

**STOP PUBLISHING
LOSER
KINDLE BOOKS!**



 **INDIEAUTHOR
DESIGN**

Stop Publishing Loser Kindle Books!

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Introduction

Amazon Kindle is a gold mine. There are no two ways about it. If you don't believe me, just look at the millions of self-published digital books being sold every single year on the Amazon Kindle platform. Kindle is not going anywhere anytime soon. In fact, when it comes to self-publishing, Amazon Kindle continues to make great inroads and its sales figures continue to increase.

Not surprisingly, a lot of people who had dreams of becoming book publishers have seen those dreams turn into reality. People who used to struggle with typical middle class \$15,000.00 a year income are now making millions of dollars every single year. Indeed, some best-selling Kindle authors on the Amazon platform are multi-millionaires. There is quite a bit of money to be made on Amazon's platform and Amazon is serious in pumping its huge amount of internal traffic to its Kindle bookstore.

Amazon Kindle: The Reality

As promising as the Kindle platform may be, the reality is that the vast majority of publishers on Kindle are struggling. While there are many people who are getting rich off Kindle, a lot more people are barely scraping by or are not making any money at all. The reason for this reality is the fact that there are several keys to Kindle publishing success. Ignore these keys and chances of success go down dramatically.

Professional commercial publishing houses have made these keys to success part and parcel of their operations. That's why they're professional publishing houses. That's why they can crank out title after title, and not lose any sleep. They know that they have the formula down cold than they would make money off their books.

The keys to Kindle publishing success are the right niche targeting, proper tags, winning content, and a winning cover. Successful Kindle publishers lean on this formula to produce one winning book after another. Unfortunately, there is one key reality too many Kindle publishers ignore: People do judge books by their covers!

We've always been told by our parents never to judge a book by its cover, but our parents were probably not talking about online publishing. They definitely were not talking about Amazon Kindle. Make no mistake about it, if you want to become a successful publisher on Kindle, you need to take account of this central reality. The truth is, great niche targeting can only take you so far. Awesome content can only go so far. Even if you were to spend a tremendous amount of time and effort in writing trust-building and compelling book descriptions, these can only take you so far.

You need to pay attention to your cover. Your cover acts as a gateway to the value your book brings to the table. This book lists the four top common problems of loser Kindle books. Learn from these mistakes and start getting the sales you deserve.

Chapter 1: Niche Targeting is not just Done with Words...

A lot of first-time Kindle writers and publishers think that as long as they target the right niches, they will make money with their book. I wish it was that simple. While It's true, that you need to be aware that certain niches sell far better than other niches on Amazon. If you target these low demand niches, chances are, your book will just gather digital dust. There simply is not enough demand for that niche to guarantee your success.

With that said, That's just part of the equation. Even if you were to hit upon a highly-demanded niche, you have to understand that niche preference has many dimensions. It's too easy to reduce niche preference in terms of themes and ideas that a niche-specific book should contain. You would be absolutely correct that you need to hit upon these things. Your book needs to contain certain types of information for it to be properly connected with and categorized in a particular niche.

However, that's just part of the big picture. As far as the content goes, your covered themes can only take you so far. You also have to focus on what your audience members expect from books in the niches that they follow.

Niche audiences connect certain images with their niche preference. In fact, this is a make or break factor in fiction niches. For example, have you ever noticed that the covers of vampire romance novels tend to look similar to each other? Has it ever occurred to you that there's a certain similarity along the covers of science fiction books that focus on certain themes? This is not an accident. The publishers behind these titles understand that niche audiences have grown accustomed to certain images as well as image positioning to establish niche credibility.

This is a very important element of proper book cover design. You simply cannot select a book cover randomly and expect to walk away with a hit. It doesn't work that way. Audiences have certain expectations. They link certain niches with certain cover images which give them a certain measure of predictability. If the images they come across run against this pre-existing preference, they become uncertain. They don't know what niche this book is exactly about.

Sadly, when consumers are left in doubt, they can be relied on to do one thing: They do not make a decision. That can be fatal to your business. As I mentioned above, this image preference is a crucial factor in fiction niches and genres, but it also plays a major role in non-fiction categories as well.

What makes this all tricky is the fact that audience preferences are subtle but crucial. There is such a thing as an "industry standard" as far as graphical expectations go. They need some sort of visual stand-in or shorthand as to what kind of experience they would get from reading your book.

