HOW TO CREATE BOOK COVERS THAT WORK

Joel Friedlander, TheBookDesigner.com

Congratulations!

You've worked long and hard to finish your book, you're ready to publish it yourself, and now you just need a great book cover, right?

But will it attract the right readers? Instantly tell what kind of book it is? Look like a book from a "real" publisher? Grab browsers' interest?

What if you could learn right now how to recognize these problems, would that help you create a book cover that really works? That helps you sell books?

Agenda

1.First we're going to look at why your book cover is so **important**

2.We'll look at the main reasons that **book covers fail**

3.Then we'll see how great book covers solve these problems and **do the jobs** they're meant to do.

4.The presentation will last about **45 minutes**, and I'll answer questions after the presentation.

5.It's fine to **get up and stretch** if you feel like it.

Your Presenter

Joel Friedlander

- Direct response
- Book publishing
- Blogging
- E-commerce
- Writer/Columnist
- Loves to cook & bake!

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Do book covers really matter?

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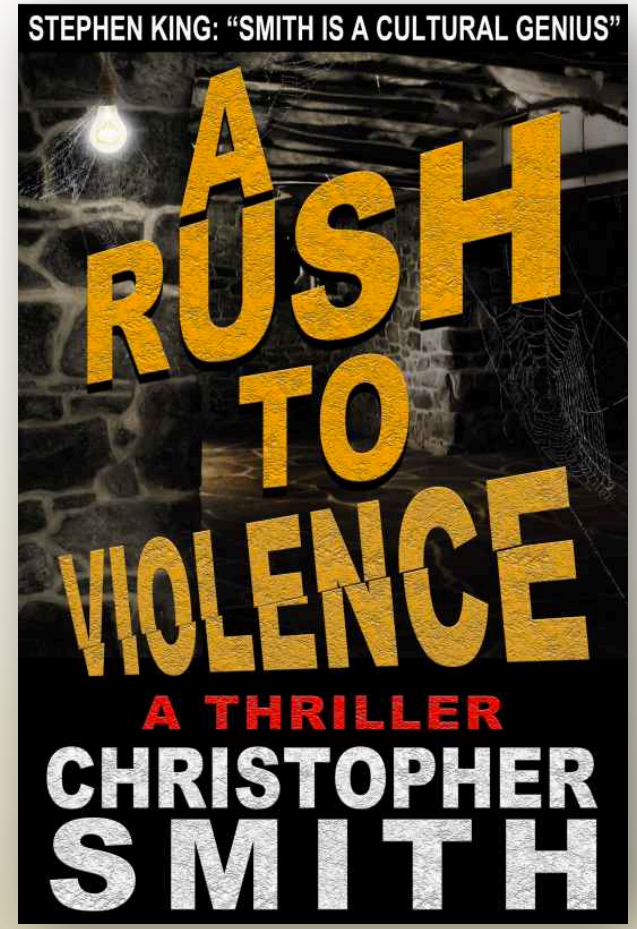
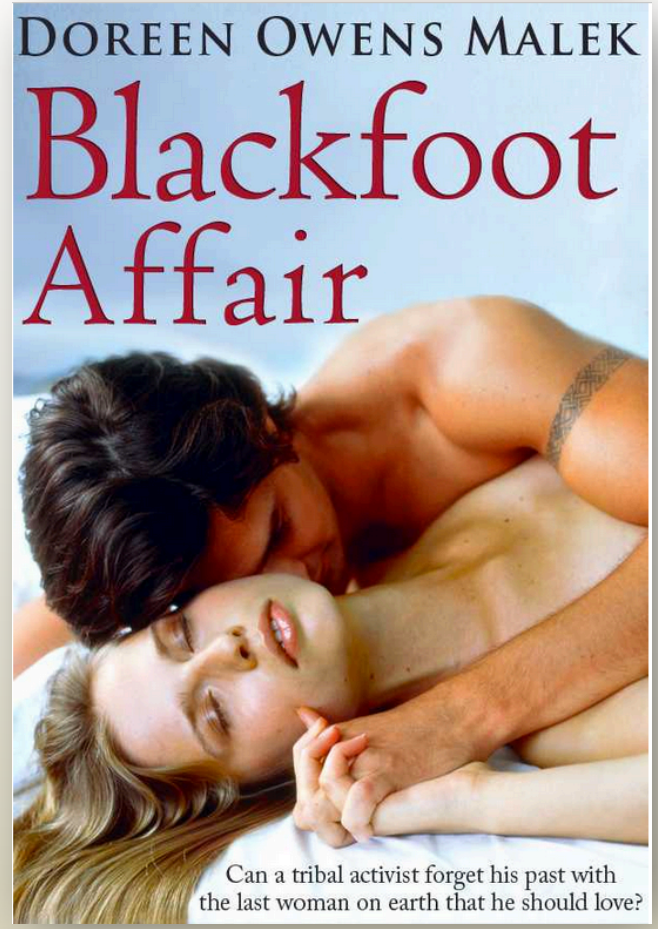
Your Book Cover's 5 Jobs:

