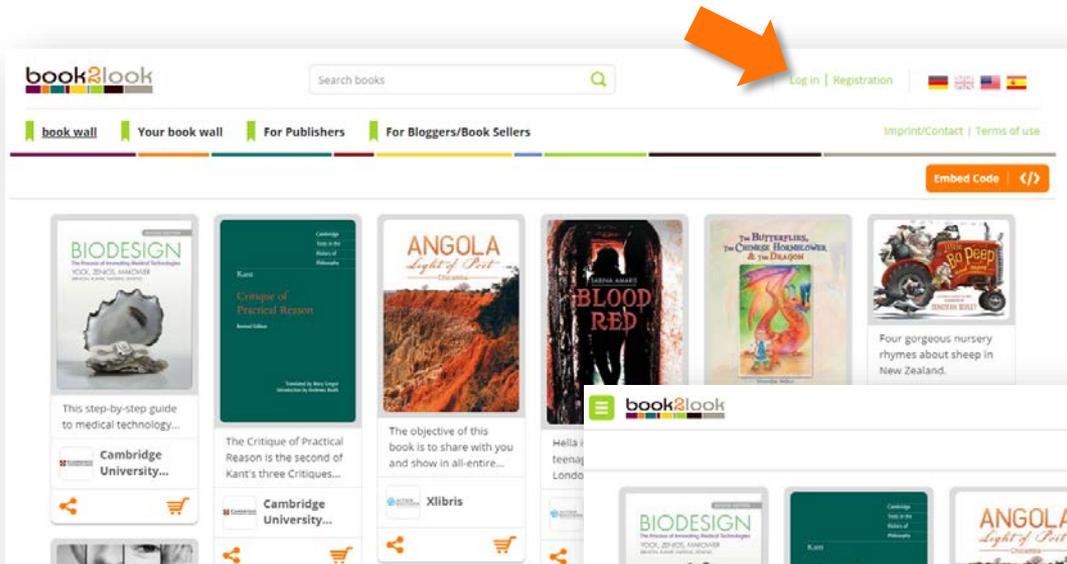


## Your first Biblet, in 5 easy steps



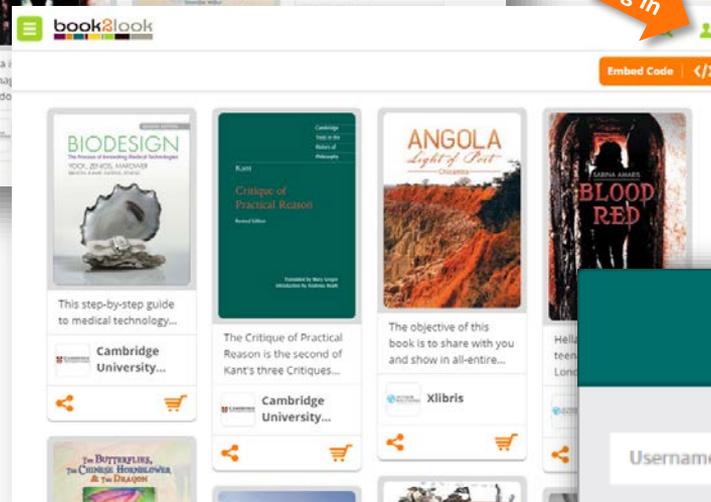
# 1 Access your book2look account



- Go to *www.book2look.com*
- Click **Log in** to enter your username (email address) and password.  
Do not register again.

It looks like **this** on a wide screen ...

... or like **this** on a tablet or a smartphone.



Use the username (your email address) and password we have provided.