If you're completely blind to this graphical connection with certain niche themes, your book might end up ignored by your target audience members. You might have written the very best book on that particular theme, but people wouldn't know because the initial signal that you are sending out through your book cover gives them reason to suspect that your book is about something else. Their expectations are not being met.

What makes this really difficult is that these graphical connections are very subtle. You might think that there's not much of a difference between two science fiction books' covers, but they can actually be speaking to two totally different sub-genres based on small details. If you're unable to pick up on these, chances are quite good that you might be publishing a book That's targeting a specific audience interested in a particular sub-genre while using a cover that actually speaks the

graphical language of another audience.

The bottom line is when you fail to send the right visual signals, you run the risk of your Kindle book gathering digital dust. It really is that straight forward. There is a reason why niche books tend to have similar designs. This is not an accident. It's all about meeting your target audience members' expectations.

The Challenge

The big challenge to Kindle book publishers is that it takes experience and attention to detail to come up with winning Kindle covers. You can try an inexperienced graphic designer on Fiverr but the results are all too predictable: You will be disappointed. You need a cover produced by somebody who has attention to detail and the experience required to come up with a cover that distinctly speaks to the niche preferences of your target audience members.

Alternatively, there is a more affordable option where you can use a template that targets your particular niche created by somebody with niche awareness and experience. Either way, you will definitely come out ahead than simply taking a shot in the dark with a random designer you find on places like Fiverr, Freelancer.com, or Upwork.com. Don't think that your book's cover is a small detail or something obligatory. Put simply, your Kindle book's cover can make or break your publishing dream's success.

Chapter 2: Your Book's Fonts Speak Volumes

A book's type is very easy to overlook. Usually, we tend to focus on the content of the book instead of the format or the physical structure of the book. While it's important to focus on the meat of the book, it's the small details that can throw people off. Unfortunately, with all things being equal, if your book covers' fonts seem off to your niche target audience, chances are, they would buy another book with a different cover using the "right" fonts.

We're not talking about the actual content of your book here. We're not talking about the meat and potatoes of the information contained in your work. You might have written the very best book in your niche. The problem is, your target audience members would have no way of knowing because they are thrown off by the font selection of the graphic designer who made your book cover.

Fonts are actually very powerful, but their power is very easy to overlook because it seems like a minor detail. It's too easy to just focus on the picture and the wording of the title. This really is too bad because, with the right font selection, your book can communicate the right sense of emotional urgency.

Every niche, whether fiction or non-fiction, has a specific range of emotional signals their particular audiences look out for. If these audience members don't detect these subtle emotional signals from a cover, they become confused. When they're confused, they often are left to feel that they are taking a gamble with a book that doesn't have the right graphical signals including fonts. Not surprisingly, many of them would rather opt not to buy that book and buy something else within that same niche. In short, you lost out on a potential sale.

Fonts are very powerful. Don't write them off. Don't think that they are just empty, ministerial details that you can assign to any graphic artist. Don't automatically assume that just because you picked the graphic artist off an online freelance platform, that this person would know about everything that goes into a winning Kindle book cover. If you assume this, chances are, they would drop the ball. Chances are, they would come up with a cover that may not do a decent job selling your book.

Fonts set the mood. In addition to emotional urgency, fonts set the graphic mood for your book's cover. The mood has to be consistent with the expectations of your target audience members.

Also, fonts create immediacy. Great Kindle book covers immediately draw the viewer into the special world the book describes. Whether the book is non-fiction or fiction, doesn't really matter. In fact, in non-fiction, the special world that you're trying to create is a world of competence and authority regarding the author's knowledge about the book's topic.

Your book has to set the right mood and it has to do it quickly. There has to be a sense of immediacy as to the value your book contains. Unfortunately, badly designed covers or negligently designed covers often include fonts that don't set the right mood nor create a sense of immediacy. The book just sits there. It may look pretty. It may look otherwise professional, but it just sits there.

Unfortunately, books that just sit there, don't sell. There has to be a tight fit between all the elements in the graphics of your book cover for the cover to do a proper job in convincing the viewer to buy your book. Otherwise, they'll stay on the fence.

Great designers know that there's a tight fit between the colors they select, the graphics they employ, the fonts that they use, and the meaning of the words of the title and subtitle. Think of

designing a winning Kindle book cover like conducting a symphony. You have to pay attention to details. You have to anticipate any clashes among the notes and instruments. Everything has to work in such a way that each element builds each other up instead of dragging each other down.

