ul>	<p><i>When you submit your ebook, you guarantee the various things in this clause.</i></p> <p><i>Remember, you may not agree to any contractual agreements or terms and conditions if you are under the age of 18.</i></p>

<p><b>Smashwords</b></p> <p><b>TERMS OF SERVICE</b></p> <p>Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
<p><b>9b. You further warrant that the Work contains no materials which:</b></p> <ul style="list-style-type: none"> <li>• violate any right of privacy which is libelous or violate any personal right or other right of any kind of any person or entity (this includes publishing a person’s private email address without their permission);</li> <li>• would violate any of Your contracts or would disclose any information given to You on the understanding that it would not be published or disclosed;</li> <li>• plagiarize or pirate any other work or infringe upon any copyright, trademark or other proprietary right;</li> <li>• Are injurious to End-Users or others including but not limited to recipes, formulae or instructions</li> <li>• are defamatory to any person or entity</li> <li>• violate the publicity rights of another person or entity</li> <li>• violate state and federal laws.</li> <li>• advocates hateful, discriminatory or racist views or actions toward others</li> <li>• advocates or condones violence against another person, whether or not the other party is a willing participant</li> <li>• advocate illegal activities</li> <li>• advocates the use of Private Label Rights (PLR) content to make money on the Internet, or the modification of such content for the creation of Internet content</li> <li>• contain images or illustrations depicting individuals perpetrating graphic violence upon another individual or individuals</li> <li>• Fine art books of a non-erotic nature that contain nudity may be accepted on a case by case basis at the sole discretion of Smashwords and/or its retail partners</li> <li>• contain hyperlinks to affiliate marketing pages, especially if the ebook is published for the sole intent of publishing hyperlinked content that directs readers to affiliate marketing pages</li> <li>• advocate or promote “systems” about how to make money on the Internet by publishing ebooks</li> <li>• advocate or promote “get-rich-quick” schemes and systems</li> <li>• contains SEO keyword spam, either in your manuscript or your metadata tags</li> <li>• contains advertisements for products or services, or is intended to act as an advertising or upselling vehicle for products or services</li> <li>• contains incomplete information and prompts the reader to access external resources or services that require registration or payment</li> <li>• is an incomplete book for the purpose of promoting the purchase of the complete book elsewhere or on Smashwords. Books priced at FREE are held to this same standard.</li> <li>• makes false, misleading or inaccurate claims or promises in the book or book description</li> <li>• is not the same book you previously published at Smashwords, then republished as a new book for the sole purpose of having it appear as a new book again. You must upload all new versions of previously published Smashwords books via the Dashboard’s “upload new version” link.</li> </ul>	<p><i>When you submit your ebook, you guarantee the various things in this clause.</i></p> <p><i>Very Important here is that</i></p> <ol style="list-style-type: none"> <li>1. <i>your work does not damage anyone’s reputation or share private information about a person.</i></li> <li>2. <i>your work does not plagiarise someone else’s work.</i></li> </ol> <p><i>Please read through the list very carefully since all the other items are also important.</i></p>

