

# 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:**

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Please email [Becky@GlobalEbookAwards.com](mailto: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.