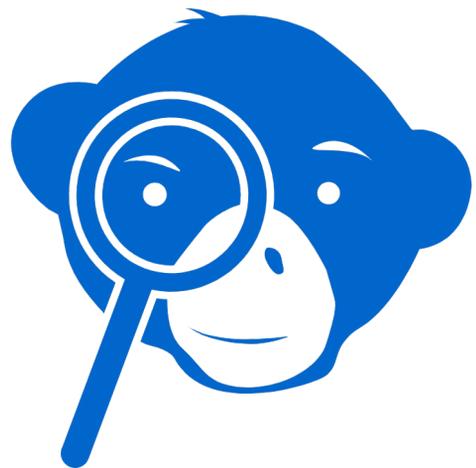


create an e- book using PowerPoint

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itchybrain.ca

[contact](#)

Contents

Proceed with... passion!



Explore the topics & follow the steps in order or click on a title or page number to hop around. Come back here by clicking on the button in the upper right corner of each page.

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Welcome, creative one!

Ready to teach an old dog new tricks?



An e-book... about e-books?

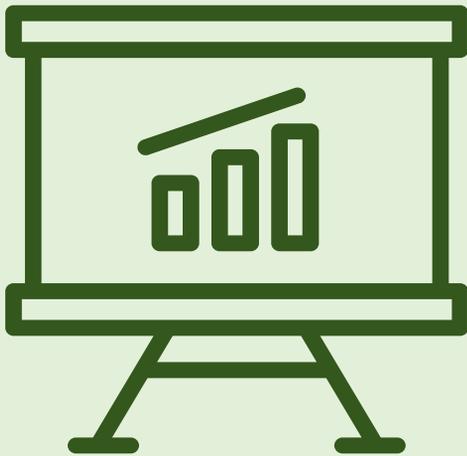
That's right - I'm showing *and* telling you about e-books at the same time!

I bet you didn't now that you could create polished and professional e-books using good ol' PowerPoint (PPT). Want to give it a try? Scan through the steps and resources in this e-book to learn about – and try - a new trick (creating an e-book) with an old dog (PowerPoint).

In a matter of minutes, you'll go from ...

a standard PPT slide deck to...

a clickable, interactive e-book!



Ok, I'm excited. Where to next?

The five steps on the following pages walk you through the essentials. Of course, this is just the beginning. Once you get the hang of it, you'll be creating and sharing your work

1 – Start with your “why”



Our “products” showcase our selves.

So it’s important to pause and think about your “why” and how you want to showcase who you are, through everything you create – especially in the digital world.

You are a subject-matter expert (SME).

The subject of your e-book is the result of hard work. You’ve likely read, listened to, and watched a lot of resources to build your knowledge. Now it’s time to showcase your “take” on the subject. That makes you an emerging subject-matter expert (or SME).

Connect your “why” with the subject.

When you truly care about your subject, it shows. And it’s infectious. Don’t be afraid to share your passion for learning... and invite others to join you.

It also adds a level of personalization to your e-book. And it motivates readers too.

Employability = lifelong success

Employability skills are part of [career readiness](#). Even your mindset is an employability skill, and today that means being flexible with where and how you work - whether at home, the workplace, or somewhere in between.



What do employers want?

In December of 2021, employers cited [14 critical career skills](#), and in this e-book will set you up with two:

- mastering the digital basics with building blocks – the ABCs and 123s, and
- interacting with the digital world via skills related to words, presentation and social media.

Curious about the others, check out the article:

≡ **Forbes**

14 Critical Career Skills To Cultivate In The Digital Era

2 – Design your e-book



Consistency & focus are the key

Once you have your “why” defined, envision the “what” that you want to share, and connect the two. That means your content should reflect your purpose for creating an e-book.

For example, if your “why” is about connecting with loved ones across the miles with a fun newsletter of tidbits, photos, videos, and holiday celebrations like Halloween, you might design a light and quirky e-book with [funky fonts](#) and quirky graphics 🦋.

Or maybe your “why” relates to your career goals, so you’re looking to showcase your knowledge, skills, and mindset for a future employer. In that case, your design will reflect content and a “look and feel” consistent with the career you’re shooting for.

Design Tips

Sketching out or drafting your design ideas and content in a separate file will set you up for success. Here are some tips to keep your design consistent & focused:

1. state your “why” by writing it out in full,
2. draft your key content,
3. identify videos, images and other graphics that will complement your content, and
4. craft a communication strategy.

