Our Digital World group

Welcome

Buyer beware

- In the 'Country of the Blind' the one-eyed may unintentionally mislead

- Our speakers are not expert advisors. They are merely friends who volunteer to research subjects on our joint behalf. They try their best to be accurate, but…

- The accuracy of information shared here must be verified, and the value of any opinions or preferences expressed must be judged by any who choose to rely on them

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Writing and Publishing

Authors' objectives

- It is said that everyone has a novel in them, or at least a short story

- Some of us would like to write our family history or, less ambitiously, an informal autobiography for our children and grandchildren, or even a Diary

- Others may need or want to write a non-fiction book; an article for a Journal; a product or process manual; training material; a script for a lecture, theatre, Radio or TV; a sermon; a business plan; a legal case; a research project or thesis; etc.

- Such ambitions can seem so demanding, or require us to marshal and organise so much source information, it can be daunting – often preventing us from taking the first step

Writing

- **If presentation software is best for communicating to groups, and if a spreadsheet is best for manipulating numbers, why do we think a word processor – designed for typing short letters, minutes and brief reports – would be the best tool for writing lengthy documents?**

- **Tonight, I will introduce and demonstrate Scrivener – software that has been specifically designed by *Literature &Latte Ltd* for authors who are developing / publishing longer texts**

- **<u>Scrivener</u> is available for Windows, MacOS and iOS on a 30-day free trial. It currently costs e.g. £36 to licence all of the Windows computers you control in one household**

Usability

- Any product I use needs to be proven. I don't like stuff that feels badly designed or doesn't work properly

- I like products to seem familiar and behave intuitively

- I dislike over-complicated products but I do like complete products i.e. ones that satisfy most serious user's real needs

- To get started I prefer to watch videos and get a feel for the capabilities and features, only resorting to 'teach yourself' <u>books</u> / <u>manuals</u> / Help systems when I get stuck

- Scrivener is the leading writing software and the favourite of many thousands of commercially successful writers. It has been reviewed and strongly recommended by all the leading PC magazines

Scrivener

B a s i c s

An Introduction to Scrivener

www.literatureandlatte.com/video

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Scrivener: Features #1

- **Binder** – One within each **Project** containing:

  - **Draft** folder - Content ends up in final compiled document
    - Documents – arranged as sections, sub-sections, paragraphs, etc.
    - Rearrange – Split folder content / Drag and drop folders
    - **Scrivenings mode** – View / edit all as a composite text

  - **Research** folder – Organise source / reference material
    - Folders, Subfolders, etc.
      - Can contain Webpages, Images, Audio, Video, PDF
      - Can be displayed split-screen beside work area

  - **Trash** folder – not deleted until emptied

Scrivener: Features #2

- **Editor** – Scrivener uses Rich Text File .rtf (limited formatting)

- **View** – Full screen, or Documents / Research side by side

- **Inspector** - Labels, Status, Index Cards, Document Notes

- **Cork Board** – View Synopsis cards at current level in Binder

- **Synopsis** – Complete listing of Synopsis cards, Labels, Status

- **Collections**:
  - Search Binder results
  - Mark out items in Binder to 'appear' as a Collection.
    - Group Research together in alternative views
    - Provides the means to try out a different order for presenting your story without injuring the Binder order

Scrivener: Features #3

- **Scratchpad** – make and keep ad-hoc notes

- **Keywords** – References e.g. to indicate that a particular Character, place, process, appears in a document

- **Save** – default is every 2 minutes

- **Snapshot** – takes a copy of your project at that moment so you can roll back to it

- **Backup to** – use frequently, preferably to another device

- **Compile to** – Assembles your complete Project and exports to a wide choice of file types including Word, PDF, ePub and HTML

Publishing: Questions

- **Motivation** – Profit / sharing ideas / for the record / vanity

- **Publisher or self publish** – editing, marketing and distribution

- **Editing** – other (expert?) eyes and improvement ideas

- **Unique Title / Cover design** – <u>must</u> be attention-grabbing

- **Interior design / layout** – including pictures, diagrams, urls

- **Paper, eBook or both** – does distribution channel require ISBN

- **Print: an Edition / Print on demand** – size, page colour, delivery

- **Pricing** – pay to promote / recover costs / make money

- **Marketing, Promotion, PR** – reaching and hooking readers

Publishing: e-book formats #1

- **PDF** – Invented by <u>Adobe Systems</u> and first released in 1993. Almost all e-book readers, PCs, tablets, smartphones, web browsers and, of course, PDF readers open **.pdf** files. However the text, images and formatting may not flow appropriately when displayed on screens of different sizes and pixel density

- **ePub** – An e-book format with file extension **.epub** was created by the <u>International Digital Publishing Forum</u> (IDPF) which is now part of the <u>World Wide Web Consortium</u> (standards organisation). ePub is XML based – essentially a container of web pages. Books published as unprotected .epub files (i.e. lacking Digital Rights Management restrictions) can be downloaded and read on a wide range of specialised e-book readers and in e-book reading software / or apps for PCs, Tablets and Smartphones

Publishing: e-book formats #2

- **Mobipocket** – is a legacy e-book format (**.prc** & **.mobi**) which has been superseded by the EPUB format

- **Kindle** Amazon – (**.azw** & **.azw3**) The original .azw format is essentially the Mobipocket format with a slightly different serial number scheme and .prc publications can be read directly on the Kindle. Later Kindles and Kindle Fire can also read **.pdf** and **.txt** files