There also has to be one over-arching unified message or emotional impression the viewer walks away with. This takes quite a bit of experience to pull this off. It also involves a remarkable attention to detail. Not surprisingly, people who just buy random book covers in places like Fiverr are almost consistently disappointed. Their Kindle books fail to generate the sales that they could otherwise be enjoying. A lot of it is due to the fact that their graphic designer simply discounted or is completely blind to the importance of book cover font choices.

Even if you have done extensive research regarding your target audience members' graphical niche preferences, all that research won't help you much if you hire a graphics designer who simply isn't up to the job. Great research can only be properly reflected in a book's cover if the designer has the right mix of experience, talent, and skill to make your niche's 'industry standard' book cover design. Positively address your audience members' graphical expectations and you might just have a great selling book on your hands.

Chapter 3: Your Book's Title and Subtitle Text Can Only Go So Far...

A lot of publishers believe the mistaken conception that as long as they put in the right time, effort, and energy in crafting catchy book titles and subtitles, their books have a good chance of becoming a hit. Well, there is a lot of truth to this, but it only shows a partial picture. It's true that you have to invest in powerful catchy titles. At the very least, your title should directly appeal to some sort of need your target audience member has. The prospective buyer must be quickly able to connect your book's proposed value and whatever their needs and desires may be. That's why it's really important to take the time to write a winning and compelling "brandable" Kindle book title.

A brandable title is a title that your book buyers can easily repeat and reference. The more they do this, the more they spread the word of your book and increase your book's reach. The wider your book's reach, the more copies you can sell. It all goes back to how much time and effort you put into writing a winning book title.

As powerful as the text of your title and subtitle is, they form just one part of a winning equation. Your title's power can actually be diluted by inadequate, faulty, or contradictory elements found elsewhere in your book cover. You have to always come back to the fact that your cover is composed of many different elements: Graphic or picture, font, color, tone, brightness, and text.

Text is just one ingredient. Don't get me wrong, it's a very important ingredient, but it's just one part of the overall mix. Neglect all the other elements and your book might not sell because it may turn out that these other elements undermine the power and impact of your book title's text.

View Your Cover with Emotional Eyes

To ensure that your title packs as much power as possible in your book cover, you need to look at your cover with "emotional eyes" not just with physical eyes. Try to detect the emotional state being created by the lighting, brightness, tone, fonts, and graphics of your cover. Is it the right range of emotions? Is it intense enough? Is it subtle enough? How does this emotional mix fit the emotional expectations of somebody who would normally buy this type of book?

Don't Take a Chance with Your Book Cover

Expert Kindle book designers who are responsible for designing best-selling Kindle books, know all about the emotional impact of covers. They know that there has to be a smooth, coherent, and cohesive emotional package conveyed by Kindle books. In this situation, experience is crucial. You cannot just simply take a gamble with people who are maybe just cutting their teeth in designing graphics for Kindle books covers.

Maybe they have many years of experience designing banners, headers, or websites. Maybe they even have infographic experience, but none of that really does you any good because unless these graphics experts fully get the emotional mind-map of your target audience members and reflects this in his or her covers, you are gambling with your book's success. There are really no two ways about it. You have to be clear on what you're doing. You're essentially gambling.

If you want your Kindle book to achieve the success that it deserves, you need to find expert cover designers who know that the proper interplay of book cover elements. That's where experience comes in. You simply cannot subsidize somebody's steep learning curve. They might fail, but you end up paying the price. That's how you subsidize somebody else's learning curve. That's a price that is too high.

Instead, we resolve to spend a little bit more so you can leverage a cover expert's experience. Stop rolling the dice with your Kindle books by ordering on Fiverr or hiring random designers on a freelance platform. Go with a tried and proven company with the right niche specific templates or custom design experience to help you take your Kindle book where it needs to go.

Chapter 4: Pictures Can Make or Break Your Book

The right image in your book, can make your book bestseller. In fact, if you were to look at best-selling books and slap an alternative text-only title on them, chances are, they would not have become bestseller in the first place. While it's true that you can use a text-only cover on a book that's already a bestseller, this does not work in reverse.

In other words, before the book became a bestseller, you cannot just put a generic text-only cover on it and expect it to sell well. It just doesn't work that way. Only when it has developed a reputation for a certain value to a certain niche audience, would you then be able to get away with a plain vanilla text covers. This highlights the crucial role of picking the right book cover image in your book's success. The wrong image can doom your book to mediocrity or outright failure.