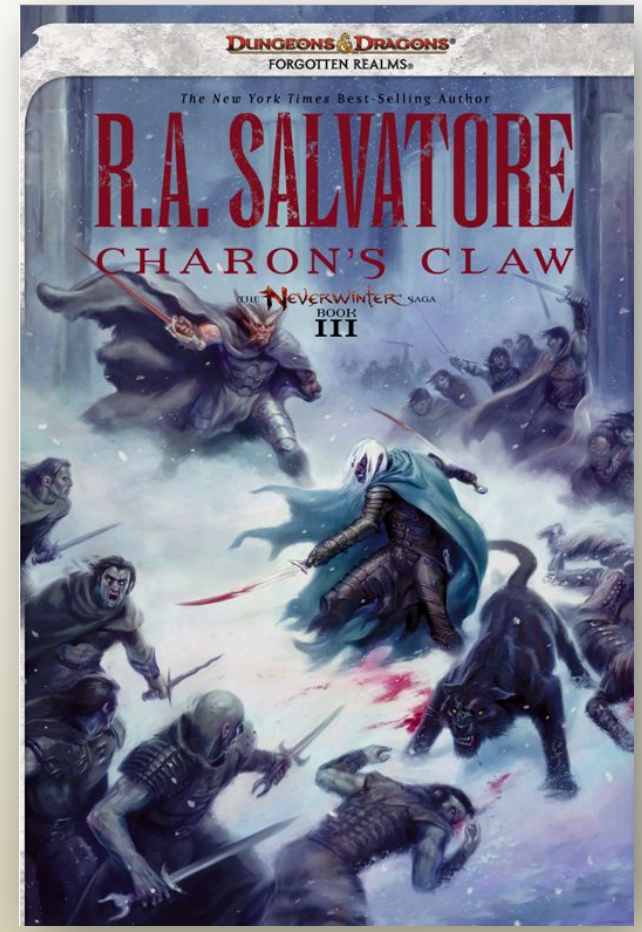
Announce its genre
Telegraph its tone
Explain its scope
Generate excitement
Establish a market position

