

# CreateSpace Formatting Tips

Teresa Miller

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## A Word From The Author

Hello, and welcome to the world of self-publishing!

My name is Teresa Miller, and I am both an author and a self-publisher. I have written several information products on the subject of writing and publishing, and I have to say that as much as I love Kindle, I still have a soft spot for "real books."

The CreateSpace print-on-demand platform allows us the opportunity to finally achieve what is, for many of us, a life-long dream: that of holding our own book in our hands.

Unlike many information product creators, writing and publishing is a very personal journey for me. Books have played an important role in my life since I first learned to read Dick and Jane. I never looked back.

The information contained in the following pages was taken directly from previous a previous paid product of mine. If you would like learn more, I encourage you to check the resource section at the end.

Please enjoy this guide, with my compliments!



*Teresa Miller*

## Your Book's Pages

In a physical book, there are a number of additional pages, called front matter and back matter, that you may have in your book. The list below covers what some of those pages may be, and is shown in pretty much the order they might appear.

Not every book will have all of these, and some books will have other pages not listed here. Some of the pages may also appear in a different order than mentioned here. It's always a good idea to look at a book from a similar category and type as your own, to get an example of what yours should look like.

*Front matter options include:*

- Title Page
- Copyright Page
- Dedication or Acknowledgements
- Table of Contents
- Preface
- Introduction
- Foreword
  
- Book Content Pages

*Back matter options would include:*

- Epilogue
- Afterword
- Appendices (this could include a resources section)
- Index
- About the Author Page

## Formatting Best Practices

Most self-published books can be spotted a mile away, because of the lack of a few “best practice” design elements. There are some very easy things you can do to spruce up the appearance of your book. Here is a brief overview of things to remember when formatting your manuscript for print.

**Learn to use styles.** Word’s Style feature allows you to set the font, paragraph spacing, and other specifics collectively to a group of text. Styles can save a lot of time in formatting a book, and it helps to ensure consistency.

**Blank pages should be blank.** There will be blank pages in your book; at the beginning, and there may be a blank on the back of a page in order to get your chapters to start on the right side. You shouldn’t have page numbers or headers/footers on blank pages.

**Front matter and back matter page rules.** The “front matter” pages, such as title page, copyright page, marketing page, etc. are not numbered along with the main content of your book. Neither are “back matter” pages such as epilogue, appendices, index, etc. If numbered, Roman numerals should be used for these pages. You also won’t use headers/footers on those pages.

**Start your chapters on the right.** Odd numbered pages are always on the right-hand side (or front) of your pages. Chapters always start on the right-hand (or front) side of the page also. So make sure the first page of each chapter is on an odd-numbered page.

**Give your chapter titles some head space.** The first page of each chapter should start about 1/3 of the way down on the page. You can do this using the styles setting as mentioned above. Just give your Heading 1 settings a large “before” spacing in the paragraph settings.

**No headers/footers on chapter title pages.** Headers and footers should be left off the first page of your chapters. An exception would be if you have nothing but page numbers in your footer. It would be okay to have the first page of your chapter numbered, if your numbers are separate from other

## *Compliments of CreateSpace Intensive*

header/footer text. (Some people will tell you not to even number the first page of a chapter, but I've seen it done both ways.)

**Indents don't apply here.** If you're indenting your paragraphs throughout your book (recommended,) the first paragraph in each chapter is normally not indented. A drop cap may be used.

**Use the right font.** Use a "serif" type font for printed books. It's easier to read. Bookman Old Style, Garamond or Georgia are more attractive and look more professional in a print book than Times New Roman. Use font size of 11-13 to make it easier to read.

**Have an attractive cover.** Looks do matter, and people do judge a book by its cover. Take the time to create an attractive cover. If you aren't skilled with designing graphics, then hire someone to do it for you. It will be well worth it in the long run.

Probably the best piece of advice I can give you when designing your book is to look at a few real books, find one you like, and use similar design elements.

## Settings For A Book Template

If you don't already have a book template, you can create a document to use as a guide by setting the margins for a physical book.

On the margins tab of the box that pops up, enter the margin dimensions below:

Top: 0.6"

Bottom: 0.6"

Inside: 1.10"

Outside: 0.6"

Gutter: 0.0"

Multiple Pages: Mirror Margins

Preview: Apply to Whole Document

This is a pretty good starting point for an average book. Once you have a proof copy of your book, check the margins and see if anything needs to be adjusted. ***Always look at a physical proof of your book!***

If your book is going to be less than 100 pages, you may want to start with a narrower inside margin, such as about 0.80" If it is going to be longer than 250 pages, a slightly wider inside margin may be in order.