Sign in

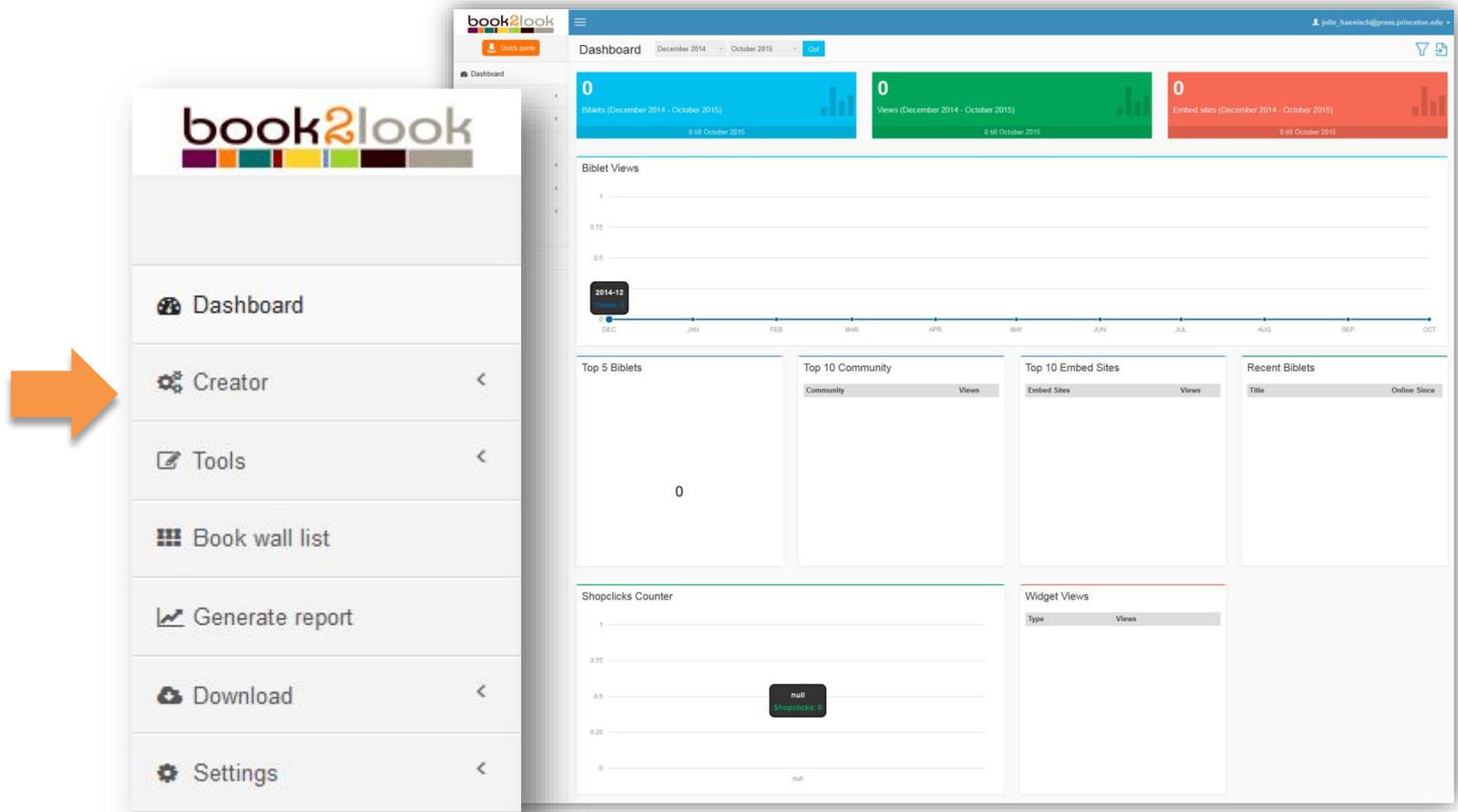
Username

Password

Remember on this computer

Sign in

# Welcome to your publisher dashboard



The image shows a screenshot of the book2look publisher dashboard. On the left, a navigation menu is overlaid, featuring the book2look logo at the top and several menu items: Dashboard, Creator, Tools, Book wall list, Generate report, Download, and Settings. An orange arrow points from the 'Creator' menu item towards the main dashboard content. The main dashboard area displays a header with the user's name 'julie\_haenlich@press.pricaton.edu' and a 'Quick guide' button. Below the header, there are three summary cards: '0 Biblets (December 2014 - October 2015)', '0 Views (December 2014 - October 2015)', and '0 Embed sites (December 2014 - October 2015)'. The dashboard is divided into several sections: 'Biblet Views' with a line chart showing data for 2014-12; 'Top 5 Biblets', 'Top 10 Community', 'Top 10 Embed Sites', and 'Recent Biblets' tables; 'Shopclicks Counter' with a line chart showing a 'null' value; and 'Widget Views' with a table.