My Communication Strategy

Renee Hobbs’ (2017) [Create to Learn](#) book outlines six powerful questions to answer, using informal, plain – and concise – language:

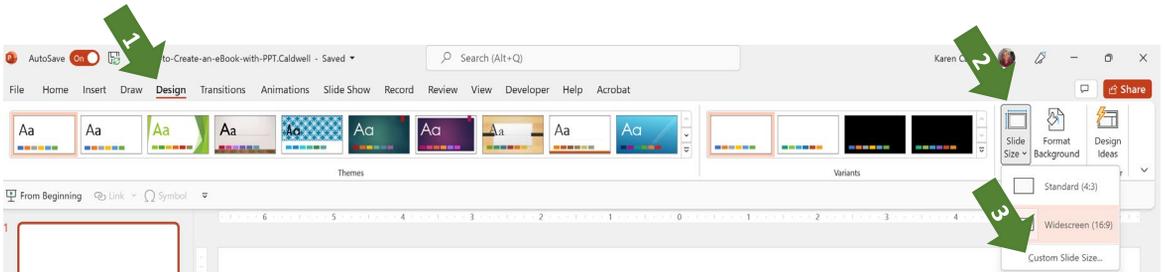
1. Who am I (or what’s the digital identity I’m adopting)?
2. Who is the target audience?
3. How will they encounter my message (my e-book in this case)?
4. What do I want them to know?
5. What do I want them to feel?
6. What do I want them to do?

3 – PowerPoint slide size

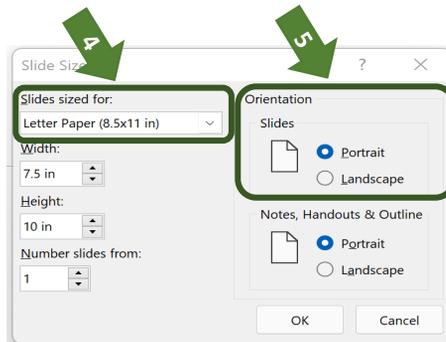


Open Powerpoint on your device (better than in your browser) and customize the **slide size & orientation**:

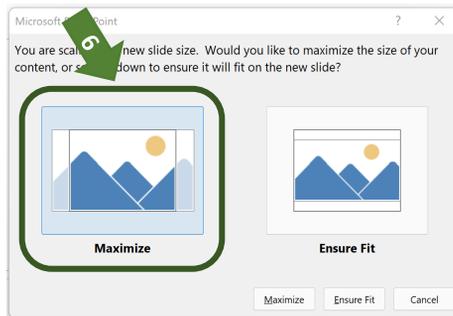
1. Design tab
2. Slide size
3. Custom Slide size



4. Letter Paper
5. Portrait



6. Maximize



4 – Customize

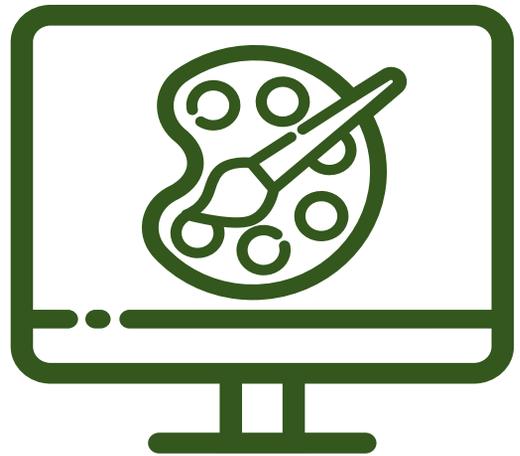


Ready to make your mark?

You're almost there - your PPT is about to morph into an e-book!

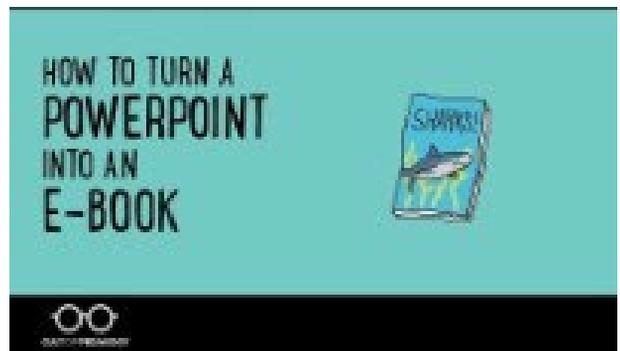
Customizing the design of your e-book depends on many factors. You're the emerging subject-matter expert, so this is where you really get to shine.

And remember, you have your own "why" in mind, and a communication strategy. Return to both of them from time to time so that your work reflects both.