Next, on the paper tab of that same dialog box, enter the Height and Width of your trim size. The one I usually use is 6 x 9.

## Running Headers And Footers

Running headers and footers are one nice little touch that will put you miles ahead of most typical self-publishers in the IM circles, simply because it takes a little bit of effort to get right. I struggled with it for days when I was first trying to figure out how to do it, and clear instruction about how to get it right just couldn't be found. If you've ever tried to read tutorials on the Microsoft office site, you'll know how unclear the instruction can be.

There are lots of variations in how to do this. The book title could be on one side with the chapter title on the other. You could have the book title on one and the author name on the other. You could have the text parts in the header and the page numbers in the footer. Or you could have it all in the header as shown, or all in the footer. But how do you get this effect?

If you just insert headers and footers as you normally do in Word, they are all the same. But you need to have a lot of different ones throughout your book. Here's what you need to be able to do:

- Have blank headers and footers for blank pages, title page, copyright page, table of contents, any other front matter or back matter, and the first page of each chapter.
- Have the book's title in all other headers (or footers) throughout the book, but only on the EVEN pages.
- Have EACH chapter throughout the book have its own separate header on the, but only on the ODD pages that aren't first pages of chapters.
- Have page numbering start with 2 on the second page of the first chapter no page numbers on the first page of each chapter, remember.)

In order to accomplish all of that, you have to understand the relationship between sections and headers/footers. If you start with a blank document and double click anywhere within the header or footer section, you can see that there is only one header/footer for the entire document. While you're

there, go up to the top to the header/footer tools and make sure that you check Different first page, and Different even/odd pages.

After you are completely finished with all of your book's content, you should go through your manuscript from the TOP and insert section breaks for the purpose of customizing headers. Any part of your book that should have a different header/footer than the corresponding part of the previous chapter will need to be a new section.

To insert a page break, first position your cursor after the content that ends the current section. Then, go to the Page Layout section and where it says Breaks, click to get a drop down.

The bottom half of the list that drops down will be the section breaks. You're going to choose the one that says Next Page. This means that your next section will start on the next page.

Caution about putting section breaks after a partial line of content: Always hit return once after a partial line of content, before inserting a section break. If you position a section break on the same line as a partial line of content, it will spread it out across the page. (That's because of the justified text setting.)

Once you have all of your breaks inserted, it's time to unlink some of your headers, enter content and get your pages numbered.

**Link to Previous Attribute:** In order for your sections to be able to have different information in the headers, you have to remove the "Same as Previous" designation. You do this by double clicking inside the header you want to unlink. When you do, you should be able to look at your header & footer tools and see that your header is set at "Link to Previous."

If you click on that, it will unlink the header from the one before it. It will now be independent and can have unique text added. Headers and Footers have to be unlinked separately. For example, you can have an unlinked Header and a linked footer on the same page.

Which headers/footers you link or unlink will depend on how you are going to do your running headers/footers. If you put all of the information in the Header, you won't have to bother with the footer at all.

You will always unlink at least the second section from the first, and the final chapter section from any back matter, because you don't want anything in the Headers and Footers of those sections. You can do those first, and then you need to set up your page numbers before unlinking any other sections.

## **Page Numbers**

You should set your page numbers after unlinking the front and back matter from your book, but before unlinking the rest of your book's sections from each other. This is so that you avoid having the page numbers start over with each section. If you happen to forget, there is a way to fix it, but it's just easier to do the page numbers first.

Go to the header (or footer) of the second page of the first chapter. Go to Insert, and on the Page Numbers tab, click for the drop down menu. Go to Format Page Numbers.

The number format should be preset to 1,2,3... Set the page numbering to start at 1. When you do that, it will automatically uncheck the Continue from previous section button. Click Ok.

Then, click Insert>Page Number again, and this time, from the drop down, choose top of page or bottom of page, depending on whether you are inserting them in the Header or Footer. That will open another menu where you can choose where in the Header or Footer to position your page number, and insert.

When you do that, it will start at page # 2, (because the #1 is invisible on the first page of the chapter) and will continue throughout your document on all of the even pages.

Do the exact same thing on page 3 of the first chapter (which is the first odd page to be numbered.) That should number all of the odd pages throughout the book, except for the first page of each chapter.