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<p><b>9c. You further warrant the book meets the following standards for originality:</b></p> <ul style="list-style-type: none"> <li>• this is not a public domain work;</li> <li>• the book does not include word-for-word scrapes - or is not a compilation - from Wikipedia or other public domain, government or commercial services;</li> <li>• your books do not and will not appear elsewhere on the Internet authored by people other than yourself or by pen names (pseudonyms) different from your pen name at Smashwords;</li> <li>• none of your book content, either in part or in its entirety, is sourced from “Private Label Rights” articles (a.k.a. <a href="#">PLR</a>), article “spinners,” books rewritten from PLR, or ebooks or information sources which license the same content to other people;</li> <li>• you’re not uploading generic, undifferentiated works (such as “101 Household Cleaning Tips”). If it’s not 100% original, or if it looks like PLR, it’s not allowed on Smashwords.</li> <li>• does not contain or comprise machine-generated language translations (all translated books must be human-translated and edited, not translated by language translation software such as Google Translate).</li> </ul>	<p><i>You must guarantee that your work is not a book that is now in the Public Domain (50 years after the death of the author).</i></p> <p><i>You must also guarantee that you have written this work and not simply found bits and pieces from the internet to create it.</i></p>
<p><b>9d. You further warrant the book represents a complete work:</b></p> <ul style="list-style-type: none"> <li>• this is not an unfinished work-in-progress;</li> <li>• the uploaded file is not a partial sample or sample chapter, or is not a collection of sample chapters, or not simply a catalog advertising other books or products</li> <li>• the work is complete and self-contained, and does not try to upsell the user to purchase, or register for, access to information that should have been contained in the book;</li> <li>• the title meets the definition of “book” or “story.” Short incomplete ramblings or works that read more like brochures than books are not allowed.</li> <li>• the uploaded book represents a complete story with a beginning, middle and end. Exception: Serials are allowed. Each serial cover image should be different, even if the only difference is a notation on the cover image about the serial’s position or episode number in the series. To avoid customer confusion, we recommend it should be clearly identified as a serial in the book description and the serial episodes should be linked together using the Smashwords <a href="#">Series Manager</a> tool.</li> </ul>	<p><i>You must guarantee that this is a complete and finished eBook.</i></p>

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<p><b>9e. Accuracy of Payment Settings page information</b></p> <p>When you establish your account at Smashwords, you will complete a Payment Settings page (located under Account: Payment Settings) which collects information to satisfy IRS-mandated tax compliance requirements.</p> <ul style="list-style-type: none"> <li>• You acknowledge it is your responsibility to keep your Payments Settings page updated with accurate information.</li> <li>• You acknowledge that incorrect information may prevent or delay royalty payments.</li> <li>• You acknowledge it is strictly prohibited to knowingly enter false information when certifying your tax status. Deliberate attempts to subvert IRS rules and regulations - by entering false information to gain preferential tax treaty status or reduced tax withholdings - may lead to immediate account closure and forfeiture of earnings.</li> </ul>	<p><i>It is your responsibility to ensure that the Payment Settings Page is correct and complete on your Smashwords Profile.</i></p>

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<p><b>9f. Special guidelines for erotic literature:</b></p> <p><i>Smashwords has always allowed a wide range of erotic literature, and has been a strong industry advocate to protect the ability of authors and publishers to publish legal erotica, and for readers to enjoy it. Like all publishers at Smashwords, erotic literature authors and publishers are held to all the requirements listed above and below in the Smashwords Terms of Service. For the benefit of our erotica authors and publishers, we've created this special breakout section in the ToS to provide additional guidance unique to erotic literature. We understand that there are many gray areas when it comes to erotic content, so any attempt to define black and white policy is fraught with risk that it might be unevenly or inconsistently applied. In the spirit of providing the greatest possible transparency, we define what we can define. These extra guidelines below are intended to help authors and publishers maximize the distribution of their erotic content; help avoid crossing lines that would be detrimental to their publishing and/or detrimental to their fellow community of professional erotic writers; and avoid publishing content that would be detrimental to their relationship with retailers, library partners and Smashwords. These guidelines are subject to change. As you'll see below, a few taboo categories have been identified as allowed at this time but not encouraged. These categories should be considered "under watch" and subject to additional review scrutiny or removal, and subject to future policy changes due to legal or business considerations, or subject to policy change if too many of the publishers in these discouraged categories push the limits of acceptability, or subject to individual title or publisher removal if an individual publisher publishes high volumes of this discouraged content or pushes other limits of acceptability. If you believe your titles were removed in error, please contact the Smashwords Support team by clicking the "Support" link below and request a re-evaluation. These guidelines will be enforced at the sole discretion of Smashwords. Thank you for your understanding as we work to preserve the greatest level of publishing freedom for our professional erotic writers and publishers.</i></p> <ul style="list-style-type: none"> <li>• Neither the book cover nor the book interior of erotic content may contain graphic images of nudity (either photographic or illustrated) or persons involved in sex acts</li> <li>• Erotica authors and publishers must categorize their books under fiction: erotica when uploading to Smashwords, and must maintain these categories. If an author or publisher miscategorizes erotic content under non-erotic categories, they risk either removal of the work or account termination, at the discretion of Smashwords.</li> <li>• Smashwords recommends that book descriptions and titles for erotic literature should be kept "PG-13." Excessive profanity in book descriptions may lead to further scrutiny and review, or blocked distribution or removal from Smashwords.</li> </ul>	<p><i>This section explains what Smashwords allows as erotic literature.</i></p> <p><i>If you plan to write erotica (an eBook that aims to arouse sexual feelings) you must read this very carefully.</i></p>

