



First of all, thanks for taking the time to consider using me for your graphic needs. You might not believe me but I think even being considered is an honour, regardless of whether or not you actually go ahead and hire me. If you do, well then, that's a bonus. Hopefully, for both of us. 😊

I've tried to put everything in here that you'll need to know about working with me. If it's all in one place then you don't need to go searching for it, and the less time you have to spend looking for answers to questions, the more time you can devote to telling me what sort of graphic work you want. (No need to tell me it has to be AWESOME – that part goes without saying!)

About Me

I live in a small, mining village in the North East of England. I share my home with my granddaughter Bethany and son James (not sure how much longer he'll stick with his mother though lol).

When it comes to graphic design/creation/editing, you should know upfront, I have zero (yes, you read that right) qualifications. I'd hate for you to think you were hiring someone who'd spent years studying at University, learning all the ins and outs of professional, creative design. If that's the type of designer you want, then I'm not the person you need.

On the other hand, if you want someone who is passionate about working with graphics, who gets a thrill out of creating something that makes people go 'WOW', whose drug of choice is all things Adobe (yes, sadly my addiction has grown beyond Photoshop and now also includes Illustrator, InDesign, Muse, and After Effects 😊), then I'm your gal. 😊

I consider myself very easy to work with. (Note, my customers may tell you otherwise but don't listen to them. Contrary to popular belief the customer is not always right, especially

when they're wrong.) If you want something that is in my power to give, (i.e. I have the skills and it's not illegal), then I will give it to you.

If you want something outside of my skillset, but I think I still might be able to do it, then I'll try my hardest to deliver. If I think it's something I couldn't figure out in a million years, (or whatever timescale you need your product in), then I'll tell you so you can go find a better designer and quit wasting your time. I believe your time is as valuable as mine and I'd rather you talked nice about me as a person, even if you can't talk nice about my skills. Maybe you'll remember how nice I was and come back to me in the future when either:

- a) I'm more skilled and can provide you with what you need. Or,
- b) The project you're working on doesn't require as much technical knowledge and I can still provide you with what you need.

Sound fair? I think so too. It must really be true about great minds thinking alike. 😊

Services

On to the good stuff. I guess this is the part you're really interested in so let me explain what it is I offer and then you can decide if you need to read any further.

Digital Book Covers – this is the bulk of the work I do. Whether you're publishing on Kindle or any of the other e-reader devices, I can create a cover that will stand out from the crowded digital bookshelves and entice readers to come see what your story is about.

Print Book Covers – want to put your work into print? Not a problem. I can convert your Kindle cover into a wraparound cover, perfect for uploading to CreateSpace. (Note, the licensing terms for the images I use only allow printing up to 250,000 copies. Should your book sell more than that you will need to relicense the images or purchase an extended license. If you have any questions at all about this please get in touch with me and I will be more than happy to explain further).

3d Book Covers – if you'd like a 3d rendered image of your book to put on your website, or upload to Pinterest, then I'm more than happy to create one for you. 3d covers can be either paperback or hardback, front facing, side facing, standing, laying.. just ask.

Social Media Covers - whether you're after images for Facebook, Twitter, Google+, Youtube... I can help. Let's face it, if you're going to be seen in public, no matter the occasion, you need to be dressed appropriately!

Real World Covers

Of course, graphic design is not limited to the digital world. Maybe you want a design for a business card, a flyer, business stationery... or anything else to help your business stand out from the crowd and wow your customers. Although I don't offer printing services I can create your designs to print ready standards and formats. All you need to do is take the graphic file to your local printing shop or upload it to one of the many online printing services.

No Business - No Problem

Just because you don't have a business need doesn't mean you don't want personalised graphics or image editing services. Whether it's a special photo you'd like enhancing or a unique, party invitation for your child's birthday, please get in touch. I can help. 😊

Anything Else

When it comes to fooling around in just about any of Adobe's creative products I'm more than willing to step up to the plate and give it a try. If there's some other type of graphic/creative design work you're after that isn't listed here, then please feel free to get in touch. I'm always happy to discuss any kind of creative work opportunities.

