

# eCover Secrets Revealed!

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## **Introduction**

The internet is most commonly used as a tool for finding information. In this day and age, the first thing that many people do when researching a topic is to simply turn on their computer.

In the past, information found on the internet was expected to be free... No longer is that the case!

The selling of information is quickly becoming one of the most popular business models online. Many have discovered that others are willing to pay for their advice and expertise and many are earning very lucrative incomes as a result!

The marketing of digital products is an enormous industry and one that continues to grow at a staggering pace. Downloadable products offer the convenience of instant delivery to the customer, as well as low order fulfillment costs for the seller. It is no wonder that many call this the "perfect business".

Simply having your own information product is not good enough however. You must know how to present it to your potential customers and you must know how to sell it.

Creating "virtual packaging" or "eCovers" for your downloadable product is one of the easiest things that you can do to skyrocket your sales. It is a well known and proven fact that a professional looking eCover can increase your sales by over 300%!

I put eCover Secrets Revealed together to assist you in creating quality cover images for your products. You will learn proven techniques for improving the look of your covers, as well as useful resources and the best software to get the job done.

I sincerely hope that you find eCover Secrets Revealed to be insightful. As always, I welcome your feedback and look forward to hearing your many success stories.

Wishing you **much** success,

Jason Bradley

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## **Step One: So You Have a Product, Now What?**

So you've gone through the process of creating your next hot-selling product and want to put together a great looking cover graphic...now what?

The very first thing that you must obviously pick out is the type of graphic you are going to use.

If your product is a piece of software, are you going to use a box cover graphic or a CD cover?

If you are selling a video, will it be a DVD cover or a CD jewel case?

If your product is a PDF or .exe file containing information, you'll need to choose what type of eBook graphic is most appropriate.

**A word of caution here:** While it may be tempting to use a neat-looking, hardback book graphic for your 20 page eBook, I would strongly advise against it. It is important to choose a graphic that accurately portrays the amount of information and number of pages that your product contains.

If you have a special report that is 20-30 pages long and choose to use that cool-looking book graphic that looks like it has 250 pages in it, just be prepared to issue lots of refunds!

People don't expect to get a special report when the graphic that you are using is a hardback book an inch thick!

A more appropriate graphic for this type of product would be a spiral bound notebook, special report, or magazine image.

It is also very important that the 3D graphic you choose is realistic and projects an image of professionalism.

To achieve an end result that is guaranteed to impress, I would strongly recommend picking up a copy of my professional eCover software, [Cover Software Pro](#). I'll tell you more about Cover Software Pro in a little bit.

By the way, you'll be happy to know that CSP is the same exact tool that most of the top eCover designers are using right now to create the best looking covers on the internet!

## **Step Two: Choosing The Cover Layout**

This step is critical in making sure that your eCover is going to turn out looking great. The key here is balance...

You certainly don't want a plain looking cover, so it is extremely important for you to use different colors and a graphic or two to "kick it up a notch". You want to avoid large, open spaces as this tends to make for a very boring cover!

At the same time, it is important not to over-do it.

You shouldn't "clutter" your cover with too many graphics or too much text. This will only confuse your visitor and the cover graphic will lose much of its effectiveness as a result.

## ***The Title***

Typically, when I create covers, I start with my title. The title of your product is a very important piece of the puzzle and I strongly recommend spending some extra time developing an attention-grabbing title!

Your title should be placed on the front of the eCover image at the very top. You can either center your title or align it to the left.

Personally, I prefer to use left-align when positioning my titles on my covers.

### **Your title should stand out.**

You should use a larger font size for your title than you do for the rest of the cover text. The last thing that you want to do is create an eCover where the title is the same size as your bullets! Just trust me on this one...

Two of my favorite fonts for titles are "Impact" and "Futura". I use these two great fonts for the main title 80%-90% of the time and they look great.

If you are using a font such as Arial, don't be afraid to use **BOLD** text. This will widen the otherwise narrow text to create more of an impact.



You should also consider personalizing your cover with your name.

