



DIY eBook Covers: Design Principles for Non-Designers (How to sell more books, 1)

Roz Marshall

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Do you want to sell more books?

Are your covers letting you down?

People *do* judge a book by its cover.

Learn the principles used by graphic designers to create an attractive eBook cover - a cover that will convince readers to check out rather than ignore your book, and which will help your sales.

This easy-to-understand guide uses illustrated examples and non-technical, software-independent language to explain the rules of graphic design in a methodical way.

You will discover how to utilise imagery, layout, colour and typography to build your brand, signal your genre and sell more books!

'LOOK INSIDE' SAMPLE:

Consider: As a reader, what makes you try a book from a new author?

A recommendation from a friend? Reading a glowing review? A mention on a list somewhere?

I suspect the latter is quite common for people who read regularly. Perhaps you saw the book on the New York Times bestseller list. Maybe it was on a display of 'also-boughts' when you were looking at a book by a favourite author. Or possibly it was charting in your preferred genre on your e-Book store of choice.

However you found it, the chances are it was the cover that caught your eye.

Sometimes the book's title will be intriguing, and sometimes the name of the book's author will make you stop and look, but mostly it's the cover that arrests your attention.

And how often do you skip or not even notice a book because the cover is poor?

So what is it that makes a cover good enough to catch readers' eyes in a crowded bookstore?

That's what this book tries to address -- but from the point-of-view of a non-designer; i.e. someone without graphic design training who has decided to create a book cover, for whatever reason.

There is no doubt that a professionally-created cover will make your book stand out from the crowd. Professional designers know their job, and they do it well. At the end of this book I'll give some pointers to help you when buying a cover design. But sometimes the skills of a professional designer are beyond our

budget.

So if you want to improve your knowledge of book cover design, this book is for you!

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Jacqueline Morrison:

Spent a free time to be fun activity to complete! A lot of people spent their down time with their family, or their very own friends. Usually they doing activity like watching television, about to beach, or picnic from the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? Could possibly be reading a book can be option to fill your cost-free time/ holiday. The first thing that you will ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the publication untitled DIY eBook Covers: Design Principles for Non-Designers (How to sell more books, 1) can be excellent book to read. May be it might be best activity to you.

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