Pricing

Unfortunately, there is no way to offer a fixed price for any of the work I do. Every cover/design is different and so each of them will cost more or less depending on how much work is involved in putting the final design together. As I also use stock imagery in my designs, then cost is also affected by how many stock photos I need to purchase to make up the final design.

I realise there are many designers out there who do offer a fixed price for their services. However, have you noticed they tend to be the most expensive designers? That's because they need to average out their prices so they don't end up losing out on more complex designs. The end result is that the guy whose design is very simple and doesn't take much time to put together pays the same price as the guy whose design is extremely complex and takes a week of tweaking and adjusting to get it right. To me that just doesn't seem fair.

The only graphic for which I can offer a fixed price are the 3D bookcovers as these are created from a design that has already been created and approved.

Kindle Covers -	£40 - £45
Print Covers -	£45 - £50
3D Bookcovers -	£10 (note this is a fixed price as the 3D is created from an already created and approved flat cover. If the flat cover has not already been created, then you need to add in the cost of that also. All 3D images are supplied in PNG format.)
Banners -	£35 - £40
Flyers -	£45 - £50
Business Cards -	£35 - £40
Facebook Cover Photo -	£35 - £40
Google + Cover Photo -	£35 - £40
Twitter Header -	£35 - £40

To be honest (which is always not only the best option in my opinion, but also the easiest), when it comes to pricing, I have never yet had a customer tell me they think I have overcharged them or that they didn't want the finished product because it was too expensive. Most of my customers think I don't charge enough.

Yes, I have no doubt my prices will rise as time goes on, but then so will everyone else's. Of course, there will be newer designers arriving on the scene and their prices will be lower as they seek to build up their own customer base. I can only hope that by then my graphics have worked their magic in bringing you more customers and so you decide to stick with me. If not, no worries. 😊

Special Offers -

Order 3 or more covers together and save 10%.

The Process

I consider myself to be very easy going when it comes to working with customers. Whatever works for you will (usually) work for me. All I need is a few details initially and then feedback on the drafts I send to you until we end up with a final design that is absolutely perfect.

It obviously makes life much simpler and the process run more smoothly if you are as clear as possible on what you like/don't like about any particular design. And yes, I'd prefer if you did it all in one e-mail rather than requesting one change and then after I've changed that one thing, asking for something else to be changed. Not only does this waste valuable time (both yours and mine) but it will end up costing you more money in the long run.

When it comes to the number of revisions I am willing to make the answer is, 'as many as are needed'. You don't pay until the image is completed to your satisfaction so it's in both our interests for that to happen as quickly as possible.

Very often customers tell me they have no idea what they want and are more than happy to, 'go with whatever you come up with' (the 'you' being me). Really? So if I send you an image of a packet of peas you'd be happy to put that on the cover of your book or on the header of your website?

Of course you wouldn't. If you want zero input to your design then I'm not the designer you should be working with. There are others out there who will quite happily send you a finished design or possibly even give you 2 or 3 to choose from, but that will be it. You pay your money and take what they deliver.

I don't work like that. I expect you to work as hard as I do at crafting the perfect design. Believe it or not, you know more about what you want than I do. If it's a book cover, you know the story, you know the characters, you know the feelings/emotions contained within those pages. Often all you need is a starting point and this how you need to look at the initial draft. From there, it's a combined effort to come up with the end product.

Of course if you already know what you want that's great. But please bear in mind that I reserve the right to refuse to recreate exactly what you want if I think it sucks. I'm not going to put my name to something really bad simply to get a sale. Aside from taking away the element of 'design' it also removes the fun aspect which is the main reason I do what I do. If this was just about making money then yeah, I'd do whatever the customer wanted. But it isn't. So I don't. As I said earlier, I consider this whole process needs to be a combined effort in order to ensure you end up with the perfect image for your needs.

