

# Creating eBook Covers to Increase the Sale of Your Information Products

There are several factors involved in the publication and sale of an ebook. Since so many people are selling their ebooks online, you will need to give them a great reason to buy your ebook. As such, the first thing that people will look at in your eBook is your ecover. A



professionally designed ecover will attract more sales than your average ebook.

Now there are two options for you to choose from in your ecover design. You can either hire a professional graphics illustrator to design your ecover, and pay a high price for every design or you can use an online [ecover generator](#).

Here are the top three reasons for using an online ecover

generator:

## 1. Minimize the cost, maximize your profit

An experienced entrepreneur knows that if you are selling a product, your goal should be to minimize the cost of production in order to maximize your profit. By making use of an online ecover generator, you are saving on the cost of hiring a professional to design your ecover for you, thus maximizing the profits.

## 2. The creation of your ecover is totally in your control.

No more need for you to wait until your contractor finishes your project. With an online ecover generator, you can have the satisfaction of immediately seeing your finished product.

## 3. A well-designed ecover adds credibility to your eBook generating more sales.

Have you ever wondered why some ebooks are selling like hotcakes and some are just attracting flies? Look at the ecover, an eBook that may have good content but with a poor ecover will not look like it's worth your money to buy. Having a good ecover adds credibility and value to your eBook and will attract more buyers.

As you can see, making use of an online ecover generator will maximize your profit and give you more control in the publishing of your eBook and generate more sales for your ebook.

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# Ecover Creator: How to Create E-Book Covers

Let's face it, most people are visually stimulated. The right color combination can make us feel at peace or hungry. A crisp picture can do wonders for a marketing plan. This is why designers and graphic artists are making great money designing ebook covers and headers for websites. It seems to say that if you want quality work then you need to pay dearly for it.

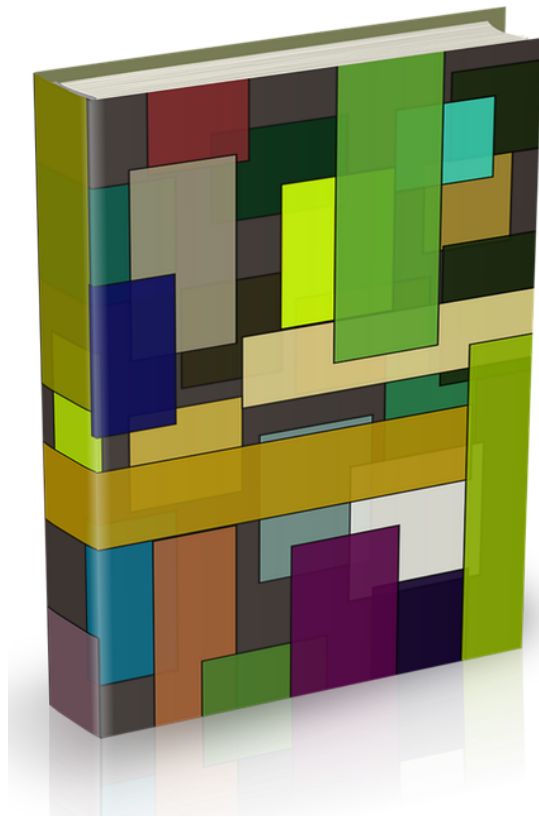
But with the ever changing landscape of technology, there are ways in which you can try to use software to try to augment your needs if you have a small budget for that part of your marketing plan.

If you are already familiar with some software to alter pictures as well as using macros then perhaps you may be able to use [ecover design](#) software in making your own graphics. This might eliminate having to explain to someone else what you want.

Most ecover creators make use of Adobe Photoshop and action scripts to run. So make sure you check the requirement before buying an ecover creator. [Actionscripts](#) are small automated scripts in Adobe Photoshop that automatically performs a series of steps to save the user time for repetitive tasks.

Most ecover creators will provide several actionscripts that allows users to create a good looking eBook or DVD cover in just one click.

The ecover design software allows you to make graphics by means of a step by step procedure. This is by means of an ecover action script. You are going to be able to make more with this



every time. You probably just need to alter the content based on what you need the graphics for.

