

Leanpub Sample Business Book



Black&White

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This is a Leanpub book, for sale at:

<http://leanpub.com/BlackWhite>

Leanpub helps authors to self-publish in-progress ebooks. We call this idea Lean Publishing. To learn more about Lean Publishing, go to: <http://leanpub.com/manifesto>

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Acknowledgments

We'd like to thank all Leanpub authors for making the product better!

Preface

In this sample Leanpub book we will show you how to write a Leanpub book.

Introduction

This book obviously has very short chapters and sections, since it's a sample. Your book will be much longer and more interesting!

The way to use this sample book is to read both the PDF file and the .txt files as well as the Book.txt and Sample.txt files. The PDF file is in the preview and/or the published folder; the .txt files are in the manuscript folder. (The preview folder only exists if a book preview has been generated on the Preview page; the publish folder only exists if a book has been published on the Publish page.)

So that you can experiment with the Leanpub book format, we have made this sample book content be the default content of a new Leanpub book. In fact, you may be reading this content in your own book right now.

We make the content appropriate to the book type:

- New Technical books start out with the content in <http://leanpub.com/sampletechnical>¹
- New Business books start out with the content in <http://leanpub.com/samplebusiness>²
- New Fiction books start out with the content in <http://leanpub.com/samplefiction>³

The reason that these books are different is that we don't want you to waste your time reading about how to do

¹<http://leanpub.com/sampletechnical>

²<http://leanpub.com/samplebusiness>

³<http://leanpub.com/samplefiction>

external code samples if you're writing a business or fiction book. Also, the page sizes and image sizes are different, etc.

If you're in your own book, the first thing we encourage you to do is to make some small change (like deleting this sentence) and going to the Preview page and previewing a new version of your book. Once the preview is done, you will have a preview folder in your book's Dropbox folder. By taking a minute to do this, you'll see how easy it is to edit a Leanpub book.

1

Markdown

1.1 Why Should You Care?

A Leanpub book is composed of a bunch of Markdown files.

The order of these files is defined in a file called Book.txt, which is in the same folder as this file.

To learn about the syntax and philosophy of Markdown, see this article by John Gruber¹.

Briefly, Markdown is a nice way of writing content which is easily transformed into HTML. For example, # at the beginning of a line becomes an h1, ## becomes an h2, ### becomes an h3, etc. Lists, paragraphs and other formatting is also intuitive.

¹<http://daringfireball.net/projects/markdown/syntax>

1.2 How Markdown is Used in Leanpub

Even if you know Markdown, you need to learn a few things about how we use it at Leanpub.

Heading Levels Become Chapters and Sections

First, we use # chapters, ## for sections and ### for sub-sections. (You can also use #### for sub-sub-sections, but don't get carried away! Most technical books are good with just #, ## and ###, and most business and fiction books are good with just # and possibly ##.)

So, if you look at the top of the Markdown.txt file you'll see that it has one #, meaning it is a Chapter.

Another thing this means is that one file can contain as many chapters or sections as you want: every # makes a new chapter; it has nothing to do with what file it is in. However, we strongly recommend having one file per chapter (or one file per chapter section), since it makes creating sample books easier and keeps your book directory cleaner. Since we recommend this, that's what we'll do in this example book.

Links Become Footnotes

We support Markdown syntax for links, as well as normal HTML links. Both of these are converted into

functioning footnotes in the PDF. Here's an example of a link to Leanpub².

²<http://leanpub.com>

1.3 Markdown Extensions in Leanpub

We've made a few additions to Markdown for use in Leanpub. Two of the most important are tables and crosslinks. Furthermore, since Leanpub is so good for technical books, we also support extensions for external code samples, special directives for code syntax highlighting, etc. If this is a technical book, you will see these discussed in the Code Samples chapter.

Tables

Creating a table in a Leanpub book is relatively simple. Here's an example:

First Name	Last Name	Email
Peter	Armstrong	peter@leanpub.com
Scott	Patten	scott@leanpub.com

Yes, that's it!

Crosslinks

A crosslink lets you refer to another element of your book. For example, you can refer to another section or figure, even if it's in a different chapter.

Creating crosslinks is a two-step process.

1. You need to set a name for the thing you want to link to. For example, you can name any chapter or section by putting `{#some-name}` after the chapter title.
2. You need to link to it in the text. You do this with a regular Markdown link with a target of “#some-name”; for example [this is a cross-link to the Why Sample Books section in the Sample Books chapter](#).

Note that for standalone crosslinks, this only works when the anchor `{#some-name}` is at the beginning of a section.

Footnotes

To add a footnote, you insert it like this³ and then you define the footnote content later.

That’s it. Then you can keep writing content after the footnote content definition as well.

³This is the footnote text.