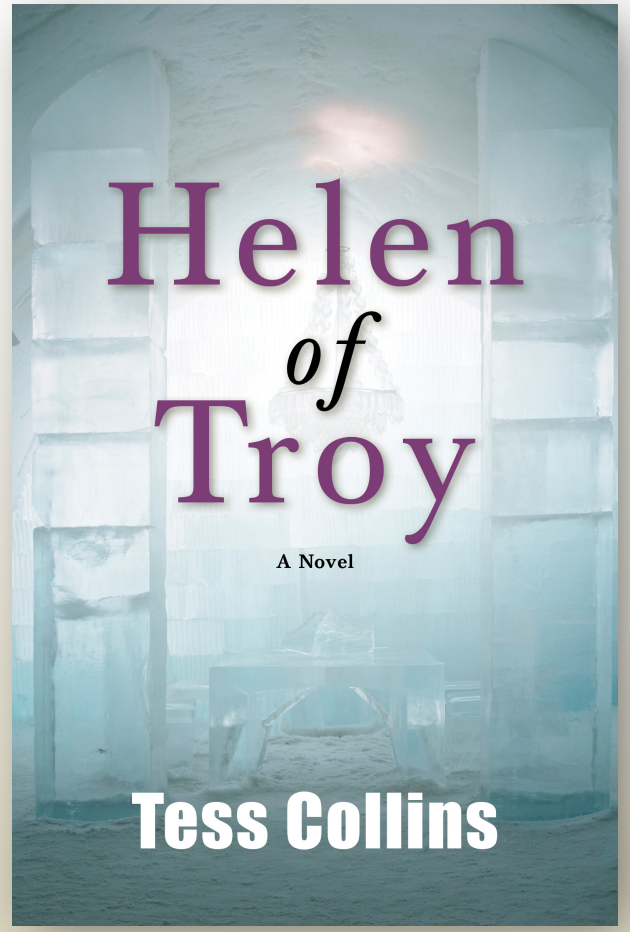
1. Announce what genre the book is



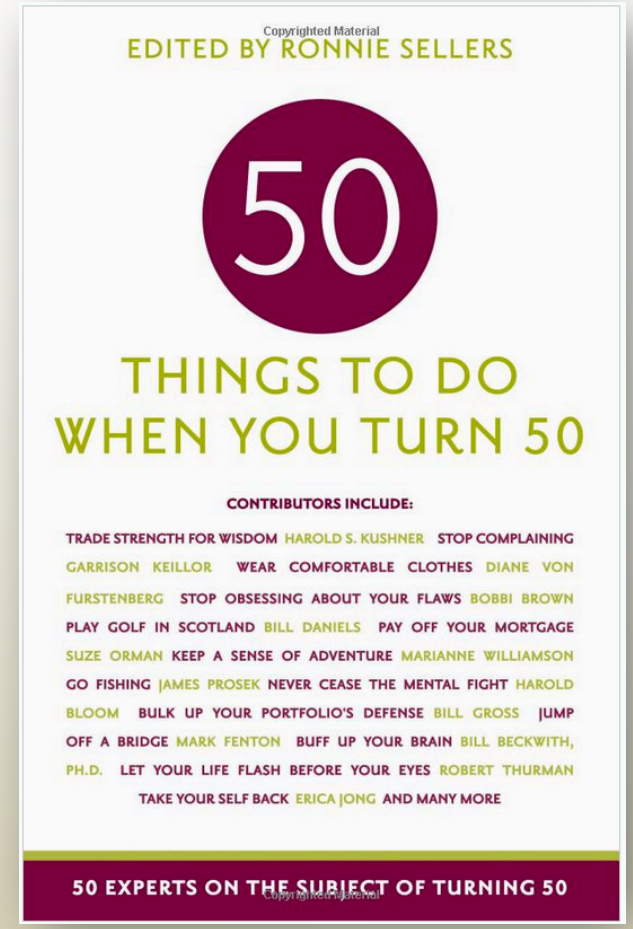


