

CREATE ATTENTION GRABBING BOOK COVERS
THAT SIMPLY DRAW PEOPLE IN TO BUY YOUR BOOKS

COVER CREATION TIPS



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A BETTER BOOK COVER

How to Create an Attention-Grabbing Book

How you choose your finished book to look is VERY important. You need to spend a bit of time researching other books in your genre to get an idea of what style of covers seem to be the most popular.

In other words, you want to create covers that are similar in design to the top selling books. Let's face it, one of the reasons why those books are top selling IS because of their covers. It certainly is a factor.

While I have seen books with pretty crappy covers do well, (usually from authors with an established following), for the most part people **do** judge a book by its cover. This makes getting a quality cover created of the utmost importance.

If the thought of designing your own book covers intimidates you, (I get it...I was like that the first time I designed a book cover), then have no fear because you don't actually have to do any of the actual designing. You can pay someone on [Fiverr.com](https://www.fiverr.com) to do all that tech stuff for you.

Having said that, YOU DO want to have a rough idea of how you want the cover to look, even if you are not creating it yourself.

If you are using an outside source to create the covers for you then you will need to provide them with some detailed instructions of how you want your book cover to look.

This is why you need to do some research first. Personally if you plan on making something of this business method, if you plan on growing

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your own nonfiction book empire then I would suggest you at least learn how to create your own covers...over time.

One of the reasons for this is because you will not have to wait on others to provide you with your covers. If you find a good cover designer then chances are they will have a backlog of work which means you will have to get in line.

Also, there is no guarantee that you will like the cover the first time round...which means you have to wait another few days until the person gets it to look how you want it.

Another big reason why it is better to do your own covers is that it won't cost you anything....except for your time!

Having said all that, there is nothing wrong with outsourcing your covers as long as you find someone who can do a good job and not charge you a fortune.

If I wasn't such a perfectionist I would probably find myself a good designer and pay them to do all my covers but the truth is I enjoy creating my own covers...it gives me a sense of achievement...mostly because I learn something new every time.

I am not a trained graphic designer, but I learned the basics of photo editing by experimenting with Photoshop and refined my skills over time.

The benefits of learning basic photo editing are that you can, **A)** Make your own graphics whenever you want without the cost of hiring a designer, **B)** Make minor edits to graphics a designer may have created for you, **C)** Create "rough drafts" to send to a graphic designer so they have a base to work off of.

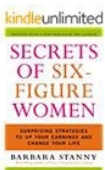


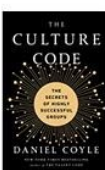
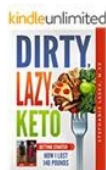



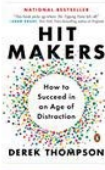

If you can't do it yourself and make it look professional, I highly

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recommend using a professional cover creator. I am sure you can still find them on Fiverr.com but of course it will cost a lot more.

Find Inspiration & Ideas for Your Cover

I recommend spending a bit of time surfing [Amazon bestselling books](#) in your category to find what is popular and what you like.

<div>#66</div>  <p>Secrets of Six-Figure Women: Surprising... Barbara Stanny ★★★★★ 198 Kindle Edition \$11.36</p>	<div>#67</div>  <p>Bind, Torture, Kill: The Inside Story of BTK, the... Roy Wenzel ★★★★★ 324 Kindle Edition \$4.92</p>	<div>#68</div>  <p>Inheritance: A Memoir of Genealogy, Paternity,... Dani Shapiro ★★★★★ 55 Kindle Edition \$18.64</p>	<div>#69</div>  <p>The Culture Code: The Secrets of Highly... Daniel Coyle ★★★★★ 217 Kindle Edition</p>	<div>#70</div>  <p>DIRTY, LAZY, KETO: Getting Started: How I Lost... William and Stephanie Laska ★★★★★ 292 Kindle Edition \$9.71</p>
<div>#71</div>  <p>One Thousand Gifts: A Dare to Live Fully Right... Ann Voskamp ★★★★★ 2,710 Kindle Edition \$14.52</p>	<div>#72</div>  <p>Human by Design: From Evolution by Chance to... Gregg Braden ★★★★★ 91 Kindle Edition \$1.12</p>	<div>#73</div>  <p>The Library Book Susan Orlean ★★★★★ 409 Kindle Edition \$18.43</p>	<div>#74</div>  <p>HIT MAKERS: How to Succeed in an Age of... Derek Thompson ★★★★★ 145 Kindle Edition</p>	<div>#75</div>  <p>Polar Vortex Matthew Mather ★★★★★ 140 Kindle Edition \$4.53</p>

While it always helps to “stand out” and not simply copy what everyone else is doing, it's also important to model what is successful. What makes a book cover look professional?

