CREATING COVERS

How to Create Your Book Covers

If you prefer to watch rather than read, you can watch the videos here:
http://www.LowContentPublishing.com/Members/videos.html

Okay, so first up – I enjoy designing stuff in Photoshop, but I'm not amazing at it. Thankfully, we don't have to be! If the thought of designing covers scares you, no worries. There are easy ways to create cover designs quickly and easily.

Here's a free tool you're going to love, especially if you're new to designing: http://www.Canva.com

With Canva, you can create a free account and create both low content book covers as well as interior templates easily.

Here are a few things to keep in mind when creating your covers:

Make sure to save all your images in 300 dpi or higher. Otherwise, your images won't look crisp when printed.

When looking for images, search on marketplaces where you can be sure of licensing rights. Same goes for Canva. If you use the images they give you're fine but if you purchase any of their images you only get personal rights which means you can't use them commercially.

I personally use www.FreePik.com (upgraded version), www.PixaBay.com and I'll sometimes snag cool phrases and quote-based graphics from www.GraphicRiver.com

Just confirm that you have commercial rights when using any graphics, including background images, in your cover designs.

When publishing on Amazon, your cover must be a single PDF file that includes the back cover, spine, and front cover as one complete image.

Cover files larger than 650MB won't convert. They recommend a file size of 40MB or less because large files can slow down printing.

You don't choose to include your own barcode. Amazon will place an ISBN barcode in a 2" (50.8 mm) by 1.2" (30.5 mm) white box in the lower right-hand corner of your book's back cover. If you leave images or text on this part of the cover, the barcode will cover them during printing, so don't leave anything important there.

Do you want to simplify cover creation?

Then you'll want to bookmark this page so that you can quickly create cover templates based on your preferred book size: https://kdp.amazon.com/en_US/cover-templates

Start by entering in the trim size of your book (example: 6x9). Then enter your total page count. You'll need to have your interior template finished before you can create a cover. Choose your paper color (white, cream or color) and hit "Download Cover Template".

Choose your template

Trim size

6 x 9 in (15.24 x 22.86 cm) ⬍

Page count

100

Paper color
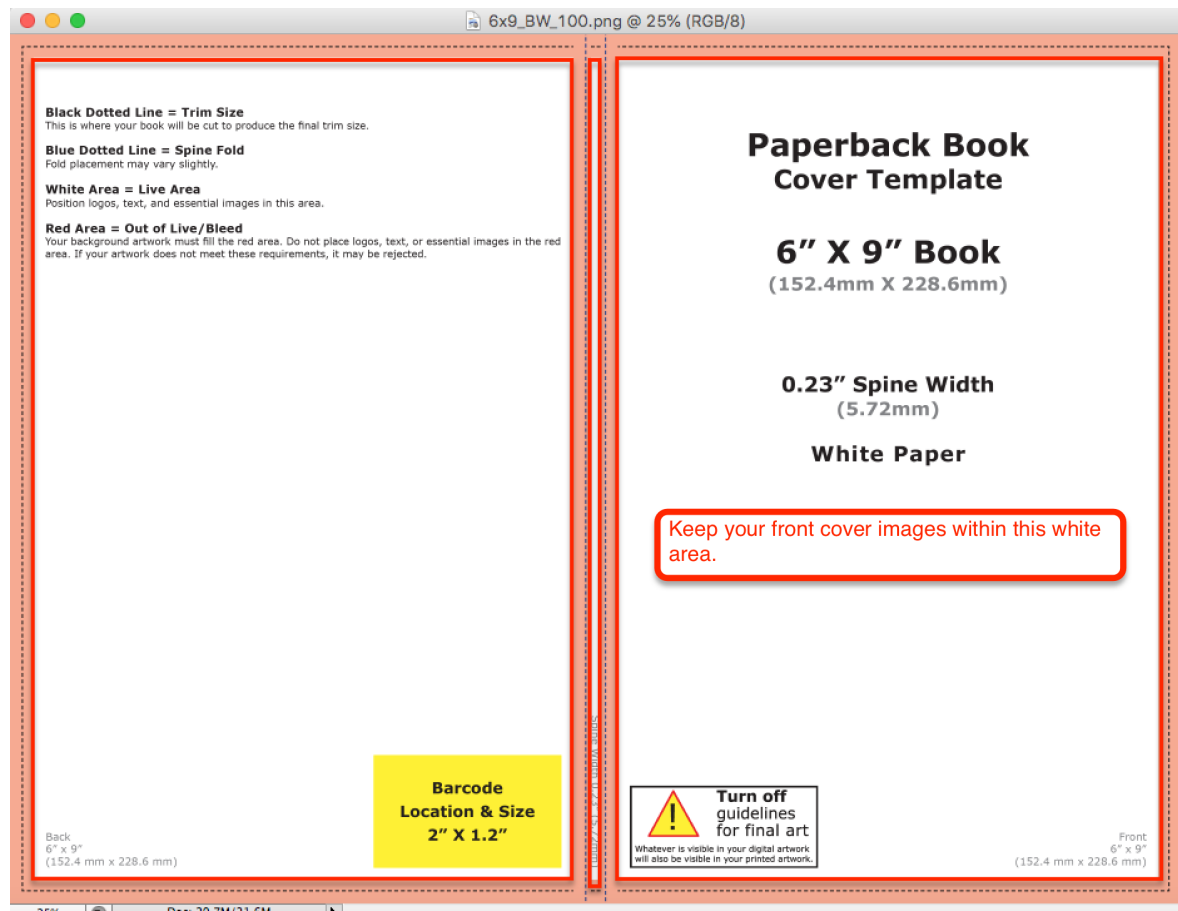
White ⬍

Download cover template

The zip file will include a PNG and PDF file. You'll want to open the PNG into your image editing program (like Canva or Photoshop). Add your elements and then save as PDF. This is the required format when uploading your cover to Amazon.

You can also save time by creating covers using Amazon's Paperback cover creator from within your KDP account.

You can find information about it here: https://kdp.amazon.com/en_US/help/topic/G201834290

Before you upload your file to KDP, make sure you:

1. **Save your cover as a PDF file.** Your cover must be a single PDF that includes the back cover, spine, and front cover as one image.

2. **Remove crop marks, color bars, template text.** Crop marks are lines showing where pages should be trimmed. Color bars are strips with a series of patches used to ensure color balance during printing. Also, remove any template text, PDF creation guides, or software references.

3. **Check your trim, bleed and margin space.** Make sure your image covers the entire cover but that your primary/important text and images stay within the front cover margin as shown below.

Black Dotted Line = Trim Size
This is where your book will be cut to produce the final trim size.

Blue Dotted Line = Spine Fold
Fold placement may vary slightly.

White Area = Live Area
Position logos, text, and essential images in this area.

Red Area = Out of Live/Bleed
Your background artwork must fill the red area. Do not place logos, text, or essential images in the red area. If your artwork does not meet these requirements, it may be rejected.

Paperback Book
Cover Template

6" X 9" Book
(152.4mm X 228.6mm)

0.23" Spine Width
(5.72mm)

White Paper

Keep your front cover images within this white area.

Barcode
Location & Size
2" X 1.2"

⚠ **Turn off**
guidelines
for final art
Whatever is visible in your digital artwork
will also be visible in your printed artwork.

Back
6" x 9"
(152.4 mm x 228.6 mm)

Front
6" x 9"
(152.4 mm x 228.6 mm)

25%   Doc: 29.7M/21.6M

Proceed to module #5: Uncovering Scorching Hot Niches