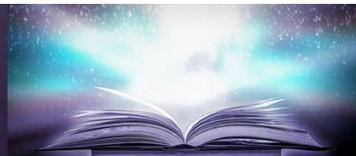


Design Covers Like a Pro

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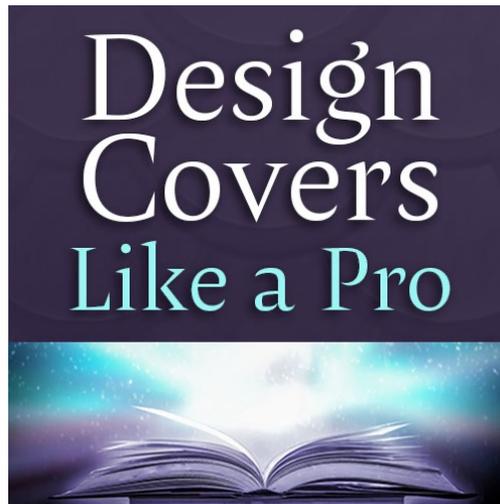
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<https://www.easydesignseries.com/covers>

Design Covers Like a Pro



Your Cover Matters...

Are You Communicating “Success” or “Failure With Your Book Cover’s Design?

It’s not enough to write your book! Good enough is NOT good enough! Presentation is everything!

Would you leave your baby naked, malnourished and alone? Of course not! So what does your book’s design SAY about your message, your brand and your reputation?

The quickest way to communicate “FAIL” with your book OTHER than a poor cover design...

- Formatting and Consistency
- Spelling and Punctuation Issues
- Poor Organization and Flow

Poor design is one of the primary sources for negative reviews. Don’t make it EASY for Publishers to push your book aside!

Commercial publishers GET this! They understand! All things being equal, if YOUR book doesn’t meet industry standards, you WILL leave money on the table...and likely a LOT more!

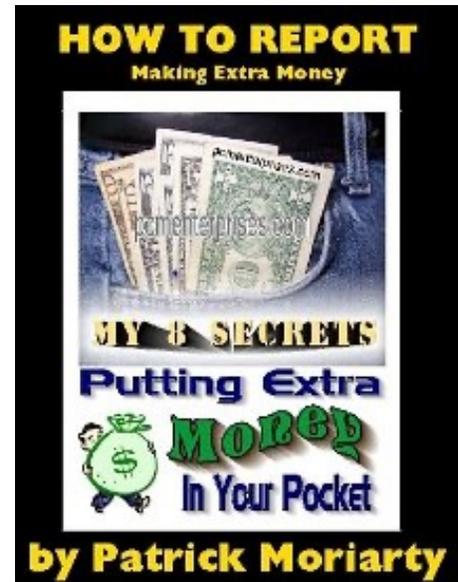
Honestly, the publishing industry wants your book to fail. If it does it means MORE money and less competition for them.



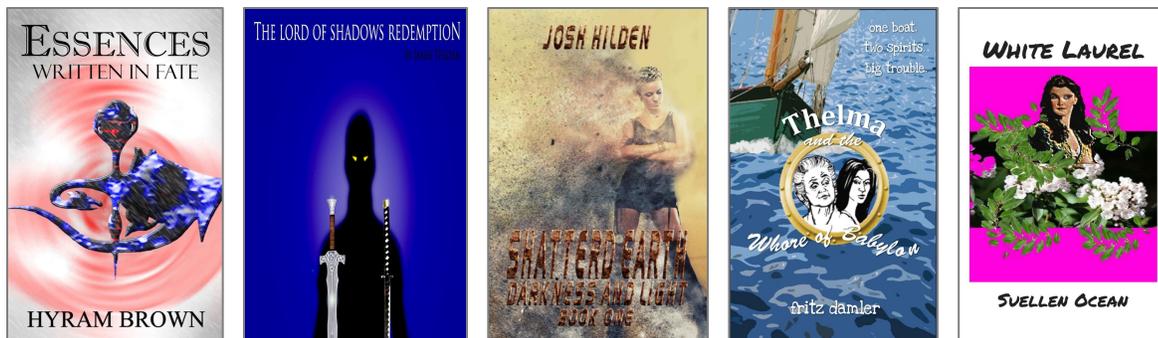
7 Cover Design Mistakes...