**For example:** "Jason Bradley's Cover Software Pro". Cover Software Pro is your product title, and directly above it you can simply use a smaller, font such as "FreshScript" to achieve a handwritten look. This is a very simple, yet effective technique that will greatly enhance the look of your covers.

**Tip:** You should always make it a point to personalize or "brand" your cover with your name or the name of your web site. Not only will this help your visitors to better remember your product and where it came from, but it will also prevent other people from stealing your graphic to use on their own product! Believe me, this happens all the time and can really be a nuisance.

I would also recommend that you shadow and outline your title to make it stand out even more. I personally use Adobe Photoshop to create all of my covers and there are an unlimited amount of options available for adding special effects to plain, ordinary text.

Adobe Photoshop is used by the majority of professionals and there really are no limits to what you can accomplish with this powerful software.

## ***Bullets***

Bullets are simply the main selling points to your product. If the title of your new eBook is "How to Improve Your Golf

Stroke in 30 Minutes or Less”, you would want to list a few bullet points on your cover such as:

- Learn My 3 Step Secret to Developing a Ball-Crushing Backswing!
- How to Increase Your Drives by 17% in 5 Minutes or Less!
- Learn the One Closely-Guarded Putting Technique That Even Your Golf Instructor Won't Reveal!

While the title on your cover will grab people's attention, the bullet points are what will draw them in and make them want to know more.

Bullet points, when used correctly, will create a nagging curiosity in your visitors that will only be satisfied once they have read your sales letter. This is exactly what you want!

You should use a smaller text for your bullet points and again, be sure to spice things up with effects such as shadowing and outlining. White text with black outlining or vice versa is a basic formula that you can use for bullets that will guarantee you great-looking results.

## ***Choosing Images and Graphics***

This is where many eCovers go terribly wrong.

Unfortunately, you can have an awesome cover up to this point, but if you cut corners and use cheesy images on your cover graphic it will ruin everything!

The temptation is certainly there for the inexperienced cover creator to “skimp” and surf around for freebie graphics and images. I would strongly advise against this!

If you use unsightly graphics simply because they are free, you truly have not grasped the value of a good looking cover yet. Do yourself and your business an enormous favor and invest in an image collection.

Now, you may be saying to yourself at this point... “I really don’t want to spend tons of money on this, especially when I haven’t even sold a copy of my new product yet!”

Have no fear, I have a solution that is perfect for you, and one that **anyone** can afford.

Hemera has several bundled collections of great-looking graphics and images that you can purchase for under \$50. I’m talking thousands, and thousands of images...

You can order Hemera’s different collections through their web site at [www.Hemera.com](http://www.Hemera.com), or you can buy them at just about any large computer store such as CompUSA.

You can literally purchase a few **hundred thousand** royalty free images for around \$50. This is a no-brainer, especially considering the hours that you’ll save surfing the net for freebies!

### ***Adding Extra Details***

Now that you have the front of the cover laid out, it is important to take the time to customize the top and side of the cover image.

I typically add the title to any other visible panel of the cover graphic, as well as some fine print and a smaller version of the image that I chose for the front.

If your are using a box cover to represent your product, you can simply put "instructions" on the side in a very tiny font. It really doesn't matter what you type as it will be too small for your visitors to see and will just look like product details.

Another little technique for box covers is to search on Google for "UPC bar code jpg", "UPC bar code graphic", or "UPC bar code gif". You can shrink the graphic down and simply place it on the side of your box to make your cover appear as if it just came off a store shelf.

### ***Free Online Resources for Graphics, Fonts, etc.***

Here is my personal list of free online resources that you can use for gathering graphics, images and fonts. While these are useful, I would still recommend that you invest in a collection of professionally created, royalty-free images to use for your covers.

[Merle's World](#) – One of my personal favorites. This site is packed full of freebies for webmasters. Everything from scripts to fonts, you'll find it all here. Be sure to bookmark this site because if you're like me, you'll probably be returning often. Merle also has a free newsletter that I highly recommend subscribing to!

[Cool Archive](#) - Huge vault of 1000+ clipart images, 950+ fonts, 4000+ icons, hundreds of animations, buttons, bullets, arrows, bars, html and Photoshop tips, and more.

