

This Free E-Book is brought to you by Natural-Aging.com.



You Do Judge a Book or Ebook by Its Cover

By Leva Duell

Do you buy ugly books? Probably not. Book covers sell books. Ask any bookstore manager. Ask any successful Web site that sells books.

"Don't judge a book by its cover." We've all heard this saying before but the truth is, we all do it anyway.

First impressions greatly influence how we judge people. Impressions are no less important when it comes to the items we buy. For example, imagine that you are looking through a magazine. You come to a page that has two nearly identical ads side by side. Both ads are selling books on the same subject. However, in one ad the book is shown with a plain cover with text only and no illustrations. In the other ad, the book has a colorful, illustrated cover, along with the text. Now, which ad is likely to catch your interest?

Sure, the title and other text will go a long way to inform of the book's contents. But, unconsciously you are going to be attracted to the illustrated cover. Your impression will be that this book has greater value. Simply put, you decide that "what you see is what you get" and that is usually enough to sway you to buy that particular book.

Let's say you visit two different Web sites, both selling an ebook about starting a home-based business.

On one site, the book cover is a flat rectangle representing the basic shape of the front of a book. Furthermore, while it has some color and illustrations, these images have nothing to do with the subject of the book, plus the photo is a little blurry.

The second site shows a three-dimensional ebook image. It "looks" like a real book. The picture conveys a mom working on a computer with a child on her lap, representing a home-based computer business. Added to that, the photo and the colors on the cover image all work well together.

You Do Judge a Book or Ebook by Its Cover

Now, which ebook are you likely to be drawn to? Which one gives you a sense that it has greater value? Clearly, the one represented by the well–designed, 3D cover with a relevant image will influence you in a more positive way, and will more likely induce you to purchase that book.

Every successful marketer learned back in Marketing 101 that the packaging will most often determine how well an item will sell. Successful Internet marketers of ebooks and software already know this. These ebook and software sellers understand the importance of the cover design (book or box). They use quality 3D images to represent their products and increase their perceived value.

Let's put it this way: You may have produced the world's most important book on your subject, but who is going to know if nobody reads it?

A quality ebook image is vital to your ebook sales! If you are selling a book on the Internet (heck, even if you are giving it away), your marketing success is going to depend on how potential buyers perceive its value.

Put a little more crudely, dress your ebook in rags, showing a flat cover with no illustrations or inappropriate images, and no one will want it. Display your ebook in the equivalent of a tuxedo, a 3D cover with well–thought–out images, colors and title text, and you will instantly boost your ebook sales!

Boost your ebook sales with quality 3D ebook covers! FREE 34+ clipart and photo resources. Quality custom design of Web graphics –

<http://www.QualityEbookCovers.com>

What Comes First – The Cover or The eBook?

By Ovi Dogar

One of biggest trend these days is related to ebooks. Because of their viral nature, ebooks are a great way to increase traffic to a site and that's why everyone has to write at least one.

There are millions of ebooks online and everyday there are at more then one hundred new ebooks that hit the stands of the online library. Some of them are free, other not. But they are all full of fresh information or they will be forgotten.

As a reader, it's tough to decide which one to read and which not. That's why most surfers do pretty much the same thing they do in a real library.

Remember the last time you were in a real library or bookstore? If you are like me, you will more than likely base your decision of reading or buying a book on the first stimulus that catch your eye. And that one stimulus is the COVER.

And that's the way everyone decides to read or buy a book: **THEY LOOK AT THE COVER AND**

MAKE THEIR DECISION BASED ON IT!

So, what must accomplish a great cover?

First, it has to be an eye-catching cover so the visitor will pick up your ebook instead of the ebook of your competitors.

Second, even if the cover piqued your visitor's attention it also have to be interesting enough to make him actually read your ebook.

How can you make a cover to stand out in a sea of covers?

Well, this is not an easy task if you have no design experience? Why? Because, even if your cover is different then all the other ones, it may be different in a wrong way.

You have to consider the general nuance of color for the cover, the main and the secondary font.

Here are a few general tips for you: The colors tell a lot about the general subject of the ebook so you must use them accordingly Use a combination between red, blue, black and white Yellow it's OK used sparingly in combination with black because it generates the strongest contrast Always use a strong font for the main title – Impact its fine if the title is longer and Arial Black for shorter ones. If your ebook is on a lighter subject you can toy around with different fonts but never use more than three different fonts for the same cover The cover should contain: the main title one teaser phrase or a good subtitle the author name and eventually the URL of the ebook (avoid using http:// and subdirectories) usually a simple domain name will do just fine.

And finally one more tip: always KISS: Keep It Simple Stupid. Do not forget that the cover will be a small image and if you fill it with lot of info, it will be unreadable.

Ovi Dogar specializes in the creation of professional, custom-made covers that really sell.
Send an email to

templates@absolutecovers.com

and get instant access to over 20 professional cover

templates.

ovi@absolutecovers.com

What Comes First – The Cover or The eBook?

Don't Judge An Ebook By Its Cover

Does your Book Cover Pass the "Ignore" Test?

How to Use Internet Marketing to Sell Your Own eBook

WHAT IS THE REAL PURPOSE OF THE eBook?

- Ebook cover Software
- Instant Cover Graphics!
- How To Find A Topic For Your Ebook
- Organic Secrets
- Money Making Flashy Designs in a Box



This Free E-Book has been brought to you by Natural-Aging.com.

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