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<ul style="list-style-type: none"> <li>• Smashwords has a zero tolerance policy for underage erotica (characters under age 18), and this policy has been in effect since the beginning of Smashwords in 2008. Underage erotica is strictly forbidden, and the upload of such will lead to immediate account termination. In erotic literature, children or underage minors cannot be engaged in sexual acts or situations, bear witness to such situations, be shown considering sexual acts, or be shown thinking about sexual acts.</li> <li>• “Barely legal” erotica is strongly discouraged, and is subject to additional review and may be removed without notice at the sole determination of Smashwords, especially if characters are in situations - or have mannerisms - that suggest that the characters are actually underage.</li> <li>• Rape erotica, where the predominant theme is rape violence for titillation, is strongly discouraged, and is subject to additional review and may be removed at the sole determination of Smashwords.</li> <li>• Scat erotica is prohibited.</li> <li>• Snuff and necrophilia erotica is prohibited</li> <li>• Bestiality erotica is allowed but not encouraged. A one-off title is more likely to be acceptable than if a publisher is publishing dozens or hundreds of such titles. At Smashwords discretion, such content may be removed or accounts closed.</li> <li>• Incest and pseudo-incest (sexual relations among non-biologically related relatives and siblings) erotica is allowed, but it will be blocked by some retailers and library aggregators.</li> </ul>	

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<p><b>10. End Users.</b> “End-Users” include authors, publishers and customers. Customers are those who pay whichever fee is set by the Author to purchase or download a Work. Customers are allowed to use each copy of the Work for their personal enjoyment in any reasonable non-commercial manner in compliance with copyright law and pursuant to this Agreement.</p> <p><b>10a. Rights of Use.</b></p> <p><b>1.</b> Purchased works: As End User, you acknowledge that all Work furnished by Smashwords is licensed for the use of the End Users of the Site and may not be sublicensed or resold. If you purchase a work, you hold a non-exclusive, non-transferable, and non-distributable right of use. In other words, you are free to enjoy it for your own use, but you are not authorized to share, sell, or distribute the work to others.</p> <p><b>2. Free works including sample works:</b> Free works and sample works published at Smashwords are the copyrighted material of the author or publisher, and therefore are not authorized for redistribution without prior written consent from Smashwords. Third parties are not authorized to download, host and otherwise redistribute Smashwords books without prior written agreement from Smashwords. Directory services and affiliate marketers may reproduce the metadata information found on each book’s book page (cover image, book description, price, etc.) provided hyperlinks direct visitors to the Smashwords book page, and provided users are not charged for access to these listings, and are not required to register their personal information to gain access to these listings.</p>	<p><i>This clause is for the End-User (the person who downloads and reads the work).</i></p> <p><i>This clause says that End-Users may read your eBook in a legal way but they may not sell it or share it even if it is a free eBook.</i></p> <p><i>If an End-User wants to distribute your eBook, they have to get written permission first from Smashwords.</i></p> <p><i>Anybody can market your eBook on their website as long as they do not charge access to their website, and if they give a direct link to your eBook on Smashwords.</i></p>
<p><b>10b. Fees and Services.</b> By using the Site the End User ebook customer is agreeing to pay the fees as presented by Smashwords and set by the Author or Publisher at the time of purchase. The Author sets the price for their individual Works. End User will have an opportunity to review and accept the fees for the purchase End User is requesting prior to payment. All purchases are final and non-refundable. The Site may change pricing policies and fees for services we provide at any time from time to time and changes shall be effective immediately. Unless otherwise stated, all fees are quoted in U.S. Dollars. You are responsible for paying all fees and applicable taxes associated with your use of the Site.</p>	<p><i>The End-User agrees to pay fees and charges for their purchase of your eBook and may not return it or get a refund.</i></p>