Simple color schemes such as using a maximum of 4 primary colors. Matching colors in photos with colors of the font and background can also help.

Use a good contrast of colors; light on dark or dark on light. Use complementary colors. I simply look at other successful book covers and mimic their color scheme.

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I may also mimic the color scheme of a website or product design. I would use modern looking fonts for the title that are easy to read at thumbnail size. Avoid fonts like Times New Roman and other fonts people associate with writing rather than graphic design.

You need to make proper use of stock photos. Cheesy stock photos are the biggest sign of amateurish covers, but a good looking stock photo might be all that you need to make a captivating cover with little other work. When in doubt, simpler is better.

You can use [DaFont](#) or [Fontsquirell](#) to get free commercial use fonts that are sleek and modern. For images you can use [Fotolia](#) or [istockphoto](#) to find royalty free photos, (able to use commercially) that can be purchased for around \$5.

You can also try a free stock image library like [Pixabay](#) or [Unsplash](#) which have thousands of images that you can use without attribution. Or, for a significantly wider choice of images, try one of the large libraries like [Shutterstock](#): depending on what graphics you're after, the license fee may only be a few dollars.

Here is a list of other places you can get images from:

VECTOR IMAGE SITES

[Dribble](#)

[Vector Characters](#)

[Retro Vectors](#)

[Vector4Free](#)

[Vecteezy](#)

[123FreeVectors](#)

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[FreePik](#)

[Vector-Finder](#)

[Free Vectors](#)

[Dapino Graphics](#)

[Vecto2000](#)

[Vector.me](#)

[VectorFreak](#)

[Spread](#)

[Deviant Art](#)

[Vectors4all](#)

[Vector Stock](#)

[1001 Free Downloads](#)

[Vector Junky](#)

CLIPART IMAGE SITES

[Mycutegraphics.com](#)

[Clker](#)

[OpenClipart.org](#)

[WPClipart](#)

[All Free Clipart](#)

[ClipartLord](#)

[HassleFreeClipart](#)

[Antique Clipart](#)

[Sweet Clipart](#)

[AAAClipart.com](#)

[Classroom Clipart](#)

[School Clipart](#)

[ClipArt Etc](#)

[Webweaver's Free Clipart](#)

[Clipart Of](#)

[PD Clip Art](#)

Choose Your cover Design Software



So let's say you wanted to give it a go...you want to create your own covers but you are a total beginner when it comes to imaging software.

Not to worry, because there are a few options to choose from, the first of which will be free software without much of a learning curve.

You can try [Gimp](#) which is actually very similar to Photoshop and it is available for both mac and windows.

You can also try [Paint.net](#) which is a popular imaging software for beginners trying to learn the basics.

Another very easy to use program that is perfect for beginner book cover creating is [Canva](#). It can produce some smart-looking covers however, somewhat limited by the number of templates they have in any given genre.

Another way you can design your own book covers is by using the in-built free cover design program within [KDP](#). It's called the [Kindle Cover Creator](#) and it is very easy to use.