Avoid These Like the Plague:

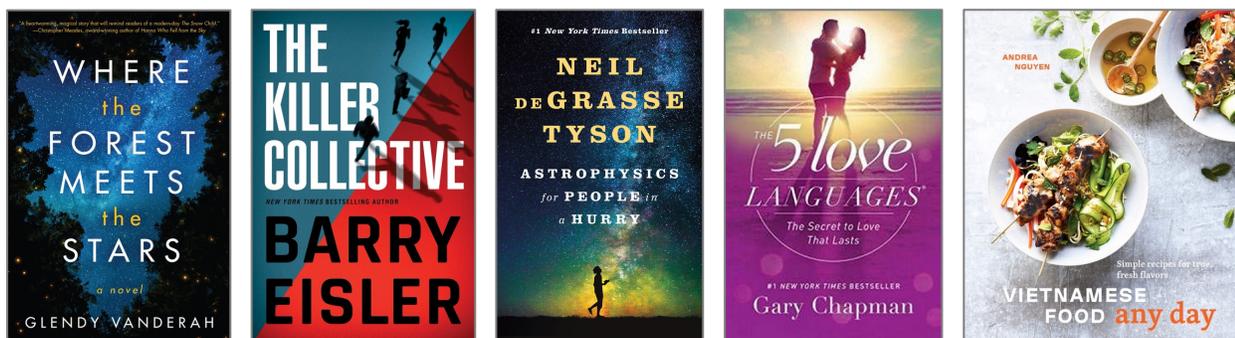
1. No natural flow to the design.
2. Including too much info.
3. Too many different font types.
4. Font readability.
5. Competing colors.
6. Poor image choices.
7. Resolution issues.



BAD Cover Design Examples



GOOD Cover Design Examples



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The Key Elements...

A Book Is Judged By Its Cover...

We are visual AND logical AND emotional people. Our cover communicates our book's story on multiple levels.

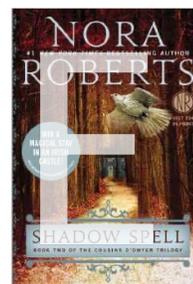
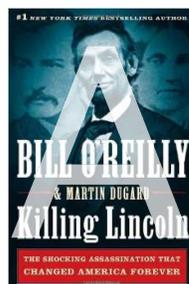
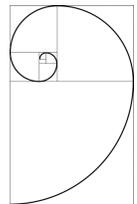
- Title and Author Information
- Secondary Text Information
- Font Choices
- Color Choices
- Photographs / Graphics
- Subconscious Communications

It's All About Flow...

The reader's eye needs to follow a logical path! We are programmed to recognize certain patterns.

Below are some of the patterns most commonly used in book cover design.

Z E V A O



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The Key Elements...

Fonts: Balancing Readability With Design...

Readability at small sizes is important...however...there are other elements you need to pay attention to as well to make the best choices for your design, like...

- Using all UPPERCASE, Title Case or all lowercase.
- Mixing fonts (like a script with a bold) or font weights (like a bold and thin version).
- Font Size and Spacing.
- Color and Shade.

Most Important: Font choice REALLY matters! Pay attention to design trends!

You ALSO want to consider what “Story” your font choices are communicating. Is it aligned with your book’s message? The samples below serve as an example...

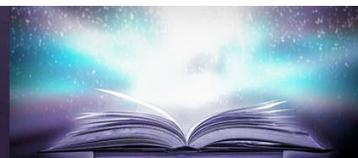
THE JOURNEY TO AN ABUNDANT LIFE

The Journey to an Abundant Life

The Journey to an Abundant Life

The Journey to an Abundant Life

The Journey to an Abundant Life



The Key Elements...

Your Cover's Color Palette...

Color is as much a part of the storytelling as every other element. There is an underlying emotional connection with color based on the world around us.

Color can create a very visceral trigger response to our covers...so USE it to your benefit when it makes sense. Please understand, however, that most colors can have both positive and negative connotations.

For Example...

Red: *love, energy, power, action, strength, passion, heat, desire, determination, courage, anger, danger, warning, rage, war, impatience, stop.*

Black: *protection, dramatic, serious, classy, formality, secrecy, death, evil, mystery, strength, authority*

Blue: *tranquility, love, loyalty, security, trust, intelligence, coldness, fear, masculinity, calming, truth, heaven, confidence*

Gold: *wealth, prosperity, valuable, traditional, greed, dreamer, extravagant, prestige, wisdom*

Green: *money, growth, fertility, freshness, healing, envy, jealousy, guilt, disorder, life, renewal, balance, harmony, go*

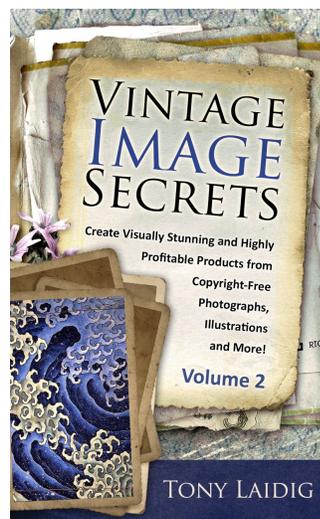


The Key Elements...