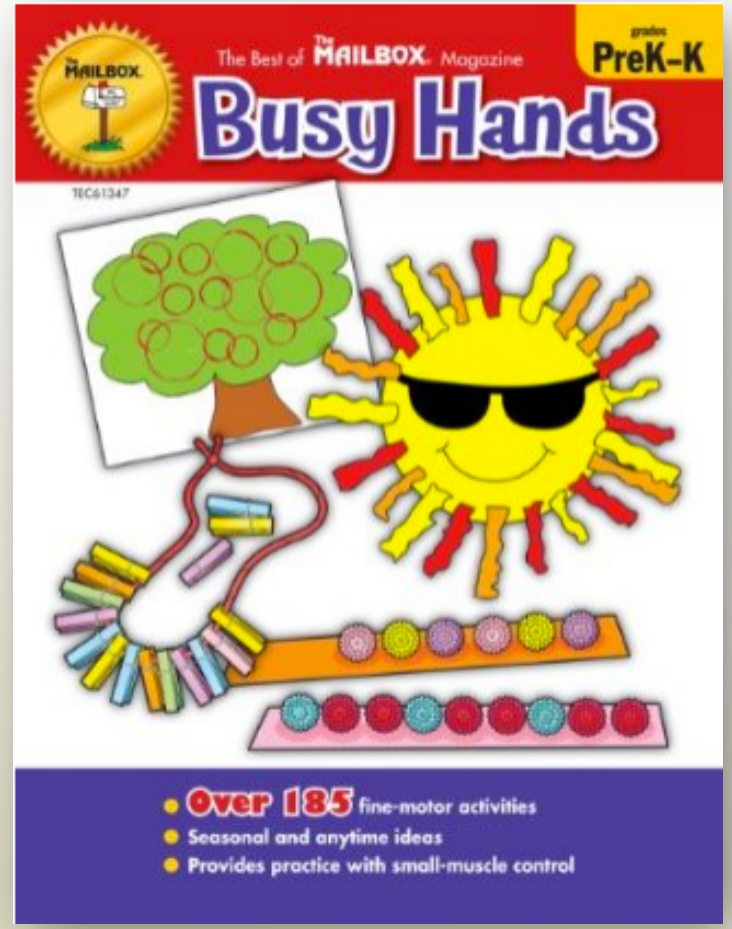
2. Give some idea of the tone of the book



