# Welcome to the
# Kindle Bestseller Bootcamp:

## Session 4

## Images & Book Covers

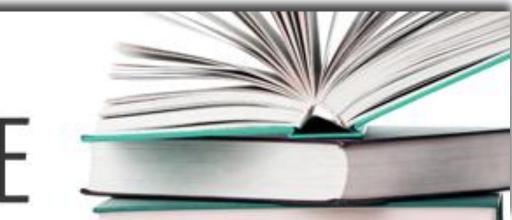**FORBIDDEN** KINDLE

# Here's What We're Covering:

- Session 3 - Homework Review

- Why Images Are So Important

- Sourcing Images from PD, Stock Photo, Original Artwork, Smartphone

- Optimizing Images for Kindle eBooks

- Book Cover Design 101

- Your Session 4 Homework

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# Session 2 - Homework Review

- Have you found all of your keywords?

- How many total chapters in your book?

- How did your writing go?  Got 5 Chapters in the can?

- Did you find the Top 5 Books/ebooks in your niche at Amazon?

- What do their covers look like?

# How Important Are Your Book Images?

- Great images will SELL your book at Kindle

- Crappy images will turn people off
  - ✓ "outside" (book cover)
  - ✓ "inside" (book interior)

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# How Important Are Your Book Images?

Images are particularly important in these books:

- cookbooks
- children's books
- how-to picture books
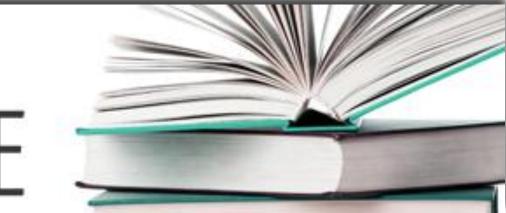- graphic novels
- fiction (cover super-important!)

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# Finding Images for Your Book

Here are some great ways to source / find book images:

- public domain
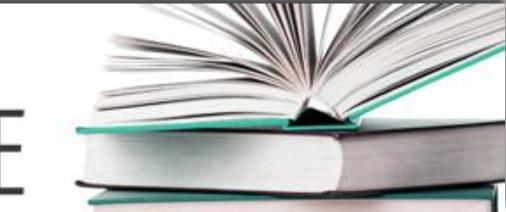- stock photo sites
- outsource illustrations

# Finding Images for Your Book

Of course, you can create these images yourself as well:

- Original artwork
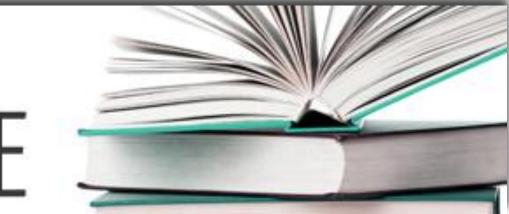- iPhone / smartphone pics
- Screenshots via Jing

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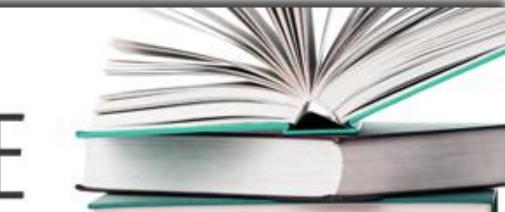# Finding Images for Your Book

*And now…Mr. Tony Laidig!*

# How to Research Your Book Cover

- Amazon Bestsellers in your book category (Top 5 books)

- http://bookcoverarchive.com/

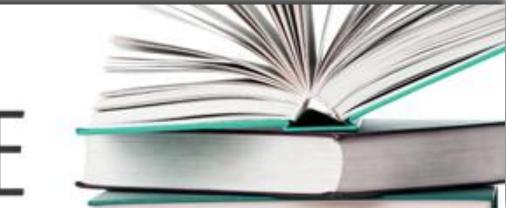**FORBIDDEN** KINDLE

# Session 4 - Your Homework

- What kind of images will you use for your book interior?

- How many images will you need for your interior?

- How will you create them / where will you source them from?

# Session 4 - Your Homework

- What are the Top 5 book covers in your niche?

- What commonalities do you see with these bestseller covers?

- What kind of image(s) will you use on your cover?

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# Session 4 - Your Homework

- Watch "Amazon Book Cover Secrets" video series

- Write sample instructions to your outsourcer using Sample Outsourcing Instructions to Designer

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# Session 4 - Your Homework

- Write 5 more chapters for your book

# Adding to the Members Area!

- 5-in-1 Product Creation

- "Amazon Book Cover Secrets" video series

- Cover Design Templates

- Image EZ software

- Kindle Game Creator software

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