Cool Archive also has an online logo generator and button maker that you can use as well.

[1001 Free Fonts](#) – What more can I say? Tons of fonts, free for the taking!

[Art Library](#) – Nice online collection of vector and flash clip art, sounds, fonts, photos, and images for creative web design. Some cool stuff!

[Open Photo](#) – Has an extremely nice selection of photos and is updated regularly!

[Picture Station](#) - Online community site for digital photography. All photos are either free or extremely reasonable.

[Spinwave Image Crunchers](#) – Compress your graphics for a faster loading site.

## ***Cover Layout Conclusion***

While it is important to make your cover eye-catching, you want to avoid a “cluttered” appearance.

Overusing images and graphics, as well as trying to place too much text on your cover, will result in an ugly end product.

Your goal should be to create a layout that is bold, clean and attention getting. Too many extras will simply confuse your potential customers and send them elsewhere.

I would recommend spending some time visiting sites owned by eCover designers. They usually have an online portfolio where you can view work that they've done for other people.

Checking out other's work is a great way to get ideas for your covers and get a feel for what works well.

You'll soon start to develop an eye for creating eye-popping eCovers!

## **Step Three: Choosing a Color Theme**

This is another area that can send a good looking cover down in virtual flames.

I see eCovers online all the time that leave me wondering if the creator was color blind! It is important to **only use colors that go well together** and do not create an eye-sore for the visitors of your site.

### ***The Emotional Impact of Color***

It is a well-known fact that colors create emotional responses in people. Color is actually a very powerful tool that you can use to your advantage!

**Here is a breakdown of basic colors, and the message that they are communicating to your visitors:**

- 1. Red – Aggressive, strong and passionate.**

- 2. Orange – Warm, cheerful, exuberant.**
- 3. Yellow – Evokes positive and uplifting feelings.**
- 4. Green – Tranquil, fresh and healthy.**
- 5. Blue – Authoritative, dignified, secure. This is one of my personal favorites and has been proven to out-perform other colors when used in sales letters.**
- 6. Purple – Sophisticated, expensive, royal.**
- 7. Brown – Utilitarian, earthy, subtly rich.**
- 8. Gray – Somber, authoritative, practical, corporate. = BORING and not recommended!**
- 9. Black – Serious, distinctive, bold, classic.**
- 10. White – Pure, truthful, refined.**

As you can clearly see, more thought should definitely be given to what color scheme you choose for your site. Knowing how to properly use color to your advantage is another weapon that you can use to rise above your competition.

### ***Great Color Resources***

If you are looking for more information on color, I have a couple of excellent online resources that you can use to research this topic further:

[Color Combination Tool](#) – Simply type in the hex values for your main color and this handy tool will show you exactly what colors will go well with it!

[Webmaster's Color Lab](#) – This great tool allows you to quickly experiment with different color combinations.

## **Step Four: Choosing Your Weapon**

Last but not least, you need to make a decision as to what you are going to use to create your eCovers. While there are several choices, I will narrow them down for you and make the selection process a little easier.

### ***Cover Software Pro***

[Cover Software Pro](#) is actually my own product and the one that I believe truly creates the best finished result.

Cover Software Pro is a series of very powerful action scripts that work hand-in-hand with Adobe Photoshop. The software is very easy to install and you can start making covers within 5 minutes of making your purchase.

Basically, there are 2 simple steps to creating covers with Cover Software Pro.

1. You select the type of graphic that you want to create (CD cover, eBook, box, etc.) and click the "Play" button for this first step.
2. After you have finished adding your text and graphics to the flat cover image, you simply click the "Play"



button for this second step and your 3D eCover is instantly created.

As I said earlier, Cover Software Pro is the software that many of the top eCover designers are using to actually create their graphics. You can literally use this powerful tool to start your own eCover creation business and earn thousands of dollars every month by making eCovers for others!

Another neat thing about Cover Software Pro is I that I include my step-by-step, 45 minute instructional video with it absolutely free.