  Note: Open source software such as **Calibre** webpage can enable you to store your e-books as a library, read, share, edit and convert them between formats

Self Publishing: Advice

- **Wikipedia – Self-publishing webpage**

- **CNET – How to self-publish an ebook webpage**

- **CNET – Self-publishing a book: 25 need to know webpage**

Commercial organisations offering self-publishing services usually include: lots of helpful information on their websites; basic technical services (some free); a range of specialised support services (usually for a fee); paperback printing on demand; and ebook publishing

There are several Business Models: D.I.Y. commission based; limited subscription based support; fee based; It is usual to offer a mixture often including some free facilities

It pays to know exactly what you want to achieve and shop around

Self Publishing: Commercial Services

- **Create**space **website** - Amazon author services company

- **PUBLISHNATION website** - Self-publishing & author services

- **Reedsy website** - freelance collaboration & tech support

- **Kindle Direct Publishing (KDP) website** – Amazon

- Completely**Novel website** – greyscale printing, two sizes

- **Matador website**

- **Smashwords website**

- **Bookbaby website**

- **Lulu website** - Apple iBookstore and Barnes & Noble 'Nook')

- **iBooks Author website** (Interactive books for iPad & Mac)

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e.g. Kindle direct publishing (KDP)

- **5 quality books better than 50 poor books. A 'good read' and high quality presentation matters**

- **Top 70% Royalty rate available for prices £2.99 to £9.99, otherwise 35%**

- **The top 20% of Kindle Authors earn 76% of Royalties**

- **The top 1% of Kindle books outsell the bottom 90% by 67:1**

- **Financially successful authors build a strong following by good reviews, and word of mouth**

- **You set the price – If you aren't publishing for profit and Royalties don't matter its all about making your book available to readers through the world's biggest on-line book distribution channel. (Smashwords claims that FREE ebooks get 100 times more downloads than priced ebooks)**
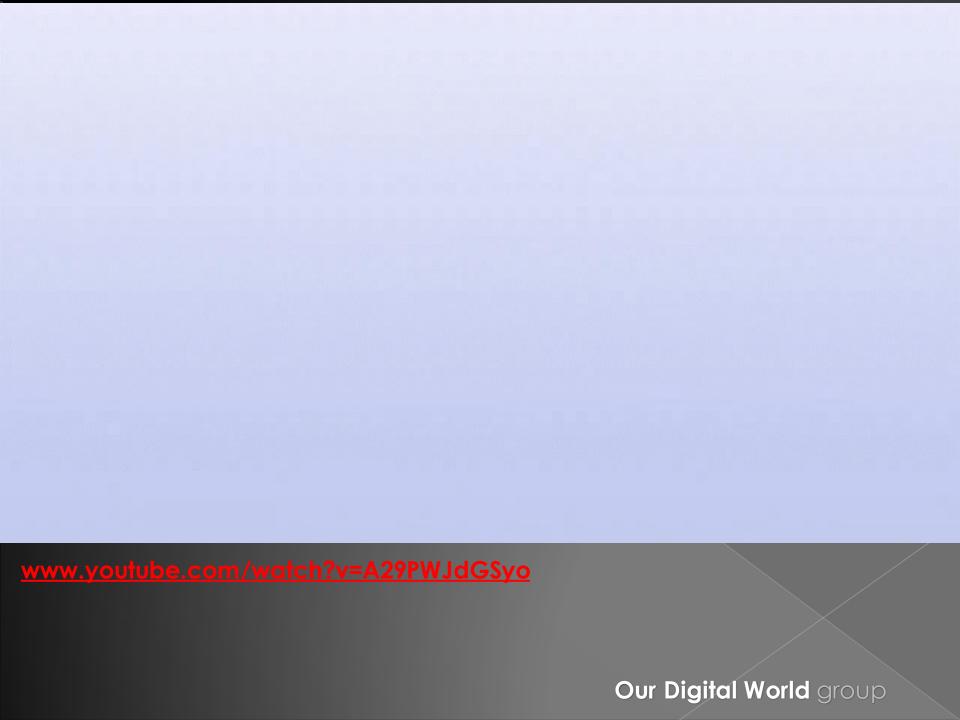
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e.g. Kindle direct publishing (KDP)

- KDP can upload and convert books prepared in a number of supported formats **webpage**

- 'For best results' KDP recommends .doc or .docx or HTML

- See KDP's ***Getting Started – Preparing Your Book* webpage** KDP also publishes ***Building your book for Kindle* PDF** and a ***Simplified Formatting Guide* webpage** to help you lay out Kindle ebooks using Microsoft Word and then save the file as HTML using Save as 'Web Page, Filtered (.htm & .html)'

- KDP publishes free tools and resources **webpage** strongly recommends using **Kindle Previewer** a graphical user interface tool that emulates how your book will display across Kindle devices and apps, so you can make sure its text displays properly for any orientation or font size

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Question Time

Next meeting

Wednesday **22nd March 2017**, 7.30 - 9.00 pm
Upstairs Meeting Room

Photos – storing, finding, viewing and editing

On 12 February 2016, Google suddenly announced it was discontinuing support for **Picasa** Desktop and Web Albums, effective 15 March 2016, and focusing on the cloud-based **Google Photos** as its successor. Picasa Web Albums closed on 1 May 2016

Where are your photos right now?

I will present simple alternative FREE and low cost means to store, find, view and edit your digital images.

If time allows, I will go on to briefly introduce **Affinity Photo** for Mac and Windows

www.oakwoodchurch.info/ourdigitalworld

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Refreshments

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