Here you will find everything you need to create and edit Biblets. This is also where you'll find reports about views, embedding websites, shop link clicks etc. and many useful tools.

You will find all the details about these options in the book2look online manual. For now, let's just go ahead and create a Biblet. Not surprisingly this happens in the **"Creator"** tab.

But hold your horses! We need to check the shop link list before we start.



## Before we start: Are the shop links OK for you?

Book2look comes with a set of popular shop links for your country already in place. Are these OK for you? Then you don't have to do anything here except maybe make your preferred one "Autofill". An Autofill shop link will be added automatically to every Biblet. Click in the "Autofill" box of one or more shops. Then define the order (Rank) in which they should appear. You only have to do that once.

Name	Logo	Shoplink URL	Autofill	Rank	Delete
Barnes & Noble		http://www.barnesandnoble.com/s/XXX-X	<input type="checkbox"/>	0	<input type="button" value="x"/>
amazon.com		http://www.amazon.com/dp/yyy-yyy-yyy	<input type="checkbox"/>	0	<input type="button" value="x"/>
Books-A-Million		http://www.booksamillion.com/p/xxx-xxx	<input type="checkbox"/>	0	<input type="button" value="x"/>
powells.com		http://www.powells.com/biblio?isbn=xxx	<input type="checkbox"/>	0	<input type="button" value="x"/>

You want to add your own shop link? Your webshop? Your affiliate shop link? You find the the detailed description of how to do that in "User Guide". But for now, let's just move on. You can add your custom shop links at any time later.

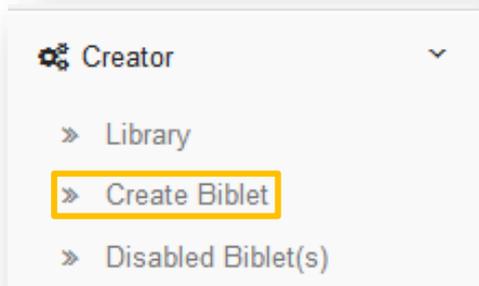
# 2

## Entering the information about your book

Before you start, make sure you have what we call the metadata of your book (ISBN, author, title, price, ...) and the following two or three files handy:

1. PDF and/or the ePub file of your book
2. A cover JPG (only if the PDF of your book does not already contain the cover image)

Now select “Create Biblet” in the “Creator” menu.

A screenshot of the 'Create Biblet' form in a web application. The form is titled 'Create Biblet' and has a blue header. A yellow alert box at the top says: 'Alert! You have only 1 biblet(s) remaining. Please Contact your local distribution partner to buy more.' Below this, a blue information box says: 'Submit all the book metadata of your book. You can do it manually or you can fetch it via submitting the ISBN of your book. If you fetch it we'll try to fill in all the book metadata according to our database. You can edit the data in case of any incorrect info.' A 'Fetch metadata' button is present. The form fields are: Title (marked with \*), Subtitle, Author (marked with \*), Artist/Translator, Editor, Series, Publisher (marked with \*), and Publication date (marked with \*). There is a 'Blurb / Short info' section with a text area and a 'bookNet tweet' section with a text area. A 'Tags' section is at the bottom. A 'Next' button is at the bottom right. Callouts include: 'If applicable: The number of remaining Biblets in your account.' pointing to the alert box; 'Maybe we already have your metadata, so you can fetch it. Just try it!' pointing to the 'Fetch metadata' button; 'We post a link to your book on Twitter. You can enter a short text here that you want us to use in that tweet.' pointing to the 'bookNet tweet' text area; and 'Click/tap "Next" when you are done' pointing to the 'Next' button.

Enter your data in the appropriate fields. Mandatory fields are marked with \*. The author and publisher name will be prefilled but you can edit both fields to your liking.