In this crystal clear video, I literally allow you to look over my shoulder as I create the graphics for an **entire web site**.

You'll not only learn my secrets for creating attention-getting eCovers, but you'll also learn exactly how to create matching header graphics, background images and custom order buttons.

I'll also show you a little-known, secret technique that your competition isn't using that will make your site stand out and keep your visitors coming back for more!

In case you are wondering, this is not a cheap, 5 minute video. You're in for 45 minutes of extremely detailed, crystal clear, step-by-step instruction. You can literally copy everything I do and then turn around and design someone's entire site for a profit of \$400-\$500 in less than one hour.

This is very powerful stuff...

You can find out more information by visiting my web site, <http://www.CoverSoftware.com>

## ***eCover Generator***

[eCover Generator](#) by Armand Morin is a great choice if you don't have Adobe Photoshop and can't afford to pick up a copy yet.

eCover Generator is a stand-alone .exe program that can create good-looking covers very quickly. It has quite a few templates built in that you simply add text to...

While I personally don't like the end result nearly as much as with Cover Software Pro, it is a very good product and will definitely create nice looking covers that you can proudly display on your web site.

Armand's customer service has always been excellent and I've always received prompt responses when there is a need that arises. You can check out eCover Generator [here](#).

## **Recommended eBook Resources**

Here is my personal list of additional resources which will help you market your eBook or software. There is not a single product in this list that I don't personally use myself, enjoy!

[Recommended Web Hosting](#) – I have used Lunarpages for quite some time and they are fantastic! I've always had unbelievable service from them and their prices are great as well. Highly recommended.

[eBook Generator](#) - A wonderful software program that creates quality eBooks in .exe format. eBook Generator is extremely easy to use and is loaded with features to customize your eBooks and security features such as eBook disabling to keep your products safe from theft.

[Super Affiliate Generator](#) - This powerful software will literally find super affiliates for you! With "SAG", you will also be able to locate your competitors' super affiliates in just one click of the mouse. It comes with two pieces of breakthrough software and an ebook that will show you just how simple it is to recruit the super affiliates in your industry. This process is very, very easy to duplicate and most importantly, extremely profitable.

[Sales Letter Generator](#) - Neat software by Armand Morin that lets you create perfectly formatted sales letters in a matter of minutes. It's like having your own 24 hour world class copywriter at your fingertips.

[The Insider Secrets to Marketing Your Business on the Internet](#) - This powerful course by Corey Rudl is the #1 best-selling internet marketing course online for more than 6 years running. It is packed full with over 1,000 pages of internet marketing tips strategies, and techniques, broken down into 10 easy-to-follow steps, with 61 comprehensive lessons.

[Rankings Revealed](#) - Excellent search engine optimization course cuts through the hype and delivers hard-hitting search engine optimization and promotion techniques. An enjoyable read recommended to all.

## **Conclusion**

Creating great looking covers for your eBooks and software is something that takes time and a little bit of practice to perfect, but once you create a few on your own you'll be amazed at the results you will start to get!

My advice to you, first of all, is to make sure that you get the right tool for the job. You can't win a boat race floating on a raft, nor can you expect to create drop-dead gorgeous eCover graphics with junk software. Don't skimp or try to cut corners here. **Period.**

Next, get an idea of what you would like the layout of your cover to look like and start experimenting! Use different fonts, colors, effects, images, etc. and have fun with it! Don't be afraid to try new things here, no one will ever see it until you put it on your site...

Just remember that you'll never be the best you can be unless you take some chances, try new things out and learn some new tricks!

Once you have the cover exactly the way you want it to look, create the final product, save it and get it up on your web site immediately! You'll certainly notice an increase in the orders you receive from day one, and the time and money that you spent to create it will pay off very quickly!

I hope that eCover Secrets Revealed revealed some useful information for you and will prove to be helpful as you create professional eCovers for your product!

Also, I really enjoy receiving feedback and would love to hear your comments on eCover Secrets Revealed. If you have any ideas on how this guide could be improved, please don't hesitate to drop me an email!

Wishing you **much** success,

Jason Bradley

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