



ServeNoMaster 162: Are Bad Covers Killing Your Book Sales?

Subtitle: How to Create Amazing Kindle Book Covers

Key Takeaways:

- **Bad book covers will kill your business**
- **Cover is more important than the title**
- **Do not decide if your book works without looking at the competition**

[0:00] – Are bad book covers killing your book sales?

[1:58] - We judge a book by its cover.

- Images are more important than words.
- Many new authors consider writing to please their audience as selling out, however the definition of the word is changes for different people.

[3:10] – If you want to be successful you have to understand the needs of your clients and customers.

- The process of selling to a company differs from the process of selling directly to your customer.
- People make decisions within the same day, while the company might take months and even years to make a small change.
- As independent author you will be able to make decisions quicker

[5:59] – There are certain mistakes almost all new author make with book covers

- 90% of sale depend on your cover
- Change a cover and people will think it's a new book

[6:37] – Two biggest mistakes people make are phoning and overdoing it.

- Don't hire a cheap artist off of Fiver who will design bad cover
- Don't make your cover too busy
- If people don't like the cover you HAVE to change it

[10:35] – Don't do anything from scratch

- Don't write a book if you haven't read one
- Don't design a cover if you haven't seen book covers

[12:35] – Use the colors that make sense

- Make sure your cover looks good in black and white for people who will use kindle to buy your book.
- Make sure your cover works for big formats as well as small ones.

[14:08] – You should be testing different version of your cover

- Change you cover once a week to see which one gets you more sales

[14:56] – Post your cover on my Facebook page or email it to me and I will take a look at it, I will give you an advice.

[16:58] – Thank you for listening!

Resources – <https://servenomaster.com/checklist>

Sponsor PayKickstart – <https://servenomaster.com/paykickstart>

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