# What is your book about? The BIC/BISAC categories

Libraries and booksellers use categories to sort books by topics. In the English speaking world there are two systems of descriptors:

BISAC (Book Industry Standards and Communications) in the US and BIC (Book Industry Communication)

By choosing the language accordingly you decide which system you want to use. The language for which your account is registered is the default here.

Just choose the appropriate descriptor for at least two levels from the drop down menus on the left.

If you happen to know the BIC or BISAC code for your book you can enter the code instead.

The screenshot shows a web form titled "Create Biblet" with a blue header bar containing a menu icon and a user profile "b2lpub". Below the header, a section titled "Book metadata" has a green checkmark. The main section is "Book category", which includes an information box: "Select the category according to your book. If you know the category code of your book, submit it accordingly and book2look will prefill the category for you. The category systems for each country are: Germany-WGS, USA-BISAC and UK-BIC." The form has two columns. The left column contains: "Language:" with a dropdown menu showing "UK"; "Category:" with a dropdown menu showing "The arts"; and five "Select Category Level - 2" through "6" dropdown menus. The right column contains: "BIC" with a text input field "Enter BIC code". A yellow callout bubble points to the "BIC" field with the text: "If you know the BIC or BISAC code for the topic of your book, enter it here. If not select the categories from the selector on the left." Another yellow callout bubble points to the "Language:" dropdown with the text: "The language setting determines if your book is a UK title (category system is system BIC) or a US title (category system is BISAC)." At the bottom right, a yellow arrow points to a blue "Next" button with the text: "Click/tap 'Next' when you are done".