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<p><b>10c. Author, Publisher and Customer Conduct.</b> Smashwords and its users work together to keep the Site working properly. Please report problems and policy violations to Smashwords. The warranties and representations contained in this Agreement extend to End Users and other licensees and successors and assigns of Smashwords. While using the Site, Services or Work, End Users agree to not:</p> <ul style="list-style-type: none"> <li>• violate any laws, third party rights, or any policies which we have posted on the Site from time to time;</li> <li>• upload any material which violates this Terms of Service;</li> <li>• use the Site, Service or Work if you are not able to form legally binding contracts, are under the age of 18, or are temporarily or indefinitely suspended from our Site;</li> <li>• circumvent or manipulate our fee structure or the billing process;</li> <li>• use robots, spiders, shells or other methods in an attempt to unfairly game the site’s ranking systems for downloads, reviews and sales, or hire others to do the same</li> <li>• engage in advertising, marketing, spam, chain letters, pyramid schemes or money laundering involving or using the Work from the Site;</li> <li>• use Smashwords book reviews for any other purpose other than to leave a legitimate book review, i.e. marketing or advertising other products or services, or using reviews as a method of contacting authors</li> <li>• distribute viruses, malware or any other technologies that may harm Smashwords, or the interests or property of Smashwords users;</li> <li>• copy, modify, or distribute content from the Site, or Smashwords’ copyrights and trademarks;</li> <li>• engage in abusive or profane behavior toward Smashwords, its employees, its authors, fellow users or retail partners; or</li> <li>• threaten Smashwords or Smashwords retail partners with legal action due to inaccurate book listings or failure to remove books in a timely manner (visit <a href="https://www.smashwords.com/about/supportfaq#error">https://www.smashwords.com/about/supportfaq#error</a> to learn the process for correcting errors).</li> </ul> <p>Without limiting other remedies, we may limit, suspend, or terminate the Smashwords member accounts, revoke earnings, prohibit access to our Site, demand return or destruction of any Work improperly taken or used from the Site or Service and take technical and legal steps to keep users off the Site if we think that they are creating problems or legal liabilities, or acting inconsistently with the letter or spirit of our policies.</p>	<p><i>If the End-User sees any problems on the Smashwords website, or if you do, you should tell Smashwords.</i></p> <p><i>When they are using the Smashwords website, the End-Users may not break any laws or misbehave in any way</i></p> <p><i>If an End-User does this, Smashwords may suspend or cancel their account.</i></p>
<p><b>11. Ownership.</b> You acknowledge and agree that the Smashwords Site and Service are proprietary to Smashwords and that the Work is proprietary to the Author; that none are proprietary to End User.</p>	<p><i>You acknowledge that you are the sole owner of the eBook and that the website and service belong to Smashwords.</i></p>

