



# CLASSIC AND TRADITIONAL

## CHOOSE: CT OPTION 1

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|--|---|
| <p style="text-align: center;">Chapter 1</p> <p style="text-align: center;"><b>CHAPTER TITLE</b></p> <p style="text-align: center;"><i>“Igenimus am ut as doloresto ditat quis delibus<br/>velitat audis imint atio. Ximilla cillupi.”</i><br/>—Quote author</p> <p>Nullat molores tiundus eost denihil laborep eribus renimus-<br/>cid evelis sequo es eicilit hit odis sit re evendi dolor mi, con<br/>cus volessus antectecus que num el es autemol uptatur sus aut<br/>acpiendam explandae poreri re simagna turibus amusam, quibu-<br/>sciet rempor aut repudam non eatur, simpeli tionsed quo tecae.<br/>Nequibe rnatur, cullorp oritatum aut id quodit, utatemque ommo<br/>quassit mincil imus, aperis derum dolore venda dolorem et aperi-<br/>bus utest endi accaborro quia doluptibus andi apicipit facernam<br/>exces eossequ praest mos eum andi tem dis eum adipsam, non<br/>repudia volorunt eum quam quo quissi consendis dolupta quam<br/>coresentorro eum alibus, is et vent parum sectotatem. Itatur,</p> <p style="text-align: center;">1</p> | <p style="text-align: right;">Title <span style="float: right;">3</span></p> <p>quo dolenis quaesserferi num repe coreseque molorro reioresedi<br/>ommost reperitatem nis magnieni blatur alistio nserum exces<br/>re cor remporu menectes diacriati dolupienihit ommo quatum<br/>accullupis as audis simust, ipsam cus.</p> <p>Soluptata que nonsed et arundit, utem am, ime si dis num<br/>ides plabo. Facea perum autae non nectotati tempori andanis<br/>mo maximpriorie nonesti assimus dolupta quiasim adisciis eri-<br/>busa ndebitis dioreic iisquo enimagnam exerum eos dic totatum,<br/>sit etur?</p> <p>To dollam a volorup taepelest event eum que earum imustis<br/>cipsum quid quodit vellaci andebita sequi cuptaessunt laccus eum<br/>fugiam lique occulpa rcidebis mostibus plitat.</p> <p><b>TEMPORE MOLORIA</b></p> <p>Ndicilibus ma quis si blab inciatem consequis et erum fuga. Omnis<br/>digendae volupta speligenit, nullore reri quo consed que rectatur,<br/>officae evenet experen imaximilis aperferferum enduciam, quo<br/>molupti atemque delitem hillo beaque pa volorecates magnisc<br/>ipicill oreius sequiscia consecetur, tem. Itat alitata volest lab int<br/>enihic tem rae pa preius entibus, ut et que dollupti commos quo<br/>eariosam, omnis alictaquae perferum ipsam re consed molo mag-<br/>nihil tatibusapid esequiam, tem res endaessendae voloriatia non<br/>cullacepera quam eos prectation non re, sitatit.</p> <p><b>Nam Alibus Nimil Eserion</b></p> <p>Et qui occabo. Et aut et mi, conemquature vel et<br/>eius ius ent aspis et utas et am rem rercit, susam<br/>nobis que nonest aut fugiatur aboribus porerov<br/>iderore perspid igenecto omnis denisciam et aut<br/>voluptatur rest, quatur, autem volorro invendi debis<br/>etur mod mos alit aut etur, quis sam assequam,</p> |
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# CLASSIC AND TRADITIONAL

CHOOSE: CT OPTION 1

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# Modern and Clean

CHOOSE: MC OPTION 2

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—Quote author

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# Modern and Clean

CHOOSE: MC OPTION 2

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Fleuron





# Whimsical and Fun

CHOOSE: WF OPTION 3

## Two Chapter Title

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# Whimsical and Fun

CHOOSE: WF OPTION 3

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### Fleuron





# WHAT'S A FORMATTING TEMPLATE GUIDE?

This Formatting Template Guide shows you each of our interior template layout options. To help you better select a template, we have created four categories based on overall look and feel.

