

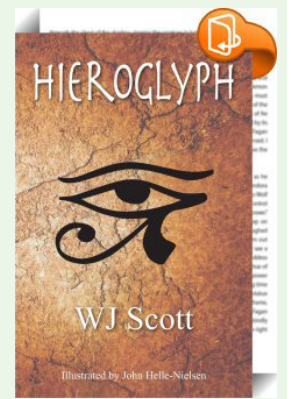
How to ... Use Your Biblet

THE TOOLS

After we have created your Book2look Biblet, we will send you an email which will contain the tools you need to use it to help market your book, allowing potential readers, reviewers and retail stockists to read an excerpt of your book online.

These will include:

- 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.*
- The web address of your book (a URL). This address links to the online excerpt of your book.
- A line of HTML code. This can be used to 'embed' the biblet on a website page. You can use this yourself or pass it on to your web designer.



USING THE TOOLS

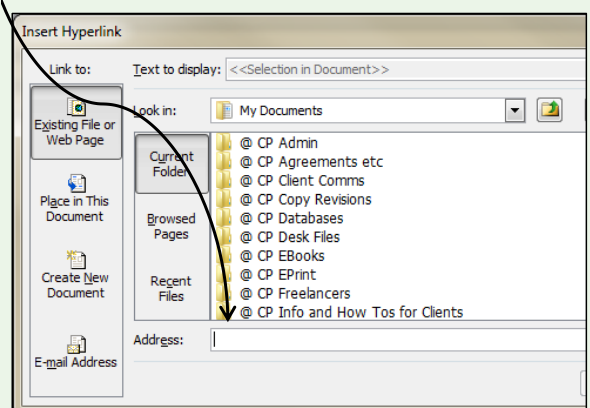
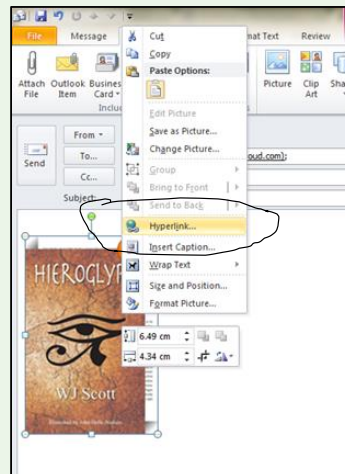
METHOD 1 – AS A CLICKABLE TEXT LINK IN AN EMAIL This is the simplest way to use your biblet.

1. Copy the URL we supply (highlight it, click right mouse button, choose 'copy' from drop down menu).
2. Open a new email
3. Paste the URL into your email (place your cursor into the email, click right mouse button, choose 'paste').
4. **That's it!** When the recipient of your email clicks on the URL, they will be taken to an online excerpt of 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 mouse button, choose 'copy' from drop down menu)
2. Open a new email
3. Paste the image into your email (place your cursor into the email, click right mouse button, choose 'paste').
4. Now ... copy the URL (highlight it, click right mouse button, choose 'copy')
5. Go back to your email and highlight the book cover image by clicking it with your right mouse button
6. Choose 'hyperlink' in the menu that will appear.
7. Place your cursor in the Address box of the next screen. Paste the URL you copied in Step 4 into the box (clicking right mouse button, choose 'paste'). Then click OK.
8. **You've done it!** When the recipient of your email clicks on the book cover image, they will be taken to the online excerpt of your book.



METHOD 3 – EMBEDDING YOUR BIBLET IN A WEBSITE

This is something for experienced web designers. 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&bibletType=single' ></iframe>`

BIBLET WIDGET (Good on smart phone) – `<iframe align='middle' frameborder='0' width='225' height='375' src='http://www.book2look.com/embed/9780994125651&bibletType=widget' ></iframe>`