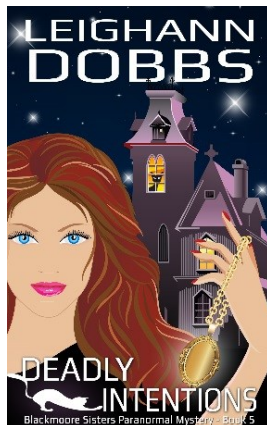
Once you're happy with the design, it's time to pay me. ☺ All payments are made through Paypal. As soon as the payment is received, I send over the final, high res file to you, ready for uploading.

Testimonials

It's very easy for folks to tell lies and even try to pass those lies off as coming from other people. I'm not too sure how their mothers feel about them doing that but sadly it's become more and more prevalent as the Internet has evolved. Neither you nor I can stop it. That means you need to be very careful about what you believe and don't believe, especially when it's coming from someone you don't know.

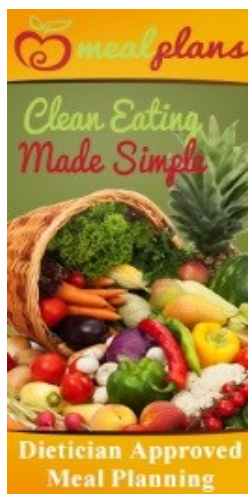
I thought about including lots of testimonials from my customers in here. But how do you know I haven't just made them up? The truth is you don't. And so I'm not going to bother.

What I will show you instead are actual examples of my work. Clicking the examples will take you to the live design wherever it lives on the Internet.



'Deadly Intentions' is the latest book cover I've designed for author Leighann Dobbs. The very first design I did was also for Leighann. It was the first cover for her best selling Lexy Baker series and Lexy is still one of my favourite covers to design.

If you click the 'Look Inside' link on Amazon you'll see that Leighann is kind enough to credit me inside with a link back to my website. Not all of my customers do this but a number of them do and I'm very grateful for this additional exposure. I've had a number of new customers come to me via those links. 😊

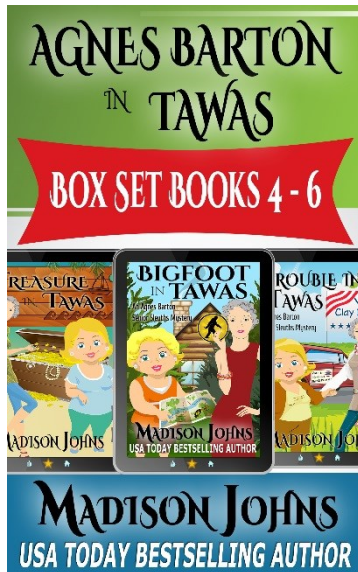


I've done a number of different graphics for Corey. Banners, 3D covers, Facebook cover photos... he is one of my oldest and sweetest customers. Add to that he's one of the most knowledgeable guys around when it comes to the world of health and fitness (he trains US military personnel so you know he knows lol).

There are a number of graphics on his site created by yours truly. You can see a selection of those by clicking [here](#).



Leslie Bogearts is a good friend who I met online. I was thrilled when she asked me to design the header for this website. It was a lot of fun to do. Again, Leslie is also kind enough to credit me on her website so that other potential customers can find me. 😊



Working with bestselling authors is a true privilege. And author Madison Johns, is not only a bestselling author, she's also a terrific lady.

When it came time to design the cover for her latest box set Madison was only too happy to take my advice and get away from the normal 'boxy' image used by so many other authors. Not only because 3D images aren't allowed on some platforms, but also because she truly appreciates that the whole point of your book cover is to help your book stand out on the digital bookshelf.

I loved working on this design and again, Madison is happy to give me credit within her books.

Questions?

If you still have questions, then please don't hesitate to get in touch. I reply to all my emails personally so if I'm backed up it might take me a day or two but that's very rare. Usually you can expect a reply within a few hours, and if you hit lucky and I happen to be online when you send it, then you might even get a reply immediately. 😊