## **Classic, Traditional, & Timeless**

Recommended genres: Literary Fiction and Memoir

## **Modern, Clean, & Contemporary**

Recommended genres: Mind, Body and Spirit, Health and Wellness, and General Nonfiction

## **Whimsical, Fun, & Romantic**

Recommended genres: Romance and Women's Literature

We recommend reviewing each template and choosing the option that best suits your book's genre and desired look and feel.

**We will use the template that you selected as a foundation to work from when formatting your book. Your sample layout will resemble the template but not be exact unless requested. No two books are alike because each one is unique to the author.**

### **Tips from our seasoned design experts on selecting your template:**

- When selecting a template, consider your reader. Selecting a template design that matches the storyline, genre, and tone of your manuscript will enhance the reader's experience.
- Review all template options before making your final decision, as any template changes you request after your book is designed will incur an additional fee.

### **Important notes from our experts**

- All text that appears before your first chapter is considered front matter. The design of all front matter will follow the layout of the introduction section of your selected template.
- The body of your manuscript will begin with the first chapter on the right-facing page. All subsequent chapters will start on the next available page.
- The layout of your chapter and title pages will be determined by what is included within your manuscript. If you wish to include chapter numbers and chapter titles, please include both within your manuscript.
- Within each full-text spread, the author name will appear as the header on the left-hand page, and the book title will appear as the header on the right. Please request if you would like the chapter titles to appear in place of the author name or book title in the header.
- Anything included at the end of your manuscript, after your last chapter is called back matter. Back matter, other than your author biography, will follow the design and layout of the introduction section of the template.



# FORMATTING TEMPLATE GUIDE TERMS

## **Body Copy Font**

The font used for the majority of your book's interior text.

## **Accent Font**

A more decorative font used for headings and titles in your book. This font is used best in moderation, and can be a great tool to customize your book for your genre.

## **Fleuron**

A decorative element used within your book's interior. Most commonly, fleurons are used to separate scene breaks in a chapter when notated by three asterisks (\*\*\*) in your manuscript.

Each template includes a body copy font, an accent font, and a decorative fleuron. Please note that these elements cannot be adjusted or sized differently within the template option.

# EBOOK EXAMPLES



## 1

### Eczema Misconceptions

**B**efore we delve into the nitty-gritty of eczema, I think it's appropriate to address some of the elephants in the room (fun fact: some countries have unsuccessfully used elephant skin to treat eczema!). The elephants in the room are the alarming number of myths and misconceptions that surround eczema and its treatment. I can tell you that these misconceptions are firmly rooted in the minds of Americans because they nearly ended my marriage.

My husband, John, and I met at the University of North Carolina at Chapel Hill School of Medicine, a traditional Western medical school. Neither of us had any exposure to functional medicine or holistic practice during our time there, and our education around nutrition was sorely lacking. As we both began our practices, we fell into the standard 10-minute appointments and a prescription given on the way out the door. But the day I realized my own children's sickness was largely related to our diet, everything changed—including my marriage.

That day, more than ten years ago, remains vivid in my mind. I walked into our pantry with a large industrial trash can and began the clean-out. Frosted Flakes, Cinnamon Toast Crunch, and

## WHAT HAPPENED?

I have appraised real estate during multiple financial crises and have been through the ups and downs of this business.

And then in the spring of 2020, we were all forced to pivot because of COVID-19, and as I write this short book in late 2022, the economy is facing strong headwinds. Many of us are having to pivot again.

The pandemic caused many lenders to make significant changes to their credit policies, to offset risk. These changes included tightening lending standards and terms as well as increasing loan-loss reserves.

Throughout the pandemic, banks reported continuously tightening standards on C&I and CRE loans, citing a "less favorable economic outlook" and "worsening of industry-specific problems" as primary reasons.