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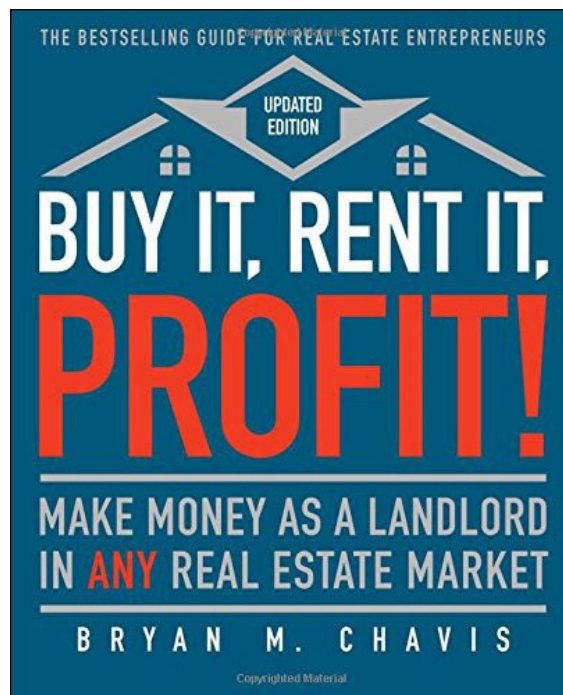
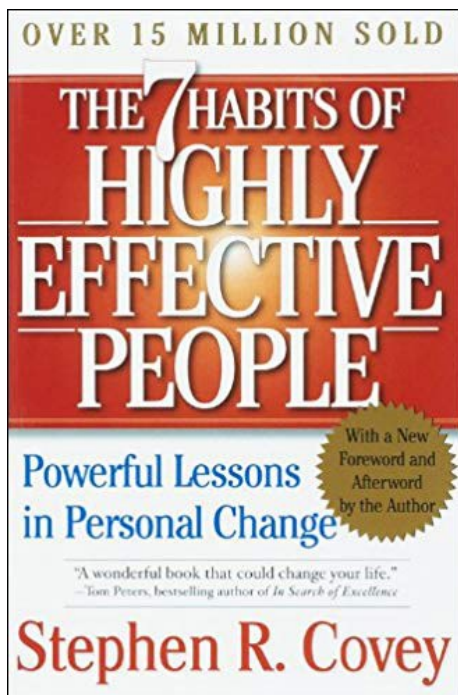
You can see the basics of the Kindle Cover Creator tool at the end of the **KDP PRINT ON DEMAND TUTORIAL PDF** which you will find in the **EXTRAS** folder that came with the **NONFICTION FASTLANE** course.

Cover styles and designs

Nonfiction covers take the opposite approach from fiction: the more information on the cover, the better.

Titles can be longer than those for fiction. The title and subtitle should be compelling and specific, full of promises and filled with keywords.

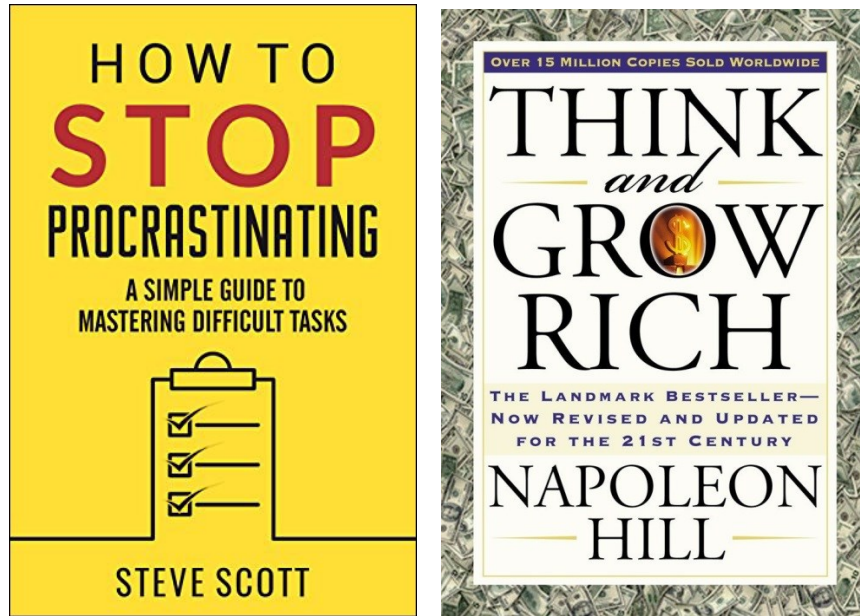
Remember that for nonfiction books, buyers want to know that the book contains useful information for them. The design should be straightforward, which gives the perception of reliable advice.



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The option to use more text can lead to a cluttered cover, however. Make sure your cover is not cluttered with superfluous words. Try and strike a balance.