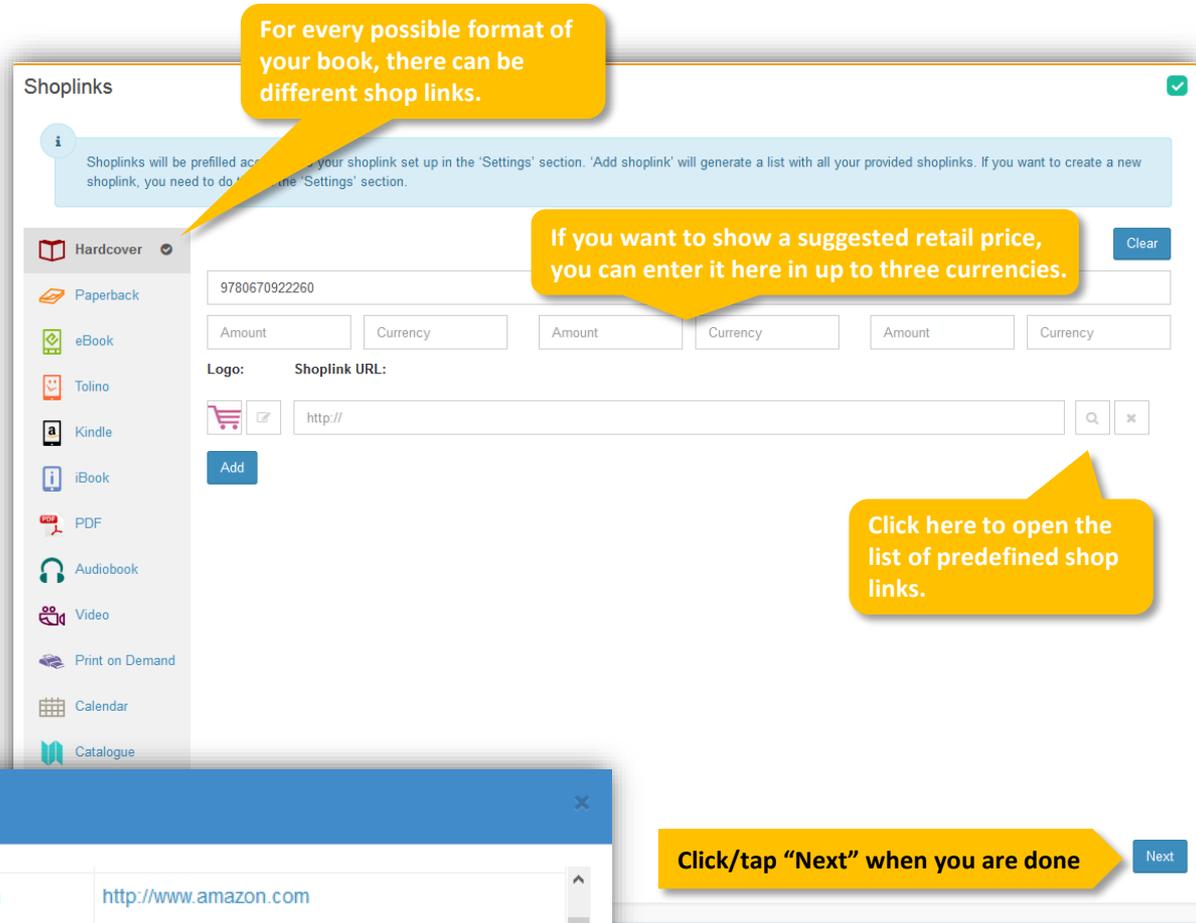
# 3 Select shop links

book2look is all about selling your book directly or through any retailer from our predefined list or your own bespoke shop links.

Just click on the search icon  to the right of the empty shop link field. Select the shop(s) you want to use from the list. You can add as many shops as you like. Or you can copy/paste any shop link here.

Repeat the process for every format (eBook, audiobook, ...)

**Make sure there is a different ISBN for every format!**



**For every possible format of your book, there can be different shop links.**

Shoplinks will be pre-filled according to your shoplink set up in the 'Settings' section. 'Add shoplink' will generate a list with all your provided shoplinks. If you want to create a new shoplink, you need to do this in the 'Settings' section.

**If you want to show a suggested retail price, you can enter it here in up to three currencies.**

**Click here to open the list of predefined shop links.**

**Click/tap "Next" when you are done**

9780670922260

Amount Currency Amount Currency Amount Currency

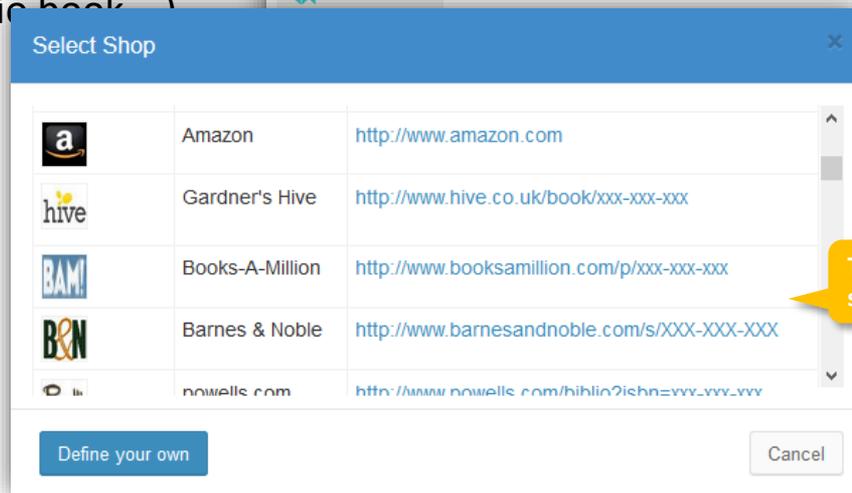
Logo: Shoplink URL:

http://

Add

Clear

Next



**Select Shop**

	Amazon	<a href="http://www.amazon.com">http://www.amazon.com</a>
	Gardner's Hive	<a href="http://www.hive.co.uk/book/xxx-xxx-xxx">http://www.hive.co.uk/book/xxx-xxx-xxx</a>
	Books-A-Million	<a href="http://www.booksamillion.com/p/xxx-xxx-xxx">http://www.booksamillion.com/p/xxx-xxx-xxx</a>
	Barnes & Noble	<a href="http://www.barnesandnoble.com/s/XXX-XXX-XXX">http://www.barnesandnoble.com/s/XXX-XXX-XXX</a>
	nowells.com	<a href="http://www.nowells.com/hiblin?isbn=xx-yy-yy">http://www.nowells.com/hiblin?isbn=xx-yy-yy</a>

Define your own Cancel

**The list of predefined shop links.**

## 4

## Upload your files and links

You can create your Biblet using the PDF of your book, the eBook (ePub) or both.

