

# DRESS *for* SUCCESS

Tips for a well  
dressed ebook



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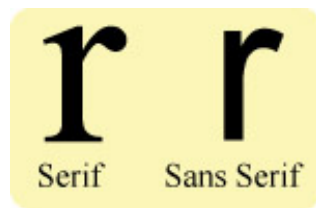
## Oh, those long lines

**Y**ou know how fatiguing it can be to wait in a long line? The same is true for your eyes. Many ebooks are hard to read because text extends in too wide of a width across the page from the left-hand margin of the page to the right.

Visual fatigue sets in quickly when eyes are required to travel horizontally a long way with only narrow margins of white space on either side. White space provides a split second oasis of rest for your eyes, and also directs the eye to the next line of text. Remember too that many readers will print and read your ebook and need wider margins for their fingers to hold each page without obscuring any of the words.

## The right ensemble

**N**o one likes to be dressed inappropriately for an occasion. Make sure that your publication isn't either. Decorative typefaces like Edwardian Script or Papyrus are appropriate when used for logo or packaging design to draw attention to image.



Serif typestyles like Times New Roman or Garamond are considered ideal for ease of reading. The finishing strokes or “feet” on each character helps define the shape of each letter and draw the eye forward to the next character.

Sans serif type like Verdana or Arial is very clean and legible and draws the eye from a distance. You'll find sans serif often used on billboards and in headings and subheads for this reason.

## Give me some space

**W**e all need a little room to breathe. Your ebook needs space to provide your readers visual comfort. The correct line spacing, called leading, is determined by typeface, type size and line length. White space between lines provides a channel that guides reader's eyes from word to word and line to line. The automatic spacing setting is rarely the correct one for ease of reading. Increase your white space between lines if you're using long line lengths or a sans serif type for body content. Also, the larger your type size, the more white space you should use between

lines. Paragraph spacing should equal one and one half lines of space. Resist the temptation to simply hit your enter or return key twice – this creates too much space, isolating your paragraphs from each other.

## **A simple black dress always works**

**A**re you not sure what colors your ebook should wear? When in doubt, always keep it simple. Remember that it's harder to read text set in color than in black. Also keep in mind that many of your readers will want to print out your ebook and most will do so on inkjet printers. Ink is a pricey commodity. Colored backgrounds and highlighted text require your readers to deplete their ink supply, and frankly just don't look as professional as black text on a white background. Think a simple black dress and pearls when designing your pages and keep color to a minimum for targeted emphasis.

## **Accessorize, accessorize, accessorize**

**A** few more tips to help your ebook be appropriately dressed for any occasion:

Don't type your HEADLINES IN ALL CAPS. Headlines should have a strong contrast with your text, but all caps are much harder to read.

Subheads should be significantly larger or bolder than body text, but resist the urge to underline. Again, underlining makes reading more difficult.

Watch those pesky hyphens. Rule of thumb – you shouldn't have more than two sentences in a row with hyphenation. If your body copy is breaking more lines than that with hyphens, try reducing your type size.

Boxed pages are old-fashioned and out of style. If you want to use borders create a more up-to-date look by using rules (lines) of different thicknesses at just the tops and bottoms of your pages.

Widows and orphans are the terms used when a word, part of a word, or part of a sentence is isolated at the bottom of a page or the top of the next page. Don't let one word or a partial word rest by itself on a line. Make sure that a last line of copy doesn't end up at the top of a new page.

## Make sure they want to come back



Research shows that people will visit a sales page three or four times before purchasing, and an attractive ebook cover plays a significant role in their decision. Your ebook covers must project a professional image with impact. Yes, people do judge a book by its cover, so don't use a cookie cutter image to advertise your unique offering. People make judgments in the blink of an eye. Make sure that the first impression of your ebook is one of professional, appealing quality.

A study at Stanford University\* shows that people judge your online credibility by the quality of your web page design far more than by testimonials, price, guarantee, personality or any other factor.

Overall analysis of credibility comments:

<b>Design Look</b>	<b>46.1%</b>
Information Design/Structure	28.5%
Information Focus	25.1%
Company Motive	15.5%
Information Usefulness	14.8%
Information Accuracy	14.3%
Name Recognition and Reputation	14.1%
Advertising	13.8%
Information Bias	11.6%
Writing Tone	9.0%
Identity of Site Operator	8.8%
Site Functionality	8.6%
Customer Service	6.4%
Past Experience with Site	4.6%
Information Clarity	3.7%
Performance on Test by User	3.6%
Readability	3.6%
Affiliations	3.4%

If you want credibility in the eyes of your prospective clients and buyers it's imperative to have well-designed ebook covers, web page banners, sales buttons and web site graphics. Good design sells.

\*[www.consumerwebwatch.org/news/report3\\_credibilityresearch/stanfordPTL\\_abstract.htm](http://www.consumerwebwatch.org/news/report3_credibilityresearch/stanfordPTL_abstract.htm)