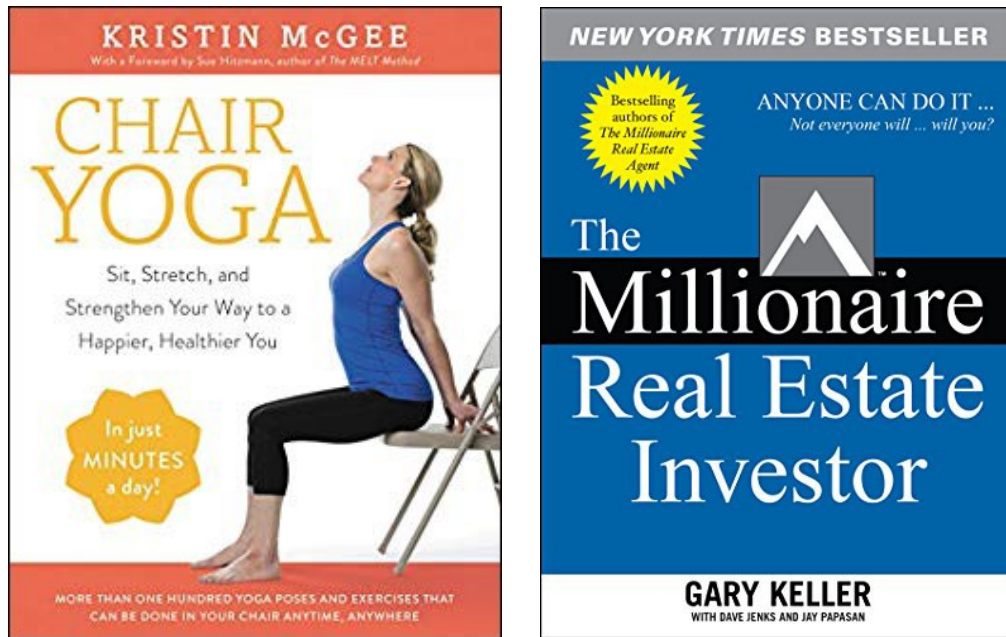
In addition, the title, subtitle and author name should be arranged in a hierarchy to lead the reader's eye through the information and make sure the important info stands out.



Just as with works of fiction, the fonts and colors used on the cover should reflect the genre of the book. For example, books on health and fitness should look different than books on real estate.

Compare the covers below:

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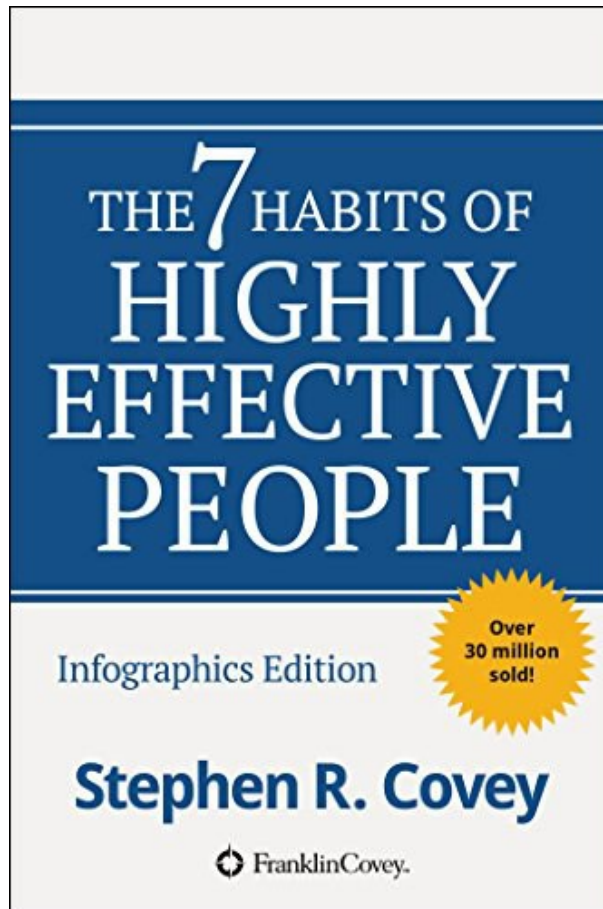
Just to help you along a little bit we are going to take a look at some of the biggest sellers in fiction. This will give you a better idea of what you need to be looking for when putting your book cover together.

I will be grabbing covers from the [Kindle eBooks/Nonfiction](#) category but when you do your own research you can dig deeper into the sub-categories.

This first book is a huge seller and has been at the top for a very long time. It is currently ranked at #3 in Kindle eBooks/Nonfiction.

Anyway, take a look at this cover and think about what it is that makes it so special...or not so special for that matter.

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Of course, we cannot ignore the fact that the book has gained a massive reputation over the years which obviously helps in the sales but still, just look at how easy on the eye the cover is.

What are your eyes immediately drawn too?

The number “7” and then the large font title right?

The plain background with just a few different uses of color keeps the whole thing basic but to the point. The title is what is important here.