Once you have all of your page numbers in place, you can move on to unlinking Headers and Footers as needed.

## **Different Headers for Each Section**

If you want to put the book title on the even pages throughout the book, and the correct chapter titles on the odd pages throughout the book, you will have to unlink all of the sections, and enter your header information for each section separately.

For each section, first go to the first even page, (that should be the second page of the chapter) and type your book title in the header. Next, go to the first odd page AFTER the first page. I know that sounds confusing, but it just means go to the third page of the chapter, and enter your chapter title in the header. It looks best to have your text left-aligned on even pages and right-aligned on odd pages.

If you have your sections set right, you should now have your book title in every even page header through the rest of the book, and your correct chapter titles in all of the odd pages throughout the rest of the book, with the exception of the first page of each paragraph.

## **Same Headers Throughout**

If you aren't using the chapter titles in your header, but instead use the author name on the odd pages, you only have to unlink the second section from the first, and the final chapter section from any back matter.

Then put your book title in the first even page of the first chapter, and your author name in the first odd page AFTER the first page of the first chapter. Because all of the rest of the sections are still linked, it should populate all of your headers correctly.

## **Your Book Cover**

People really do judge a book by its cover, so you will want to make sure that you have an attractive cover for your book. Choose an image that relates to your topic, and that conveys the message of what your book has to say.

The cover for your physical book is a one-piece, wraparound cover that includes your front cover, back cover and spine. Your front cover should have the title, subtitle, if any, and author name. It may also have whatever image you chose for your cover.

The back cover typically includes a mini-bio of the author, testimonials or quotes from people about the book, and a mini-description of the book. You should limit back cover text to approximately 200 words. You may or may not have a small author photo on the back. Make sure you leave about a 2” by 2” space on the lower right corner of the back cover for a bar code.

CreateSpace recommends that you have no printing on the spine of your book if the book is less than 130 pages. Blank spines are a requirement if your book has less than 100 pages.

You have three options for creating your cover: you can use CreateSpace’s online cover creator, you can create your own cover, or you can hire someone to create one for you.

### **The CreateSpace Cover Creator**

CreateSpace’s online cover creator is very easy to use. They have about 30 built-in templates. You simply select one and upload your images and type your text directly into the cover creator form. You can even try out different templates easily by just switching the template selection. You can also personalize it by changing colors and fonts (but not font size.) This can all be done in minutes and you are guaranteed it meets their requirements.

[Download and Watch the Cover Creator Video Tutorial](#)

## *Compliments of CreateSpace Intensive*

So, for speed and ease of use, the CreateSpace cover creator works fine. For more creative control, though, you'll want to consider making your own covers or paying someone to do it.

### **Providing Your Own Cover**

If you outsource or create your own, you'll need to be aware of submission requirements. The size of a print cover with correct resolution is huge compared to most web graphics. The design needs to be a minimum of 300 dpi and the file for upload should be a PDF file not exceeding 40 MB.

Once you know your book's trim size and final page count, you can download a properly sized cover template from CreateSpace:

<https://www.createspace.com/Help/Book/Artwork.do>

The templates provide information on dimensions, layout and bleed. They also include full instructions for use. Be sure to follow all instructions if you are creating your own template, or give the information to your designer if you are outsourcing.

## Which ISBN?

To publish a physical book on CreateSpace, you must have an ISBN. ISBN stands for International Standard Book Number and is a unique 10 or 13 digit number assigned to every published book. The ISBN is located inside your book on the copyright page, and CreateSpace also prints an ISBN barcode on the lower back right corner of every book they manufacture.

Bookstores, retailers, and libraries identify books by their ISBNs. The ISBN identifies the book by title, edition, publisher and physical properties such as trim size, page count, and binding type. Any time you make changes to a book after it's published, it becomes a new edition and you must have a new ISBN.

## What are my ISBN options?

When publishing with CreateSpace, you have four ISBN options. You can use a CreateSpace-assigned ISBN, a Custom ISBN, a Custom Universal ISBN, or you can use your own ISBN. The first three options are all supplied by CreateSpace and can be requested from within your publishing dashboard. The final option requires you to purchase your own ISBN and enter it with the rest of your book's information. Let's take a look at each option and what it means.

### CreateSpace-Assigned ISBN

CreateSpace will assign an ISBN to your book free of charge. CreateSpace will be your book's imprint of record. What is an imprint of record, anyway? Think of the imprint as a "brand name" for a particular line of books, like classic literature or children's books. Most major publishers have various imprints.