Choosing the Right Design Elements...

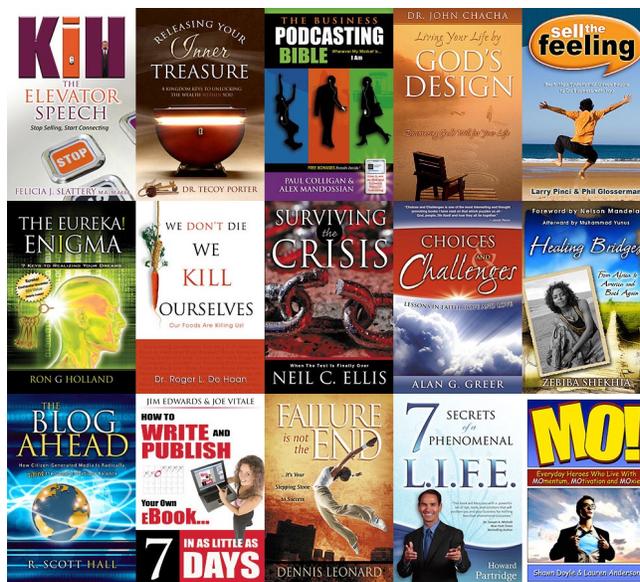
Design Elements include:

- Photographs
- Illustrations
- Shapes (solid or gradient)
- Lines
- Patterns
- Shadows and Glows



Some “rules” to keep in mind when choosing Design Elements include...

- Does the image visually or metaphorically communicate the “story” of your book and message?
- Are there logical areas to place text?
- Will the image overpower the text areas?
- Full cover image or positioned in a box?
- Does it make sense to combine multiple images?



A Few of the 600 Book Covers I've Designed Over the Years.

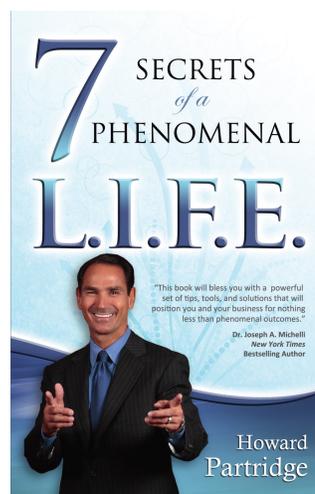
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The Key Elements...

Your Front Cover May Include...

- Title
- Subtitle (if any)
- Author Name
- Series Info (if any)
- Foreword (if any)
- Endorsement (if any)
- Bonus Info (if any)



Your Spine May Include...

- Title
- Author Name
- Logo (optional)

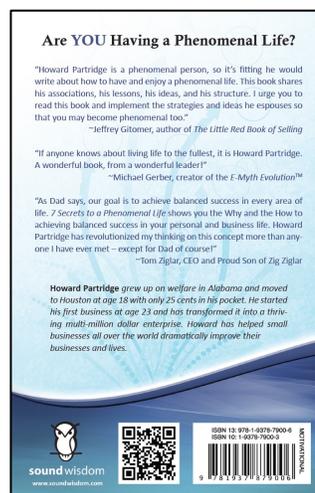
7 SECRETS of a PHENOMENAL L.I.F.E.

Howard Partridge



Your Back Cover May Include...

- Header title
- About the book
- Testimonials
- Author bio
- Author photo
- Logo or contact info
- Publisher Logo
- ISBN and Barcode
- QR Codes



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Understand This...

This ALL Really Does Matter...

Do you want to doom your book or product to failure at worst or mediocrity at best?

Are you committed to making your message the BEST it can be...to compete with (and win against) traditional publishers?

AWESOME!

What I've shared here will help you achieve the quality of design and professionalism your book deserves!

The Next Step...

“Design Covers Like a Pro” is a brand-new training with a primary focus on demonstrating HOW to bring this all together. Rather than teach ABOUT design, I will primarily be demonstrating HOW to create or **reboot** your cover using proven design skills that anyone can master. Learning by example is the best way to learn and it will give you a first-hand view of what I shared here in action.

Claim your spot TODAY using the link below.

<https://www.easydesignseries.com/covers>

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