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<p><b>12. Termination.</b> Either party may terminate this Agreement at any time without notice. Registered Smashwords members may cancel their membership at any time, and published Smashwords authors may unpublish their book listings at any time. However, purchased books will not be removed from customers' accounts, either at Smashwords or at Smashwords-supplied retailers. When an author or publisher unpublishes a book at Smashwords, this causes automated systems at Smashwords to transmit takedown notices to Smashwords retailers, which usually go out once per week. It typically takes anywhere from two days to two weeks for Smashwords retail partners to remove listings once we notify them. If a Smashwords retailer has failed to remove your book within three weeks, see the Smashwords FAQ for instructions on how to notify Smashwords so we can help correct the error: <a href="https://www.smashwords.com/about/supportfaq#error">https://www.smashwords.com/about/supportfaq#error</a></p>	<p><i>You or Smashwords can end (terminate) this Agreement at any time.</i></p> <p><i>There may be a short period of time between your ending the Agreement and your eBook being removed from the different retailers' websites.</i></p> <p><i>If this is not done in three weeks, you can contact them.</i></p>
<p><b>13. Indemnification.</b></p>	<p><i>This section talks about how you as the author will protect (indemnify) Smashwords in various situations.</i></p>
<p><b>13a. General.</b> You (Author, Publisher or End User) agree to indemnify and hold Smashwords and its licensees, successors and assigns, and its and their distributors, customers, officers, directors, members, employees and agents, harmless against any expense (including, but not limited to, reasonable attorneys' fees and disbursements) or judgment, settlement or other liability arising out of any claim or legal proceeding asserting claims contrary to any warranty or representation made by You in this Agreement.</p>	<p><i>If you say something that is not true in terms of this agreement and somebody makes a claim against Smashwords, you will protect Smashwords and any person related to them from any expenses they have to pay to defend themselves.</i></p>
<p><b>13b. Notice of Claim.</b> Upon receiving notice of any claim, demand, action or suit or other legal proceeding alleging facts inconsistent with or contrary to any of the warranties or representations contained in paragraph 10, Smashwords shall have the right to withhold any sums payable to the Author in reasonable amounts as security for the payment of the Author's potential obligations pursuant to the indemnity contained in this paragraph 13. It is intended that the right granted by this subparagraph 13b shall not be unreasonably or frivolously exercised by the Smashwords.</p>	<p><i>If Smashwords receives a claim talked about in 13a, they will hold back any money owed to you until the claim is resolved. They will not do this without a good reason, though.</i></p>
<p><b>14. Disclaimer of Publisher's Warranties.</b></p>	<p><i>This section talks about when the Publisher can deny responsibility for various things.</i></p>

<p><b>Smashwords</b></p> <p><b>TERMS OF SERVICE</b></p> <p>Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
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<p><b>Smashwords</b> <b>TERMS OF SERVICE</b> Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords TERMS OF SERVICE</p> <p><b>IMPORTANT:</b> These notes do not in any way override the official TERMS OF SERVICE. These notes are intended only as a guide to the original.</p>
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<p><b>15a Entire Agreement.</b> This Agreement is the entire agreement between the parties concerning the subject matter hereof.</p>	<p><i>Everything that you read here is the agreement. There are no other parts of the agreement that can be considered.</i></p>
<p><b>15b Governing Law; Severability.</b> This Agreement shall be governed by and construed in accordance with the substantive laws of the State of California. If any portion of this Agreement is held invalid, the parties agree that such invalidity shall not affect the validity of the remaining portions of this Agreement.</p>	<p><i>If you have a legal disagreement with Smashwords, the laws of California in the United States will be the laws used to judge the case.</i></p> <p><i>If any one part of this agreement is found to be invalid, it will not make the rest of the agreement invalid.</i></p>
<p><b>15c No Agency.</b> No agency, partnership, joint venture or other joint relationship is created hereby.</p>	<p><i>When you agree to this, you note that the agreement does not mean that you and Smashwords</i></p> <p><i>will not become an agent for the other, that is, someone who acts on behalf of the other.</i></p> <p><i>have not formed a business in the form of a legal Partnership.</i></p> <p><i>have not formed a joint venture company.</i></p> <p><i>have not become legally joined in any way other than is explained in the contract.</i></p>
<p><b>15d Legal Action.</b> Venue for all purposes hereunder shall be in Santa Clara County, California, and the parties hereto hereby consent to such jurisdiction and venue. If any action or other legal proceeding relating to this Agreement or the enforcement of any provision of this Agreement is brought against any party hereto, the prevailing party shall be entitled to recover reasonable attorneys’ fees, costs and disbursements (in addition to any other relief to which the prevailing party may be entitled).</p>	<p><i>If you have a legal disagreement with Smashwords, the case will be heard in California in the United States. The person who wins the case will be allowed to claim their costs from the loser.</i></p>

