

Do You Judge A Book By Its Cover!

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**Do You Judge A Book By Its Cover!**

**By Andrew Eaton**

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The difference between having an ultra-attractive e-book cover and an average one can be the difference between an e-book with five downloads, or an e-book with five thousand downloads.

Distinctive and professional e-book covers are proven to increase sales significantly. You can use them in advertisements to lure people to your e-book. They also entice people to actually read the ad copy, something many Internet surfers just dread doing. When it comes to Internet advertising, pictures speak louder than words.

So how do you create a professional eCover!

There are too options for this

1. DIY (Do It Yourself)
2. PAY (Cost Up To \$150)

lets look at both of the above options and focus on them a little more.

#1 DIY (Do It Yourself)

- You can spend hours trying to create just 1 eCover
- Software To Compile/Edit (Up To \$97 Or More
- Graphics (Cost Hundreds Of Dollars)
- Complete when you finish it

## Do You Judge A Book By Its Cover!

My first eCover took just over 2 hours and I thought it was amazing, boy was I wrong it was awful.

I now create eCovers for a living and make a nice tidy sum.

#2 PAY (Hire Someone)

- When you have no time
- Costs an arm and a leg
- Looks Professional
  
- Complete within 2–5 days

When I first started creating eCovers I spent all day trying to find ways to make it easy, and this is what I found:

- Hemera graphics (100,000 high quality photos)
- Adobe Photoshop to do my editing

The above is all you need to create stunning covers; I'm sure if I can do it then so can you.

Its not hard to create eCovers, however if you have the time, resources, then I would suggest you start creating them, but most people only need 1 eCover.

So why spend up to \$300 or more for just one eCover, in that case I would highly recommend paying someone to create them for you.

You can find dozens of experts just do a search on Google for "eCovers, etc."

Thanks And Good Luck With your eCovers.

### **Does your Book Cover Pass the "Ignore" Test?**

**By Ovi Dogar – The CoversExpert**

Your book cover is the first impression a potential client has with your book. The book cover design and message will determine if your book will be ignored or bought.

Go to your website and have a look at your current cover. Ovi Dogar has put together the ultimate book cover test. Learn if your book cover will pass or be ignored.

Color Test: Colorful covers can add to your professional image. Too much color can be detracting.

## Do You Judge A Book By Its Cover!

Trash your cover if it has more than 3 colors unless it's a photograph.

Message: Your book cover should clearly tell people what the book is about and offer a meaningful benefit. Your book cover should include: title, author's name, main benefit and your website's URL.

Image Match: Your book cover should match your book's message. If your book is about marketing then the cover should be designed with that thing in mind. If your book cover is out of synch with your message, it's time to get a new cover.

Font Type: One client of mine thought that it is a good idea to use many fonts on his cover. I've asked him how many fonts he wants me to use? His answer was: "How many do you have?" :)

Well, needless to say: use more than three fonts on your book cover and it is doomed.

Font Size: Is your book cover crammed with information? White space (as in "less text") on the cover will make it easier to absorb your message. If you have a lot to say, just keep in mind the small image your visitor will see at your site. Is the text so tiny that it is unreadable? This one is going to be ignored.

Image Quality: Is your book cover of professional quality or is it unconvincing and cheap looking? Cheap covers are ignored.

You only have one chance to make a great first impression. Make sure you invest in the best book covers you can afford. The book cover is your introduction to a reader, for the today's low cost of professionally designed covers that is money well spent.

Ovi Dogar is specialized in the creation of virtual book covers that really sell. Check out some recent samples of his artwork at

Does your Book Cover Pass the "Ignore" Test?

You Do Judge a Book or Ebook by Its Cover

Don't Hold A Grudge Against Me!

Flat Tires, Slow Leaks, and Online Marketing

Titles Sell Books

Ebook cover Software

Instant Cover Graphics!

How To Find A Topic For Your Ebook

Organic Secrets

ScrollPops

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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**