Click on the “Browse” button and select the appropriate file from your computer.

PDF: If the book cover is already part of your PDF, select “Single PDF”. If you have a separate file for the cover, click “add book cover”. (A blank page will be added after the cover page.)

Define the pages of PDF that you want to be in your Biblet. You can use numbers or percentage.

If you have an ePub and want to make it part of the Biblet, you select the file, in the same way. But here you don’t upload a cover and you can only select what percentage of the ePub you want to show in the Biblet. (Always starting a the first page!)

The screenshot shows the 'File upload' form with the following elements and callouts:

- Information box:** 'Upload the PDF and/or ePub file of your book in order to create the Biblet. If the PDF includes the cover page already then there is no need to upload a cover image. If you upload a cover image then the JPG and PDF file format is accepted. For best results, avoid uploading PDFs with transparency. Save as an optimized PDF from your PDF editing software. [Show me how.](#)'
- PDF section:**
  - 'PDF: \*' with a 'Browse' button and 'No file selected.'
  - Checkbox: 'Single PDF (Check if the PDF contains both cover and content)'
  - 'Pages:' input field with 'Pages: 1, 3, 6, 8-12 or 100 %'
  - 'Cover: \*' section with a placeholder image and an 'Add book cover' button.
- ePub section:**
  - 'ePub: \*' with a 'Browse' button and 'No file selected.'
  - 'Pages (%)' input field with 'Pages (%): 100'
  - Note: 'Please note: Page range for ePub is a percentage, not page numbers. The page range will always start from the first page.'
- Navigation:** A 'Next' button at the bottom right.

Yellow callout boxes provide additional instructions:

- 'Check if the first page of your PDF is the book cover.' (points to the 'Single PDF' checkbox)
- 'The cover will show here after the upload.' (points to the cover image placeholder)
- 'How much of your ePub file should be in the Biblet?' (points to the 'Pages (%)' input field)
- 'Click/tap “Next” when you are done' (points to the 'Next' button)

Remember: You can only upload the file formats PDF (content, cover), JPG (cover) and ePub (eBook).

# Audio, video and reviews

You can add as many audio samples to your Biblet as you like: The author reading from the book or an interview for instance.

Or you can produce a little video trailer for your book, upload it to Youtube® or Vimeo® and implement it in your Biblet.

Book2look automatically looks for reviews of your book online. But you can add your favorite reviews well. The reviews you add here will always be on top of the list of linked online reviews.

These three icons in you Biblet will open the Audio, Video and Review windows.



Three media types are available:  
Audio, Video and Reviews

Media

Audio Video Reviews

**i** You can insert an audio file in the Biblet via this tool. The amount of audios is unlimited. All you need to do is to upload the audio file (.mp3), and a cover image in case it's different from the book cover. Check the 'Take book cover as audio cover' if you want the same cover image as you uploaded during the previous step.

Title	Description	Audio file	Same as bookcover	Audio cover	Delete
			<input type="checkbox"/>		

Add

**i** You can insert an audio file in the Biblet via this tool. The amount of audios is unlimited. All you need to do is to upload the audio file (.mp3), and a cover image in case it's different from the book cover. Check the 'Take book cover as audio cover' if you want the same cover image as you uploaded during the previous step.

Title	Description	Audio file	Same as bookcover	Audio cover	Delete
			<input type="checkbox"/>		

Upload the MP3 file of an **audio** you want include in your Biblet.

**i** You can insert videos in the Biblet via a video service. book2look supports YouTube and Vimeo. The amount of videos is unlimited. All you need to do is, submit the URL and a cover image in case it's different from the book cover. Check the 'Take book cover as video cover' if you want the same cover image as you uploaded during the previous step.

Title	Description	Video link	Same as bookcover	Video cover	Delete
book trailer		<a href="https://www.youtube.com/watch">https://www.youtube.com/watch</a>	<input type="checkbox"/>		

Enter the URL of a **video** you want include in your Biblet.