<p>Smashwords  <b>TERMS OF SERVICE</b>  Updated April 10, 2017</p>	<p>A few notes on key points in the Smashwords <b>TERMS OF SERVICE</b></p> <p><b>IMPORTANT:</b> These notes do not in any way override the official <b>TERMS OF SERVICE</b>. These notes are intended only as a guide to the original.</p>
<p><b>15e Acknowledgement.</b> By using the Service you acknowledge that you have read this Agreement, understand it and will be bound by its terms and conditions.</p>	<p><i>When you use the Smashwords service, you are agreeing to all the terms and conditions in this agreement.</i></p>
<p>IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and the year upon which the Author first approved such Terms of Service.</p>	<p><i>You bring this agreement into force on the date that you sign up to Smashwords and click on I accept ...</i></p>

# Appendix C

## How to use this template

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- linked Table of Contents
- acknowledgements (optional)
- prologue (optional).

The body contains your manuscript. Chapter 1, and so on.

The end matter is the section at the back of the book and contains more information about you that will help you to market your book. For example, you can include a section:

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## Table of Contents

[Acknowledgements](#)

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[Chapter One](#)

[Chapter Two](#)

[Chapter Three](#)

[About the author](#)

[Connect with Firstname Lastname](#)

**Instructions for this section:** This is what a hyperlinked Table of Contents looks like. Before you use this template, you should right mouse click on the links above and select “remove hyperlink,” and then click **Insert: Bookmark** and delete all the bookmarks that are there.

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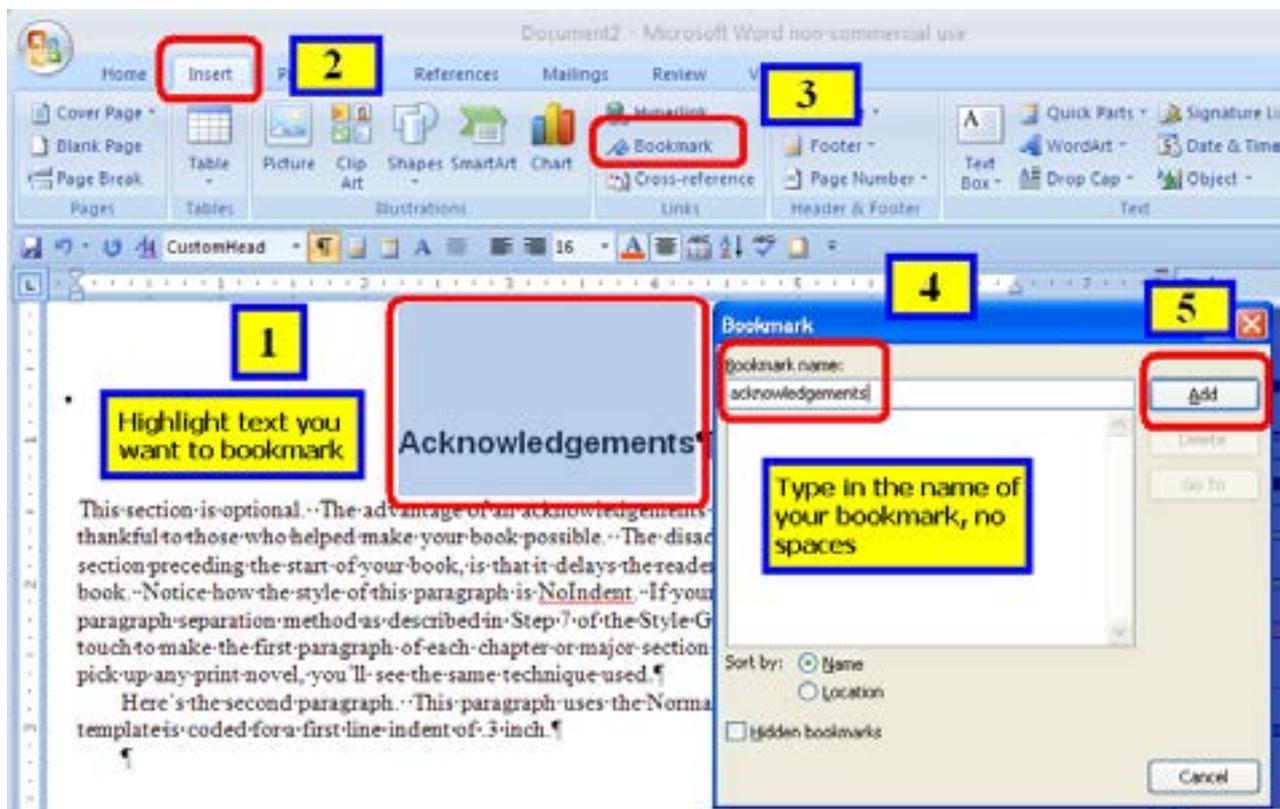
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**Step 4:** Type these headings here under the heading Table of Contents.

