

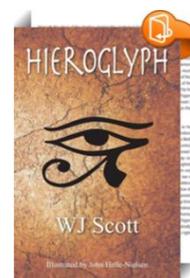
HOW TO USE YOUR BIBLET

THE TOOLS

After we have created your bible, we will send you an email which will contain the tools you need to use it as a marketing tool, allowing potential readers, reviewers and retail stockists to read an excerpt of your book online.

These will include:

- a. **A picture (jpg) of the cover of your book.**
It will have a small arrow in the top right-hand corner.
See example at right.



- b. **The web address of your book (a URL).** This address links to an excerpt your book on the internet.

A URL looks something like this <http://shop.realnzbooks.co.nz/shopn/spi//books>
Your URL will be different - unique to your book.

- c. **A line of HTML code.** This code can be used to “embed” a readable version of your book on a website. Unless you are tech-savvy and have a website, you should probably ignore this. OR pass it on to your web designer.

See the following pages for instructions on how to use these tools.

HOW TO USE THE TOOLS

METHOD 1

AS A CLICKABLE WORD LINK IN AN EMAIL This is the simplest way to use your biblet.

1. Copy the URL we supply (highlight it, click right-hand mouse button, choose “copy” from the drop down menu which will appear)
2. Open a new email
3. Paste the URL into your email (place your cursor into the email, click right-hand mouse button, choose “paste” from the drop down menu which will appear).
4. **That’s it!** When the recipient of your email clicks on the URL, they will be taken to the internet and a readable excerpt from your book

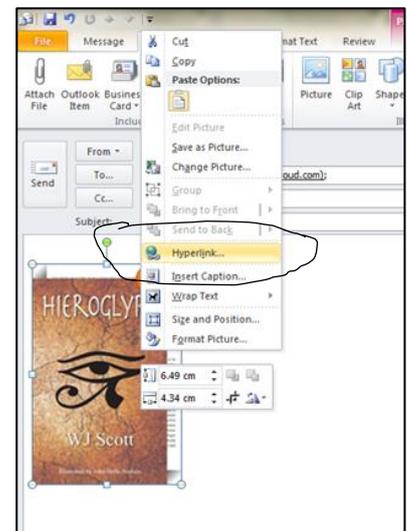
METHOD 2

AS A CLICKABLE IMAGE IN AN EMAIL

In this option, you insert the biblet image into your email (or Facebook Page), then hyperlink the image to the URL.

Don’t worry if this sounds like gobbledegook – there are very straight instructions below!

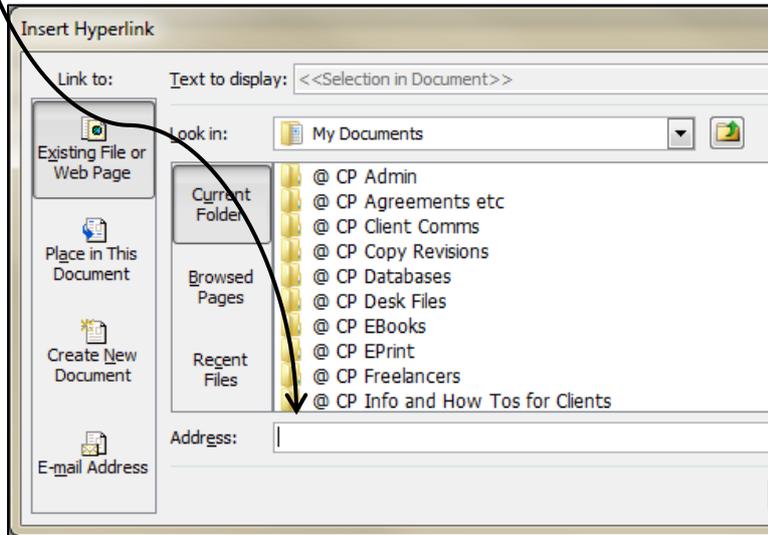
1. Copy the book cover image we supply (highlight it, click right-hand mouse button, choose “copy” from the drop down menu which will appear)
2. Open a new email
3. Paste the image into your email (place your cursor into the email, click right-hand mouse button, choose “paste” from the drop down menu which will appear).
4. Now ... copy the URL ((highlight it, click right-hand mouse button, choose “copy” from the drop down menu which will appear)
5. Go back to your email and highlight the book cover image by clicking it with your right-hand mouse button
6. Choose “hyperlink” in the menu that will appear *See image at right.*



7. Place your cursor in the Address Box of the screen which pops up *See image below*

Paste the URL you copied in Step 4 into the Address Box, by clicking the right-hand mouse button and selecting "Paste" in the drop down menu.

Then CLICK OK.



6. **You've done it!** When the recipient of your email clicks on the book cover image, they will be taken to the internet and a readable excerpt from your book

METHOD 3

EMBEDDING YOUR BIBLET IN A WEBSITE

Your web designer will probably have to help you with this.

Copy & paste the HTML code we send you into an email and send it to your web designer – or – simply forward our email to them.

HTML code looks something like this (your HTML code will be unique to your book):

BIBLET AS SINGLE PAGE - (Too big for smartphone screen)

```
<iframe align='middle' frameborder='0' width='520' height='752'  
src='http://www.book2look.com/embed/9780994125651&bibleType=single' ></iframe>
```

BIBLET WIDGET - (Good on smart phone)

```
<iframe align='middle' frameborder='0' width='225' height='375'  
src='http://www.book2look.com/embed/9780994125651&bibleType=widget' ></iframe>
```