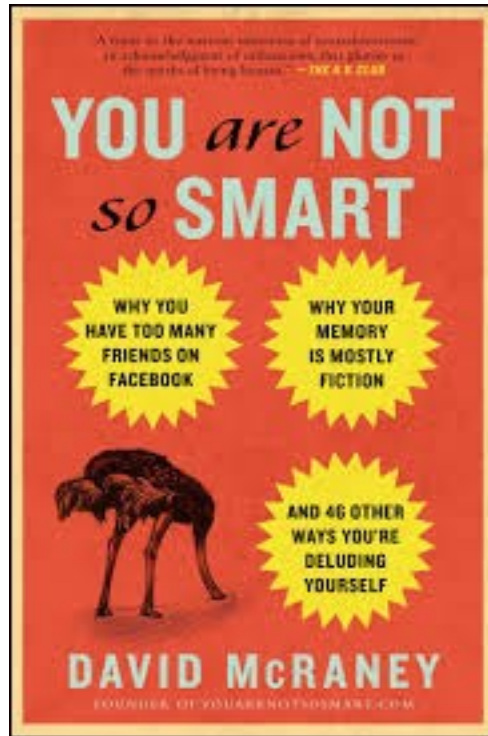
Also, look at the little orange badge in the bottom right mentioning how there were, “Over 30 million books sold!” That in itself will get people to buy!

Bear in mind you can’t just go slapping badges on your covers claiming to have sold millions of books when you haven’t...that would not be

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right.

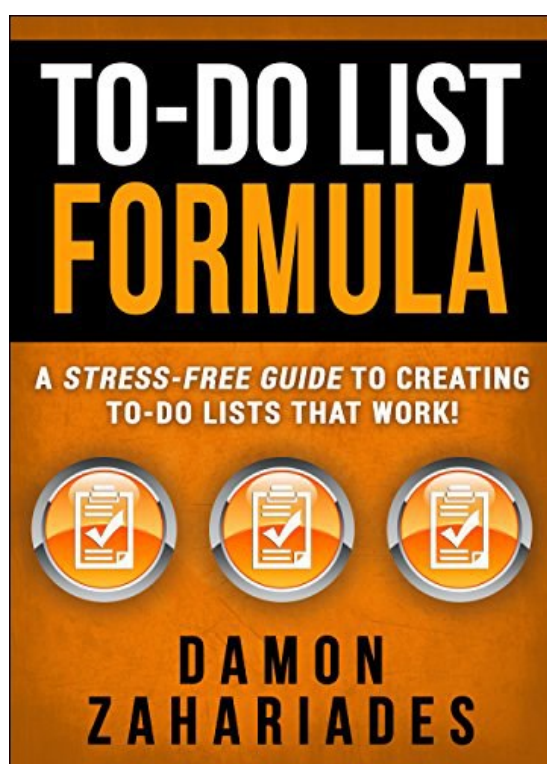
This next book is ranked at #12 in Kindle eBooks/Nonfiction. Again we have a simple looking cover that makes very good use of the font styling.



Something like this may be a little risky for someone creating their first cover as it is kind of hit and miss. I don't particularly like it but it works.

The creator made good use of adding mini subtitles inside of those yellow flash style badges. It's a great way to get the point of your book across without filling the title space with words.

This next book is ranked at #20 in Kindle eBooks/Nonfiction.



I really like this cover as it fits in perfectly with nonfiction. It's a mixture of very similar colors that complement each other. It has a nice big title with the most basic of font used; nothing flashy at all.

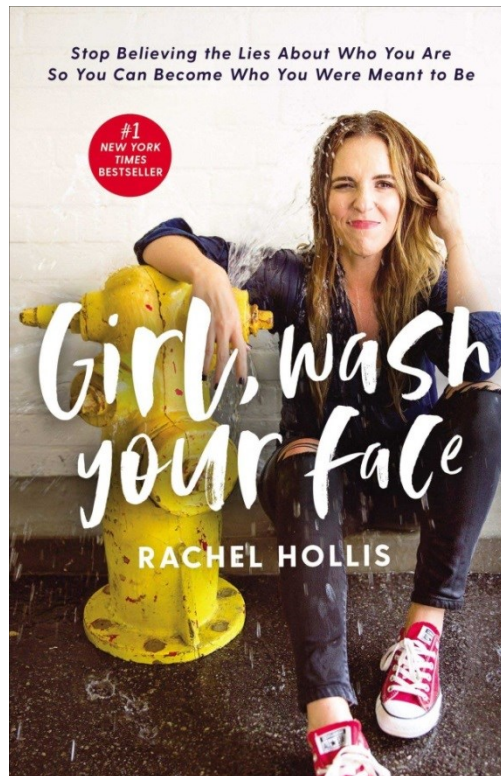
I like how they enlarged the author name at the bottom like they are implying that the author is someone well known, important or a big name in that niche market.

I think anyone can create something very similar to this as there are no real visual effects that I can see other than the shading.