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3. Click "Bookmark" to insert bookmark
4. Type the name of your bookmark, one word no spaces
5. Click Add.
6. Later, in your linked ToC, you'll click Insert: Hyperlink: Place in this document: and then you'll select your bookmark to create your link.

## Acknowledgements

Write any acknowledgements here. An acknowledgements section is optional. You could have just as easily labeled this section Chapter One. Notice how the style of this paragraph is **NoIndent**. Remember to make the first paragraph of each chapter or major section a no-indent paragraph. If you pick up any print novel, you'll see the same technique used.

Here's the second paragraph. Note the first line indent. This paragraph uses the **Normal** paragraph style. In Microsoft Word's ribbon, click to **Home: Change Styles:** and then hover your mouse over Normal or click the down arrow then click **Modify** to view the settings for the Normal style.

**CustomHead** is the name of the paragraph style for the heading. To apply the style, highlight the heading, click **Change Styles** and then click **CustomHead**.

## Prologue

Write your prologue here. A prologue is optional. This section just as easily could have been labeled Chapter One, Chapter 1, Chapter 1 or the name of any other section. **CustomHead** is also the name of the paragraph style for this heading. To apply the style, highlight the heading, click **Change Styles** and then click **CustomHead**. Remember to also apply the **NoIndent** style to this first paragraph.

Note that this paragraph is first line indented, as will be all subsequent body paragraphs in this section. This paragraph uses the **Normal** paragraph style.

## Chapter One

Put your chapters or sections here. I typed in “Chapter One” above, highlighted the text by clicking and dragging my mouse, and then applied my “CustomHead” style to it as I did for the Acknowledgements and Prologue sections above. Do this for every new chapter or section headings that you create. Use the **NoIndent** style for this first paragraph of the chapter. This is the body style you must use at the beginning of a chapters or section when you are using the first line indent method for the main body of your work.

Now see how this paragraph is first-line indented? This paragraph uses the **Normal** paragraph style. This will usually be the style that is applied to most of your text. When you paste your manuscript into this template as **Text Only** all your text should automatically be styled in the Normal paragraph style.



## Chapter Two

Your first paragraph goes here.

Your next paragraph goes here.

And so on ...

And so on ...

## Chapter Three

Your first paragraph goes here.

And so on ...

When you get the end of the book, added centered hashtags to let the reader know they've reached the end. Or, enter the words, "The End."

Highlight the text and then apply **Centeredtext** style to centre it. It's important to let the reader know they've reached the end and it also separates your book from the end matter section that comes next.

###

## About the Author

**Instructions for this section:** Put a short bio here. Apply the **NoIndent** style to this section just like the style of the front matter. Here is an example:

Mark Coker is the founder of Smashwords, the world's largest distributor of indie ebooks. In 2010, The Wall Street Journal named him one of the "Eight Stars of Self-Publishing." His three books about ebook publishing best practices have been downloaded over 500,000 times. When he's not running Smashwords, he's probably hiking, gardening or traveling. Read Mark's Smashwords Interview at <https://www.smashwords.com/interview/mc>

## Connect with [Firstname Lastname]

**Instructions for this section:** Provide links to your social media pages for your readers to follow or connect with you, replacing the hyperlink examples shown below. Use the NoIndent paragraph style. Remember to test the hyperlinks (Ctrl + Click to follow link) to make sure they work.

I really appreciate you reading my book! You can:

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Follow me on Twitter: <https://twitter.com/ViaAfrikaZA>

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# Acknowledgements

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