The only consistent aspect of real estate markets is that you are bound to experience ups



# 1

## The Climb Through Cancer Recovery™

*No use thinking of the past for its gone, don't think of the future because it has to come, think of the present because that's where you are.*

—KAZI SHAMS

IN MY EARLY years as a naturopathic doctor, I met a wonderful affluent retired couple. They came to me because the wife was a newly diagnosed, advanced-stage, stomach cancer patient. They'd created a wonderful life together, with three children and six grandchildren. The couple were devoted to one another. Although her diagnosis of cancer was scary, she did respond well to treatment. When making decisions at the beginning of diagnosis and treatment, she commented that she was choosing treatment solely for the benefit of her family. If it was her alone, she'd let the disease take her.

During treatment, she had astounding success and was diagnosed in a stable state within eighteen months. She began the maintenance phase of treatment, working toward remission. During this time, she started to struggle with depression and nutrition. Eventually, she gave up and decided it was better not to eat. Her mental state was



### Chapter 1

## WILL THE REAL ME PLEASE STAND UP?

How many times has someone said to you, “So, tell me about yourself”? I always dreaded that, wondering just what they wanted to know and what I would reveal about myself. *What do I tell them when I'm not sure who I am? What is my identity? Who is Debra?* I'd ask myself these things. Tragically, I'm not alone in my quest to answer those questions. Many today are asking them. In my insecurity, how do I express to others what I think they want to hear?

I don't know about you, but I can't stand having unanswered questions. Questions have always been a part of my life, so much so that I consistently found myself in trouble with my mother and annoyed the heck out of my schoolteachers and others who found themselves in my path of unanswered questions. I had question after question after question. I don't think I understood how annoying all my questions were. I just continued asking in the hope that I didn't get sent to my room! (I know some of you can relate.)

My quest in finding answers, especially to the “Who am I?” question, took years to uncover. Some may say that finding the answer to this question became an obsession for me. That may be



**Important notes on eBooks:**

- All eBooks will be created as reflowable (please see page 12 for more information on why this is our standard).
- All eBooks are in color.
- We list your eBook for 99 cents. This requires your eBook file to be under 3MB. Images, graphics, charts and any other design that is not necessary to the reader may be removed to be able to list your eBook for 99 cents.
- If you want to keep design elements, images, graphics, or charts, please discuss this with the formatter. We will review your book and give you the best recommendation.



# REFLOWABLE vs FIXED LAYOUT

## **What is Reflowable Layout ePUB?**

- In a reflowable layout, all the contents of the page adjust the orientation to fit into any screen size. ePUB reflowable layout is flexible and easily adapts to different mobile devices. This layout is accepted by most eBook readers. It is the standard layout for most eBooks.
- The text will always fit your screen. While reading, the user does not have to adjusting the page, providing a comfortable reading experience.
- The author can't really predict how the eBook would look like on the user's screen. At BSP, we test your eBook in Apple iBooks and Kindle. The look of the page, the page background color, font size, the alignment of text etc., might change depending upon the size and orientation, and the type of the user's device.
- Most of the operating platforms and devices support the reflowable layout so you will find that a majority of eBooks with a reflowable layout has more distribution and a far wider reach.

## **What is Fixed Layout (FXL) ePUB?**

- In a fixed layout format, the content on the page remains static. Sometimes, ePUB fixed layout is necessary to keep the content and design at defined places on a particular page. Changing the alignment could either change the flow of reading or change the meaning of the content.
- Fixed layout is more suited for eBooks with a lot of images, graphs, or charts. For example, illustrated children's books, graphic novels, comics, technical manuals. These books need to have a specific placement and pagination for the texts and images. A fixed layout is more suited for picture-heavy books.
- In a fixed layout ePUB, text and images are paginated and they don't change no matter how big or small the screen size is. The user has to scroll and zoom, in order to read it comfortably.