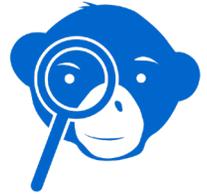


A video "how to"

To customize your e-book, there are countless ways to get creative with PowerPoint. Start with the basics and check out some video-based e-learning from Jennifer Gonzalez of the beautifully named [Cult of Pedagogy](#). Keep your PPT open and handy as Jennifer walks you through the essentials of turning it into a stunning, customized e-book in this brief (5-minute) YouTube video, [How to turn a PowerPoint into an E-Book](#) (2016).



5 – Make it interactive



Flex your digital muscles!

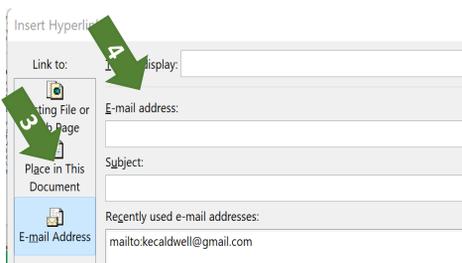
Time to bring the “e” into your e-book development by adding some interactive elements.

You’ve experienced some interactivity in this e-book through both an automatic email (*Mailto:*) link and external and internal links.

How to: add a Mailto: link

The cover page includes a Contact feature to send me an email. Want to create your own?

1. select the text (or object) – most use “contact” or “email” for this
2. click on the **Insert** tab
3. Select **Link**, then **E-mail address**
4. enter your full email address in the E-mail address field, then **OK**

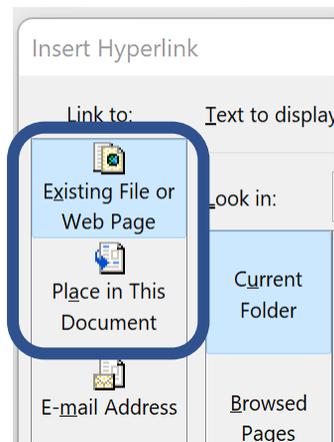


How to: add hyperlinks

Examples of hyperlinks in this e-book can be found with

- **images** via the link to my <https://itchybrain.ca/> site via the “curious monkey” icon
- **text & screen captures** that link to web-based articles and videos
- **internal** links to the [contents page](#) with the contents button at the top of each page

Follow the “Mailto:” links steps, and instead of selecting the Email Address link, click on one of the other two well-labeled options.



6 – Test it out



The moment has (almost) arrived!

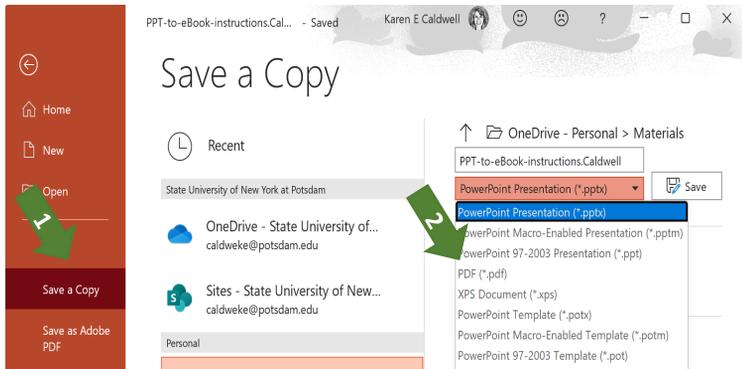
You're now ready to showcase your work with your target audience. But before you take that leap, there are 2 final steps.

PDF & Trial Run

Save your (awesome) creation as a PDF. There are 2 ways, both starting with clicking on the FILE tab in the upper left corner.

Option 1

1. **Save a Copy**
2. click on the down arrow under the filename and select **PDF (*.pdf)**



Option 2

1. Save as Adobe PDF (under **Save a Copy**)

Nest, take the time to send your clickable PDF to others to try it out and give you feedback. As for specific feedback, depending on your original purpose!



7 – Share your work



Ready, set, go!

Once you've made edits and tweaks based on the feedback you received, guess what? It's truly time to share your work!

Optimize for Learning

Your creation has great value, and you started with a clear purpose.

Make these crystal clear.

When you share your work, be sure to tell your “audience” exactly what value added they'll get from your work and communicate your “why” – your purpose.

Attract your audience with clear, concise, and meaningful information about your creation, with a focus on its value and purpose.

Rinse and Repeat

Once you get share your creation, there's no turning back. The learning and growth never stop – for you and your audience. Time to dive into your next creation!