Even if your content is amazing, this fact won't make much of a difference. Only a few people would ever buy your book due to your choice of an uninspiring cover. Since only a few people will ever go on to read your book, the chances of people eagerly referring your book to their friends is slim to none. Ultimately, a book's content is the final metric of the book's overall quality. Still, your book has to achieve a certain level of traction, so it can reach a point where its own content quality will help it gain popularity. That's why it's also crucial to pay attention to the picture your book cover will feature.

Picture Selection is Never an Accident

You might be thinking that, "As long as the picture that I select for my Kindle book is somewhat related to my topic, then I'm in a good place." Well, you're more than welcome to think that, but I'm telling you, that kind of thinking is not going to help your book achieve the success it deserves. Picture selection is never an accident. It's always the product of a long, meticulous process. This is especially true if you haven't published a bestseller in your niche before. It will take you so much longer to go through the many different competing book cover graphic options out there.

For example, if your book is all about basket weaving, there is so many different graphics that you can customize or tweak to adequately cover your subject matter. What makes this all frustrating is that there's so much selection out there and it's not obvious that one cover is better for your book's sales than all the others.

In fact, it often turns out that pictures that look very standard, generic, or boring, end up selling more books than fully-customized graphics. Just judging from the surface, it seems so random. This is why picture selection involves a lot of testing. It also involves a lot of experience. Indeed, topic specificity is not enough to go on. It may seem obvious, but you need to go beyond the obvious if you are serious about turning your book into a bestseller.

Avoiding Copycat Imagery

A lot of newbie Kindle book publishers think that the best way to design their books' covers is to just simply copy the graphic image choices of their competitors, broadly speaking. If this is how you think, then you will suffer from a really rough case of the blind leading the blind. You may think that a competitor's book is selling really well and just zero in on just the graphics that they selected. While you cannot copy the exact same graphic, you might opt for graphic That's somewhat related.

Well, those small differences paired with the other elements at play in the cover of a Kindle book

can make or break a book's success. You may select an image That's roughly similar to your competitor's, but walk away with a tiny fraction of your competitor's sales. Worst yet, you might not make any sales at all. What went wrong? The graphic may have been processed the wrong way. Maybe there are other elements in the cover that clashed with the overall message the graphic is trying to convey. Whatever the case is, you could not achieve success by simply reverse-engineering and copying your competitor's winning materials.

The bottom line is simple: Experience helps. Expert Kindle book cover designers know that they have to mix and match images with lighting, font, text, and color to create a mood. They also know that this mood is not random. It has to fit within the expectations of a target audience members you are trying to appeal to. This audience members have certain expectations as far as their moods go. Otherwise, they feel that your book is not in the niche that they are attracted to.

Experience counts. While there are lots of other cheaper Kindle cover designers out there, it turns out that they're not cheap at all. For whatever money you save going with those bargain basement options, you waste tons more money over the long run. How? You're not making the sales you could have been making because you went with a badly-designed cover. Most unsuccessful Kindle publishers are completely clueless about this central fact. They continue to plug along and wonder why they aren't making the money they should be making. It turns out they could have been making so much more had they chosen a different cover design.

Make sure that you select an expert E-book cover design who's very familiar with the interplay between image choice, lighting, font, text, and text color for optimal mood creation. Also, it helps to go with somebody who's very familiar with the range of moods certain book niches trigger. At the end of the day, It's worth noting that you're not just selling the content contained in your books. You're selling an experience. Make sure you give your book's prospective readers the experience they expect and want. There is no better way to give the right impression than a well-designed book cover.

Chapter 5: The Secret Sauce: Excellent Kindle and E-book Covers Don't Have to Bleed You Dry

Obviously, I would advise you to go with the tried and proven expert (shameless plug ahead) like myself. But seriously, it's simply too expensive and too dangerous to experiment with book cover choices on your own. Even if you are aided by a graphics designer from a low-cost online freelancing platform, there is no guarantee that your book cover will be the right book cover. The person might have all the technical skills needed to put together some nice looking graphics, but this might not be enough. Nice can only take you so far. Even if you come up with a really professional-looking book cover, but if it does not address your niche properly or sends out the right signals, you have just wasted time and money. It really is that basic.

Make no mistake about it, at the risk for sounding like a broken record, you can save quite a bit of money going with low-cost online freelance platform providers. The problem is you're just saving money upfront but wasting tons more in the future. Your book might only end up selling a tiny fraction of what it could have been selling if it only had the right cover. That's how important selecting the right E-book cover is.