You don't need necessarily need to be a good graphic artist to be able to create your own eBook cover. Most ecover software creators will include preformatted graphics and actionscripts. Thus, you only need to alter the contents and words to produce a professional and slick looking eBook cover or DVD cover.

Learn how anyone can create amazing ebook cover in just a few seconds with his ebook actionscripts.

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# Use Ebook Covers To Get More Sales

Do you have an eBook that you created but feel that you can do better on the sales side of things? Does your website look like it could sell ice to the Eskimos? Yet it just doesn't convert?

You may have 2 problems with your site and the first is probably the most important of all which is "traffic" without people seeing your offer then what chance of you got of selling them your greatest and best products.

Traffic is also the hardest well actually the most time consuming of all and will take a plan but this article is not about traffic strategies. Just search for traffic on Google and you will find dozens of articles that can help you.

So if you are getting traffic to your websites but still can't sell any of your eBooks you need to consider having an ["ebook cover"](#) created for you or you should look at creating one yourself.



*There are 2 ways to get eBook covers and they are:*

**Outsource** - You can pay a graphic designer anywhere from \$5 to \$200 and more depending on what you need and how good their designs are. If you can afford to get an ecover designed

then go ahead with outsourcing it as these designers practice everyday and know how to get the message across about your product through an ecover.

**Do It Yourself** - If you're a cheapskate like me then you could look to create them yourself, this way you can save the money and use it on other stuff. However you will find that you may produce a rubbish cover or that learning how to create the covers is actually a long process. You will need to search for eBook cover creator or ecover action scripts and this will get you started in your learning path.

So if your site lacks sales then try adding an eBook cover which will make your online eBook look more tangible as most people like to see what they are buying first.

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# E-Book Cover



E-Book cover graphics (which are also sometimes known as "virtual covers" or "ecovers") and box shots (which are also sometimes known as "virtual boxes" or "virtual box shots") are becoming increasingly popular with the authors, partners, distributors and retailers of intangible products, which are delivered over the Internet. These graphics are basically depictions of a product - either a 3-D representation of a book (E-Book cover), or a product

in the box (box shot). E-Book cover graphics are generally used as part of marketing campaigns for E-Books, opt-in email newsletters and reports, whereas box shots are more common for software downloads (including shareware, freeware, and even CGI or PHP scripts), in addition to audio and video downloads.

*Some uses for these types of graphics include:*

- The graphics may be used in the product itself. The graphics may typically appear in the introduction or the title page, and the "About" page (page with the copyright information and version details). Some people also like to put a copy of the these graphics in the headers and footers that appear on each page.
- The graphics can be used in advertising or promotional materials. Usually the creator of a product, will create the appropriate advertising materials ("creative"), but on occasion, others who are marketing the product (for example, affiliates or partners) may do so.
- Many people like to put these graphics to use on their web sites. Sometimes these graphics are purely for decoration or illustration. Other times, they can be used for navigation (for example, allowing the user to choose between different products by clicking on the corresponding cover graphic).

When the question of [eCover creators](#) comes up in discussion forums, you may encounter

some people who argue that these graphics can be deceptive. The usual argument is that E-Book cover graphics represent a physical product, but the product is really tangible.

Personally, I believe that this argument is almost laughable. Anyone who has used a computer, knows that graphics on screen are not be taken literally. I've never heard anybody complain that the icons of scissors (cut icon), clipboards (paste icon), erasers (delete icon) and magnifying glasses (zoom in) that we see on our screens do not correspond to actual physical objects. When you visit an Internet retailer and see groups of young, attractive, and happy smiling faces in the design of the page, nobody complains those aren't the faces of the retailer's customer service people (sorry to dispel any illusions - these pictures are almost always models - which is the reason why you can often the same faces in many independent web sites). In sum, I find it hard to believe that a person could ever be fooled by an E-Book cover graphic or box shot, however just to make it 110% clear to every single one of my visitors, I always include a notice in the web page's footer stating these graphics do not represent actual products which are delivered as Internet downloads.

I could write many more pages about [E-Book cover graphics](#), but I think at this point I have given you a flavor of what they are, and how they might be used. At this point, now that you know why you might want to create one, I'll leave the next step to you.

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