
PRIDE, PREJUDICE,
& PRETTY
COVERS

101

1 **KEYWORDS**

Get your cover seen.

2 **COVERS**

Get you the click to your blurb.

3 **BLURB**

Gets your book downloaded.

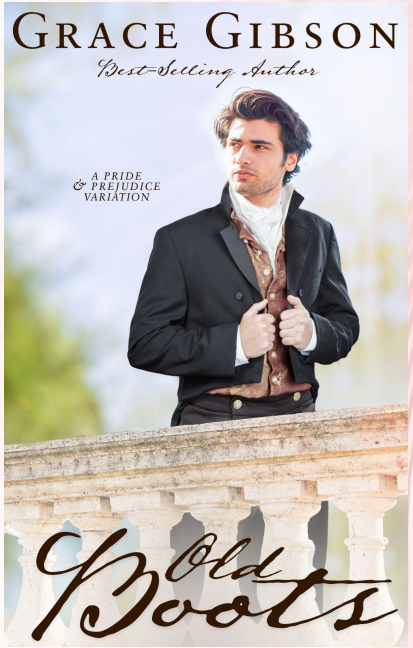



INCREASING
CLICK THROUGH RATES
WITH
COVERS

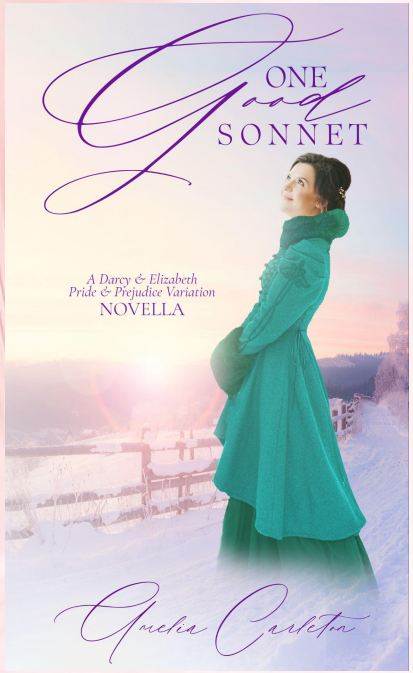
Convey Mood & Emotion *with* LIGHT & DARK

Light & Bright

Low Angst







Convey Mood & Emotion *with* LIGHT & DARK

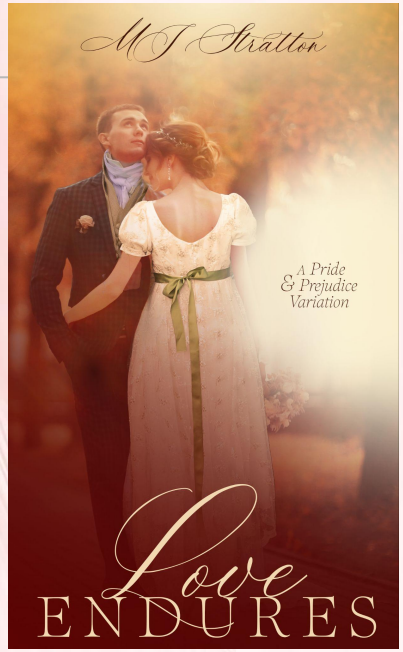
Moody Midtones

Moderate Angst





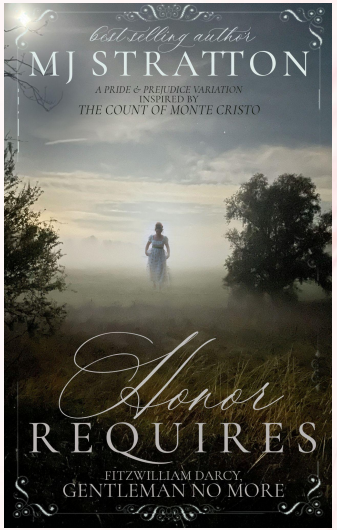




Convey Mood & Emotion *with* LIGHT & DARK

Dark & Moody

High Angst

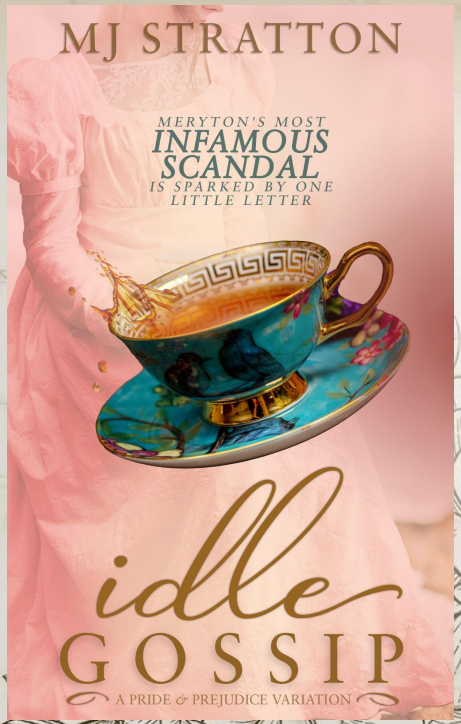








Say Something *with* SYMBOLISM







Captivate *with* Meaningful Colors

COLOR

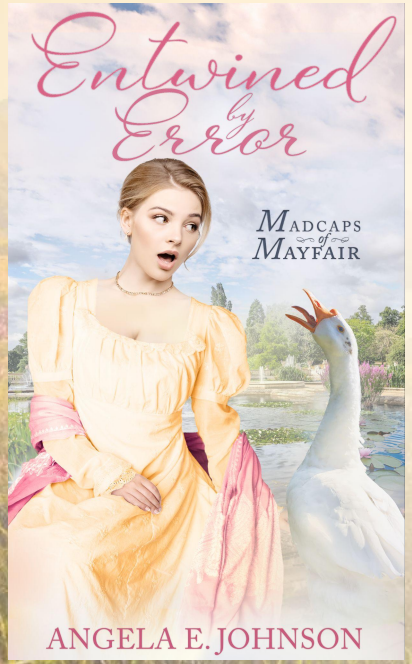






Say *with* Expression

EXPRESSION







Confidential

Common Mistakes that Keep Readers *from* CLICKING



1 Double Spacing Titles

2 Readers not being able to Tell the difference between your Books when they are small

3 You have to read the book Before you understand the cover . Don't accidentally mislead people.

4 Over Emphasizing titles that don't Mean anything to readers

