The 10-point thumbnail test

Shrink your cover to about 1 inch wide and view it next to the top covers in your genre. Score 0 or 1 for each test and total at the bottom. 8+ moves on, 6–7 needs a targeted fix, under 6 is cut.

#	Test	A	B	C	D
1	Title readable at 1 inch wide				
2	Author name readable at 1 inch wide				
3	A stranger names the genre in 3 seconds				
4	One clear focal point				
5	Strong contrast between title and background				
6	Nothing important near the trim edge				
7	No distorted hands, faces or text artefacts				
8	Looks like it belongs next to the top books in the genre				
9	Still distinct, not a copy of one competitor				
10	Matches the series look (if a series)				
	TOTAL				

A strong cover raises the chance of a click; it cannot guarantee sales. Keep your own notes and let your results decide.

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