## Your Marketing Funnel: Reader Magnet

#### WEBSITE HOMEPAGE

www.alternatefutures.co.uk (made in Wordpress / Wix)



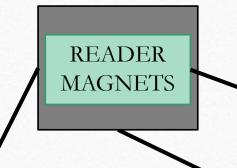








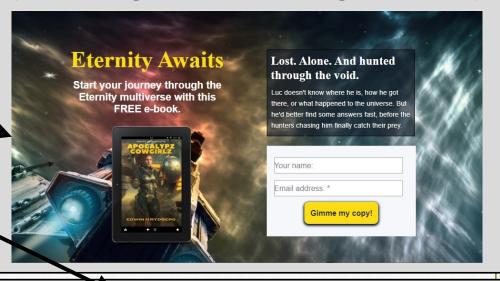




HIGH-CONVERTING LANDING PAGE

freedownload.alternatefutures.co.uk

(made in Wordpress / Wix / Mail Chimp / MailerLite...)



For Newsletters / soc-med

SHARING IMAGES

For book front/back matter





## Resources for Image Creation

### <u>Useful Websites for Creating Images (FREE!)</u>

Canva.com (easy graphics editor)

Pixabay.com (free stock images)

diybookcovers.com/3Dmockups/ (easy 3D cover images)

Covervault.com (more advanced, templates for use)

PowerPoint! (save individual slide as .png)

Google Slides

### <u>Useful Websites for Creating Images (PAID)</u>

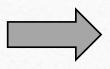
BookBrush.com (cover design + 3D mockup) Placeit.net (cover design + 3D mockups)

#### **Advanced Software**

GIMP (free)
Photoshop (paid)

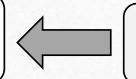
# Let's Make an Image for Sharing

Don't need professional design for enticement image



COVER IMAGE CREATION





Can upload images free from Pixabay.com

3D Cover Mockup

diybookcovers.com/3Dmockups/

Save as 'PNG' to get transparent background

Use e-reader/tablet image in this case, for accuracy

Background Stock image if needed Canva.com
Pixabay.com

SHARING IMAGE CREATION Canva.com

Put it all together with some enticing text