



Archangel Ink

Our Design Philosophy

Cover design is a key element of your book's success. It's also one of the most subjective elements, and like any creative expression, there are always adjustments that *could* be made. But a drawn out, back and forth revision process is costly; it takes time, energy and resources, which can place powerful, professionally designed covers out of range for many authors.

In an effort to keep high-quality design affordable, we focus on authors who trust our experience and expertise and are comfortable letting us take the reins with the creative leaning. Our ideal client has seen our portfolio, and they value both our technical know-how and market insight we bring from seeing the performance of thousands of covers over time. He or she wants a professional quality cover without the fuss. We're not always perfect and do include minor revisions in our design fee, but custom work or revisions beyond that may incur additional costs starting at \$75/hour.

Streamlining in this way keeps the process fun for us and efficient and cost-effective for you. It's not for everyone, and we get that. Some folks want a very hands-on approach and there are some great designers out there who specialize in that. But if you're comfortable with delegating in exchange for incredible value, reach out. We'll do everything we can knock it out of the park for you and contribute to your success.

Feel free to also visit our [YouTube video](#) on this subject for more.

Thank you for choosing Archangel Ink!



COVER DESIGN BY  ARCHANGEL INK

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