If using this option, you can sell your book through Amazon.com, an eStore, and *all* CreateSpace's [Expanded Distribution Channel](#) sales outlets. Your book's ISBN information will also be registered with BooksInPrint.com. You *cannot* use the ISBN with another publisher.

## **Custom ISBN (\$10)**

With this option, you choose your book's imprint of record. If you have created your own publishing company that you want to be listed on Amazon and other places, you do can that with this option.

If using this option, you can sell your book through Amazon.com, an eStore, and *some of* CreateSpace's [Expanded Distribution Channel](#) sales outlets. (With this option, your book won't be eligible for distribution through the Libraries and Academic Institutions channel.) Your book's ISBN information will be registered with BooksInPrint.com. You *cannot* use the ISBN with another publisher.

## **Custom Universal ISBN (\$99)**

With this option, you choose your book's imprint of record. If you have created your own publishing company that you want to be listed on Amazon and other places, you do can that with this option.

If using this option, you can sell your book through Amazon.com, an eStore, and *some of* CreateSpace's [Expanded Distribution Channel](#) sales outlets. (With this option, your book won't be eligible for distribution through the Libraries and Academic Institutions channel.) Your book's ISBN information will be registered with BooksInPrint.com. With this one, you can use the ISBN with another publisher.

Both of CreateSpace's custom options are for US-based members only.

## **Provide Your Own ISBN**

You can purchase your own ISBN from [Bowker](#) (for US) or through your local [ISBN agency](#). If your book has been printed elsewhere, the title, author name, and binding type must remain the same to use the same ISBN. If anything is changed, a new ISBN is required.

With this option, you choose your book's imprint of record. If you have created your own publishing company that you want to be listed on Amazon and other places, you do can that with this option.

If using this option, you can sell your book through Amazon.com, an eStore, and *some of* CreateSpace's [Expanded Distribution Channel](#) sales outlets. (With this option, your book won't be eligible for distribution through the Libraries and Academic Institutions channel.) You can register your book with [BooksinPrint.com](#).

## Final Words

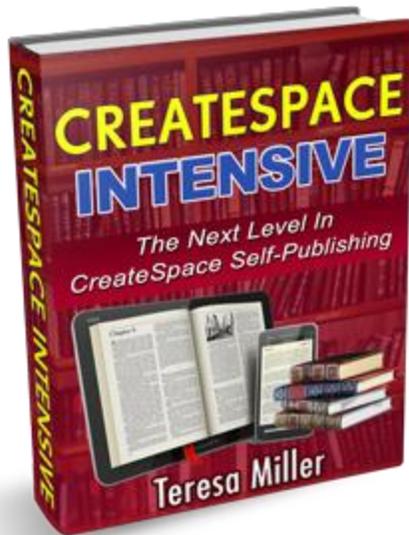
I hope you've found this information helpful, and that you've learned that formatting a book for CreateSpace is not so hard.

As hot as Kindle is right now, there are still many people who love to hold an actual physical book in their hands. It is a wise choice to make sure your book is available to the preferences of all readers!

I realize that there is a lot of self-publishing information available out there. Some is great, and some is not so great. My suggestion when choosing courses and information is to just tread carefully. Make sure the author is someone who is well-respected and reliable, to avoid being led astray.

Much Happiness and Success! ♥

*Teresa Miller*



## CreateSpace Intensive

If you enjoyed this information and want to know more, CreateSpace Intensive is an detailed, step-by-step guide to formatting your book with Word, and publishing with CreateSpace.

CreateSpace Intensive is the result of my three years of trial, error, research and experience with publishing print books.

I've used these methods on my own books, those of clients, and have also taught these methods to my coaching students. In short...

[CreateSpace Intensive](#) is the most detailed CreateSpace guide available!

**Pick up your copy of CreateSpace Intensive today!**

**Order Now!**

## Other Products By Teresa Miller

### [Book Flips](#)

Book Flips was my flagship information product. It was originally written by someone else, and I bought the rights to it and rewrote to be more in keeping with my ideas and standards. It is about a type of "ghostwriting" project where you write a book, build a website for it, and sell the rights to both as a property on a popular auction website.

### [Kindle Publishing Kit](#)

I love CreateSpace publishing, but you shouldn't forget to include Kindle in your plans. I show you how to get your Kindle formatting right, so that your readers aren't complaining about it in their reviews. (This can be a huge sales killer.)

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