You don't have to be an expert cover designer to create this but it does the trick by being easy on the eye with a large title that tells you exactly what you are getting.

Take a look at this next book. This is ranked #22 in Kindle eBooks/Nonfiction.

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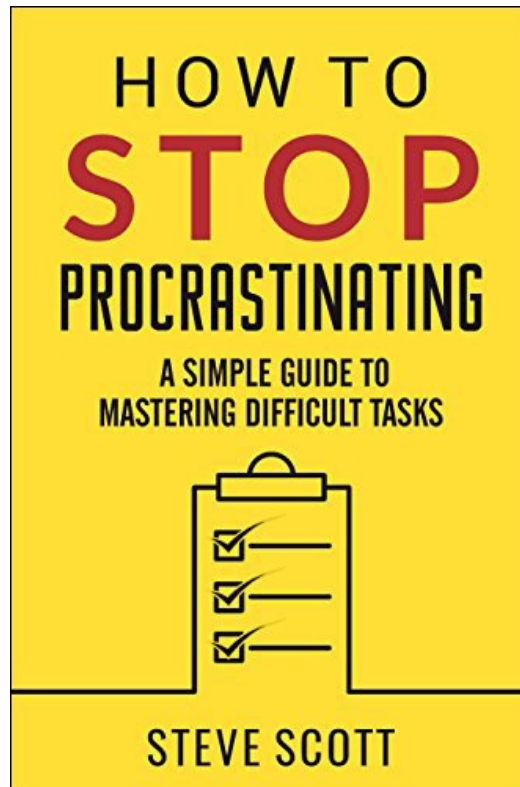
I don't like this cover at all. The font used is almost unreadable, the red badge is so small it is almost unimportant and the subtitle font is also too small and does not stand out.

Now, maybe that was the whole point of the cover; to look messy which I get...considering the title however, it still looks like someone put this together in their lunch break!

I am guessing that they are relying on the image to do most of the selling. Well, it's at number 22 so it's selling a lot of copies regardless of the amateurish cover.

This next book looks very basic but it really gets the job done. It's selling well in Kindle eBooks/Nonfiction ranked at #34. It just gets straight to the point with that bright yellow background really drawing you in.

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The big red STOP is well placed at eye level and then a simple image of a list at the bottom. No messing around, to the point...stop procrastinating. Nice job.

Overall, when you look at these covers and others in the top 100 you can see that there are some similarities in color, font use, font size and image use.

The trick is to keep it simple and this is especially so if you have zero experience in design. Don't try to design something that is beyond your skill level...it will be noticeable. Trust me...I can vouch for that!

Keep your book covers stupid simple and don't forget you need to catch people's attention. If you get their attention then you have a better chance of making a sale.

If you are creating a physical print book then your cover needs to be a one-piece, wraparound that includes your front cover, back cover and

spine.

Your front cover should have the title, subtitle, if any, and author name. It may also have whatever image you chose.

Book Cover General Tips

The tips below are just general and tend to work well with the inexperienced cover designer. As you become more experienced these general rules tend to get broken.

- The title should be big and easy to read because people will first encounter your cover on a screen, not on a shelf.
- Don't forget to review a thumbnail image of the cover. Is the cover compelling at a small size? More people are buying books on a Kindle or mobile device, so you want the cover to read clearly no matter where it appears. You should also anticipate what the cover looks like in grayscale.
- No font explosions or special styling. Usually a cover should not use more than 2 fonts. Avoid the temptation to put words in caps, italics caps, outlined caps, all on one cover!
- Whatever images you use, the better the quality the better your book cover will look. Nuff said!
- Avoid gradients. Leave these to the pros.
- Avoid garish color combinations. Sometimes such covers are meant to catch people's attention. Usually, it just makes your book look freakish.
- Avoid using too many colors. I usually stick to around a max of three maybe four if the colors are a little on the dull side.

Title Tips

- Use Subtitles: If the title above was just "Girl, Wash Your Face," it probably wouldn't get as much attention. However, it's the subtitle of, "Stop Believing the Lies About Who You Are So You Can Become Who You Were Meant to Be," that clearly illustrates what the book is about.
- Show benefits: Highlight the benefits of your book, so people know how it will help them, For example, "How to...", "5 Ways to...", "Your No-Nonsense Guide to..."
- Tap into emotions: Great titles often evoke some form of emotion. What makes your target audience excited, what do they fear and what do they hope for?
- Make sure it flows: Whether the title is said aloud or in the mind, the title should contain words that are easy to pronounce and remember.

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