

Global Ebook Awards Judge's Score Sheet – Ebook Covers



Ebook Title: _____

Ebook author: _____

Judging Criteria (Up to 10 points each. Higher is Better)

Front Cover Art

____ Quality of original art or photograph(s) (Professional?) (0 – 10)

____ Placement of art and text (0 – 10)

____ Cover clean, not cluttered. Good choice of colors. (0 – 10)

Back Cover Copy or Ebook Description

Also see ebook's website and online listings
at Amazon.com, Smashwords.com, etc.

____ All elements covered (Category, headline, short description, bulleted
promises, testimonials, author bio, closing sales copy, price) (0 – 10)

____ Free of spelling and grammar errors (0 – 10)

____ Persuasiveness of sales copy (0 – 10)

Effectiveness

____ Cover grabs your attention quickly. (0 – 10)

____ Cover matches the subject of the ebook. (0 – 10)

____ Cover looks good/legible in thumbnail size (0 – 10)

Whole Package

_____ Judge's overall subjective evaluation. (0 – 10)

_____ **Total** (up to 100 points)

Your own subjective (hopefully constructive) **comments:**

Please email Becky@GlobalEbookAwards.com with:

1. The title of the ebook.
2. Your subjective comments, if any.
3. Your total (up to 100 points) score.

Judges are encouraged to post reviews of the ebooks they judge at Amazon.com, B&N.com, Smashwords.com, their own blogs and other review periodicals. Do not mention in your reviews that you are a Global Ebook Awards judge. We do not want reviews to affect the evaluation of other judges and we do not want nominees to know who their category judges are.