

Designing Book Covers:

By Thomson Chemmanoor

Would you believe that the book cover is actually as important as the book itself? It is only by looking at the front and back cover does the reader decide on whether to buy the book or not. Remember, reviewers only review a few books a week, so they usually go for the books that appear to be the most interesting. So make the book cover as interesting as possible!

When designing book covers, most of the time, sans serif faces are used for display headers and book covers, while the serif typefaces are used for the text of the body for easy readability. Of course, the font size on the cover has to be larger than the font of the text. Make sure the cover typography stands out enough to be read by a bookstore or online book browser, who may spend eight seconds looking at the front cover and fifteen seconds looking at the back cover. Make sure to complete the product description and synopsis fields in the book information page as you finalize the creation of the book. Make it a point to make the book cover design as unique as possible for effective branding purposes. Although there are many free-for-all graphics available on the web, it will cost you in sales if you try to pinch pennies here. Instead, use the help of a professional book cover designer to make your book cover. He has the expertise and fineness to produce a unique book cover design. When designing a book cover, avoid using the same pictures and colors of other books as viewers may associate your cover as a copycat cover. Even though the basic book shape may be similar, the image and graphics used on the cover must be original. Colors depict our different emotions, and thus play an important part in the creation of the book design. If your book is about taking action, red is the preferred color to be used. Use blue if the book is about sales strategies and getting raises as blue is a confidence color. Investment strategy books should have a green cover as green reminds us of money and prosperity. Since orange is associated to stimulating the appetite and represents health, cooking and recipe books should have an orange cover.

Last and foremost, remember that pictures tell all of the books. Use only pictures and graphics that represent the subject of the book. By this, the potential buyer gets an idea of what your book is about just by glancing at the cover. Make sure that the book cover looks professional with smooth and not jagged edges, easily readable title and words and with crisp and clear graphics. So remember, make your book cover unique for if your book does not draw any attention, how do you intend to sell it?

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