Expertise counts for a lot. It can make or break your publishing venture. Expert graphic designers usually cost an arm and a leg, and for a good reason. They charge a lot of money because their work gives you a lot of assurance that there is a good likelihood that it will turn into a profit.

Look at it from this perspective. The amount of money you spend on a Kindle book cover designer should not be looked at as an expense. It should not be looked at as some money that you're just spending as part of the process of getting a book published on Kindle. Instead, you have to look at it as a strategic investment. This is the only proper way to look at Kindle book cover design. You have to invest in it. Otherwise, it's too easy to fail. Now you may be thinking that since you have to invest in your book covers, then this necessarily means that you'll be paying through the nose. Well, the good news is that all this doesn't have to cost you an arm and a leg.

The Good News: You Can Build Your Publishing Empire on Solid Graphical Foundations for Cents on the Dollar!

Using pre-made templates can save you quite a bit of money. These pre-made templates were first designed by graphics designers who pay close attention to the niches these template covers' address. They have paid attention and studied how best-selling covers in certain niches work. They create these templates that you can then have them tweaked and reconfigured to include your book's title.

Since you are using customizable templates, you save a tremendous amount of money compared to getting your cover designed from the ground up. You leverage the expertise of tried and proven book designers without spending a ton of money. They also charge you way less money because there's an economy of scale created around these books. The key takeaway here is that due to economy of scale, as well as customization, you can target certain book niches effectively without spending a fortune.

Expert Custom Colors Don't Have to be Expensive

Even if you were to go the fully-custom route using an expert cover designer, you can still save money. Niche focused custom designs can be done economically. How come? Professional E-book cover design companies like IndieAuthorDesign.com give you an economy of scale and scope. Since there is an economy of scale created, they can offer substantial discounts for fully-custom

work.

The reason why Kindle publishers are normally charged a tremendous amount of money by graphics freelancers for one off or sporadic work is because there is a tremendous amount of uncertainty as to when a client will order another book cover. Most of these service providers are one-person operations who don't enjoy the economies of scale full-fledged professional ebook cover design companies possess.

Whether you are ordering one cover, a few, or would like to place a bulk order, you'd be better of doing business with a professional company that has the scale and infrastructure as well as proven design ability to get you where you need to go. If you go with a custom E-book cover company like IndieAuthorDesign.com, you deal with a company that has a steady flow of customers and they are able to cut back on their rates because they enjoy some measure of volume. Use this to your advantage.

Indeed, if you are planning to become a full-fledged Kindle publisher rolling out dozens of titles every year or even every quarter, you need a steady 'go to' source of high quality genre-specific crowd-pleaser titles. Plus, you need to do this within your budget. If this is your plan, you need to limit your search for book cover designers to dedicated book cover design companies.

Conclusion

If you want to be successful as a Kindle publisher, you have to take every element of your book very seriously. Don't just publish and pray. Don't just get your book finished, compiled, slap on a cover, and uploaded to Kindle and hope for the best. I'm telling you right now, That's precisely the strategy of too many Kindle publishers and they are not doing all that well. In fact, too many of them are not making any money at all. They wait, month after month, for their fortunes to change and nothing changes. If this happens to you, it's too easy to get so discouraged that you end up giving up on your Kindle publishing dreams.

If you want to avoid such a sad situation, make sure you understand that every element of your book counts. You need to pay more attention to your book's details-especially the details your target audience members most easily and readily notice. The truth is, as far as Kindle goes, the cover is the most important factor. Make sure you resolve to set the right mood and create the right impression with your book cover. The right cover will help your book become a success. Check out IndieAuthorDesign.com today for low-cost, niche focused, proven winning covers!

About the Author

Sean Lowery has had the pleasure of working from home full time, for more than 15 years while raising his children in Wild, Wonderful West Virginia.

Over the years, Sean has been recognized as one of the most talented direct response graphic designers on the web today as well as a valued online marketing consultant.

In the early 2000s he started with ecommerce, buying, flipping, building and selling sites on eBay and related venues until eventually gravitating into the other various forms of Internet Marketing and Web Design.

In that time, he's had the pleasure to work with some of the internet's brightest marketing minds as both a service provider, product creator and consultant.

Always being fascinated by the art and science of sales, the presentation, the psychology behind making a sale, making a living as an online marketer and service provider has not only been a passion but a lifestyle choice.

If you would like to know more about Sean, or working from home online, please visit his website at www.SeanLowery.com and sign up for his informative newsletter.

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