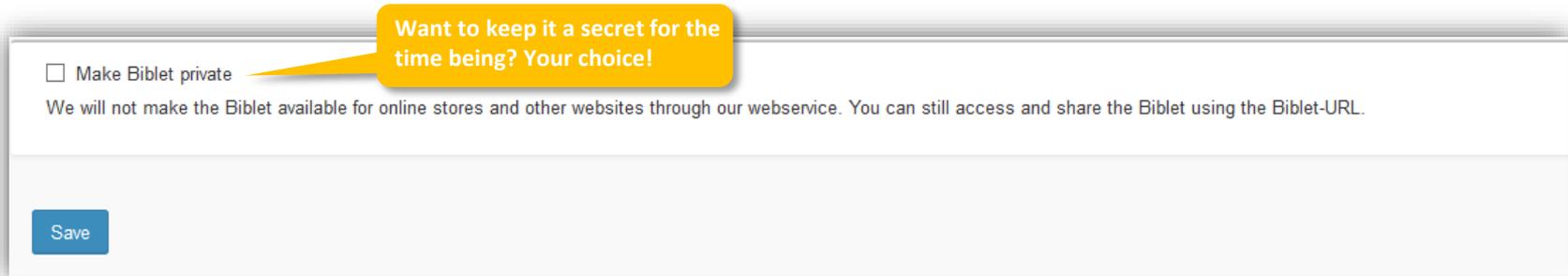
**i** If you are aware of any online reviews of your book title you can add the URL here. In the Biblet, these reviews will reflect in the bookFeed section.

Link	Remove

Enter the URL of a **review** you want link to your Biblet.

# 5

## Your're done! Just save it and publish.



Make Biblet private

Want to keep it a secret for the time being? Your choice!

We will not make the Biblet available for online stores and other websites through our webservice. You can still access and share the Biblet using the Biblet-URL.

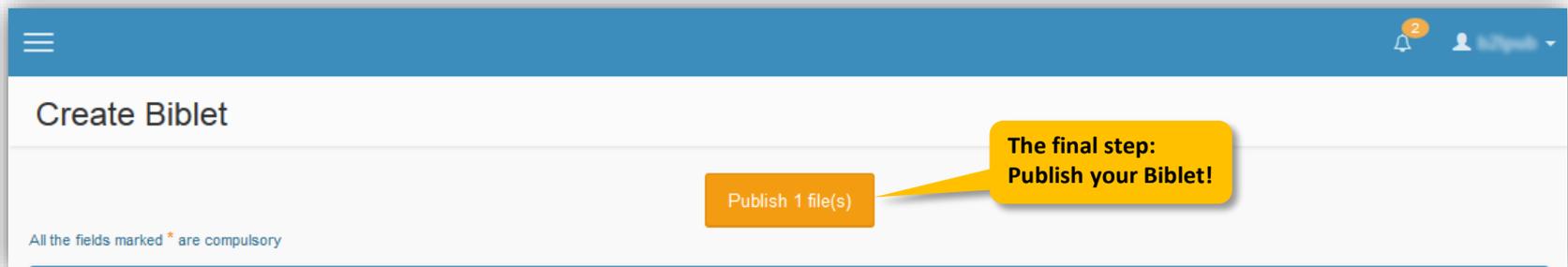
Save

You have entered the metadata for you book, you have selected you favorite shop links, uploaded the files and media options.

Before you click “Save” to save your data you have one more option: You can make your Biblet “private”. That means it will be invisible on the book2look website and will not delivered to any retailer as a look inside widget. This may be an option when you don't want the word about your book get out too early.

After you have clicked “Save” you can either create another Biblet or choose to publish your Biblet right away. You will find the “Publish” Button on top of the Creator page after you have saved the Biblet data. It will take about 45 minutes (max!) for the Biblet to be live on our server.

You will then find the Biblet in your library. You don't like what you see? Edit it by clicking on: 



☰

🔔 2 👤 [Logout](#)

### Create Biblet

Publish 1 file(s)

The final step:  
Publish your Biblet!

All the fields marked \* are compulsory