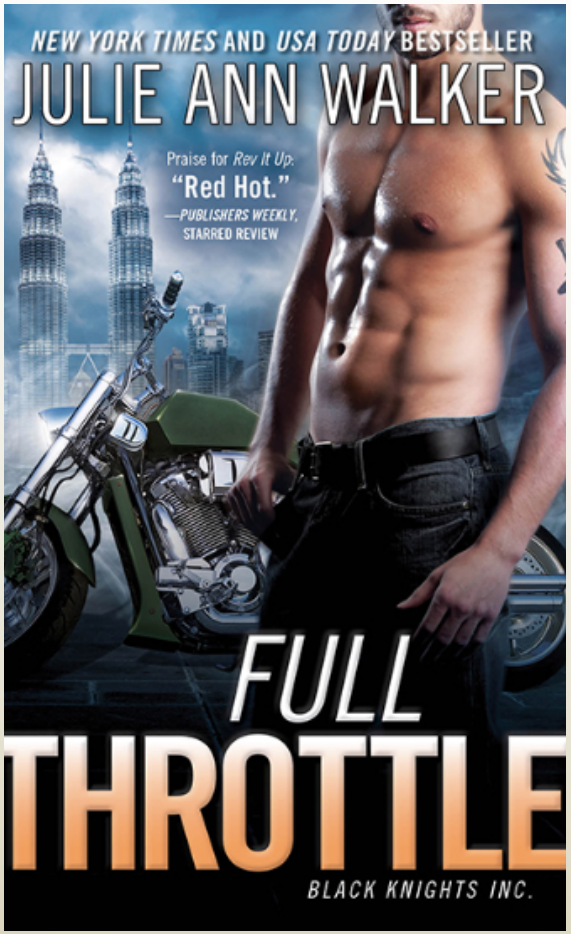


3. Explain the scope of the book

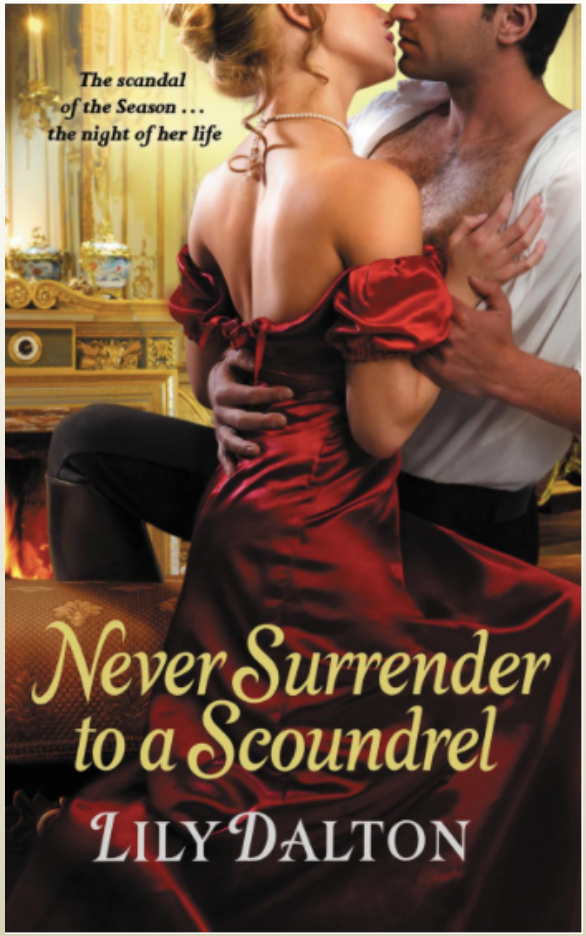


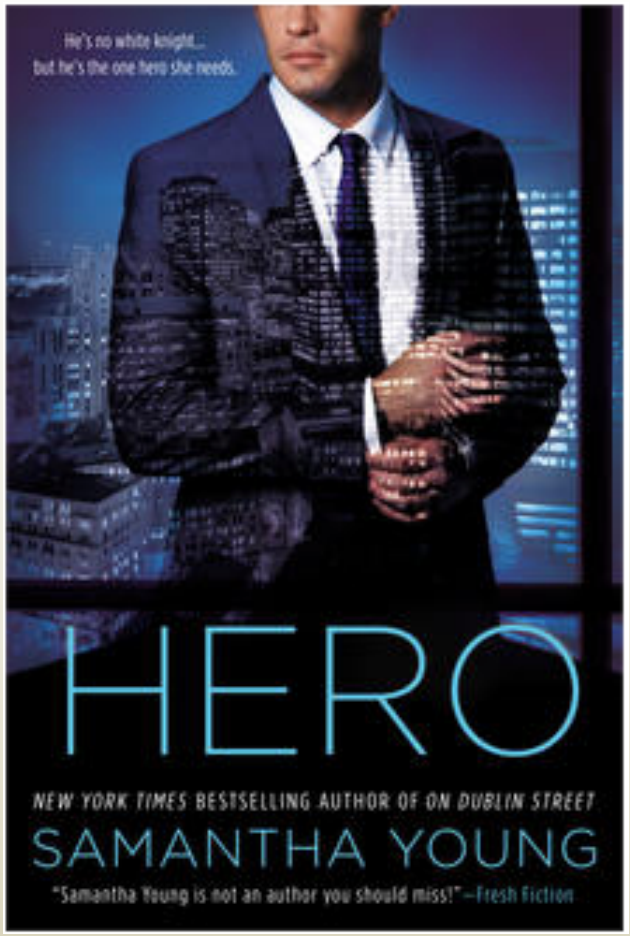


4. Communicate something exciting, i.e. the "hook"

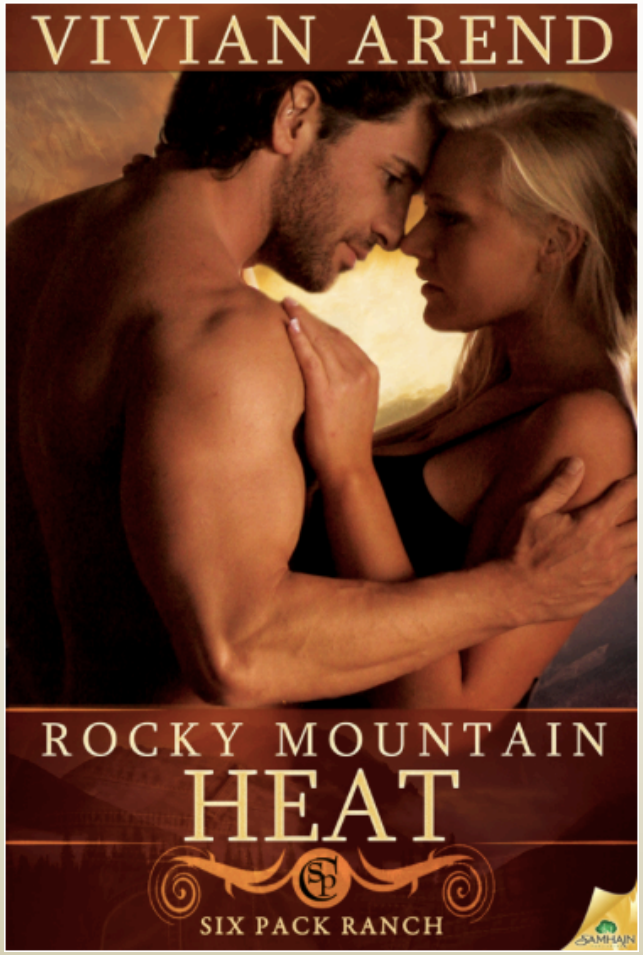


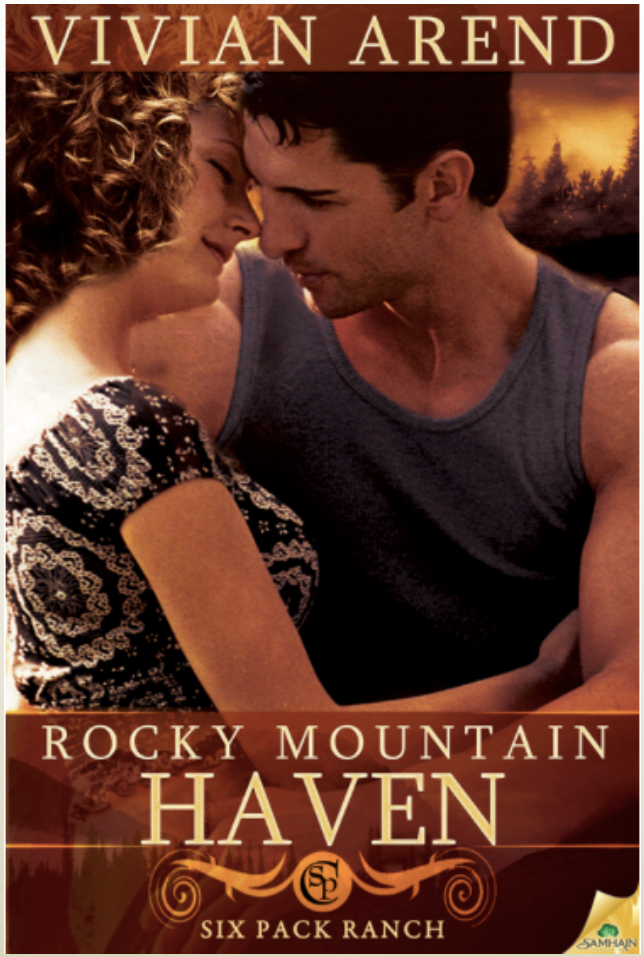
5. Position within the market





5. Position within the market (branding)





Does your cover communicate?

1. What's going on here?
2. What kind of book this is?
3. Am I interested in this?

Book covers usually

FAIL

For 5 main reasons

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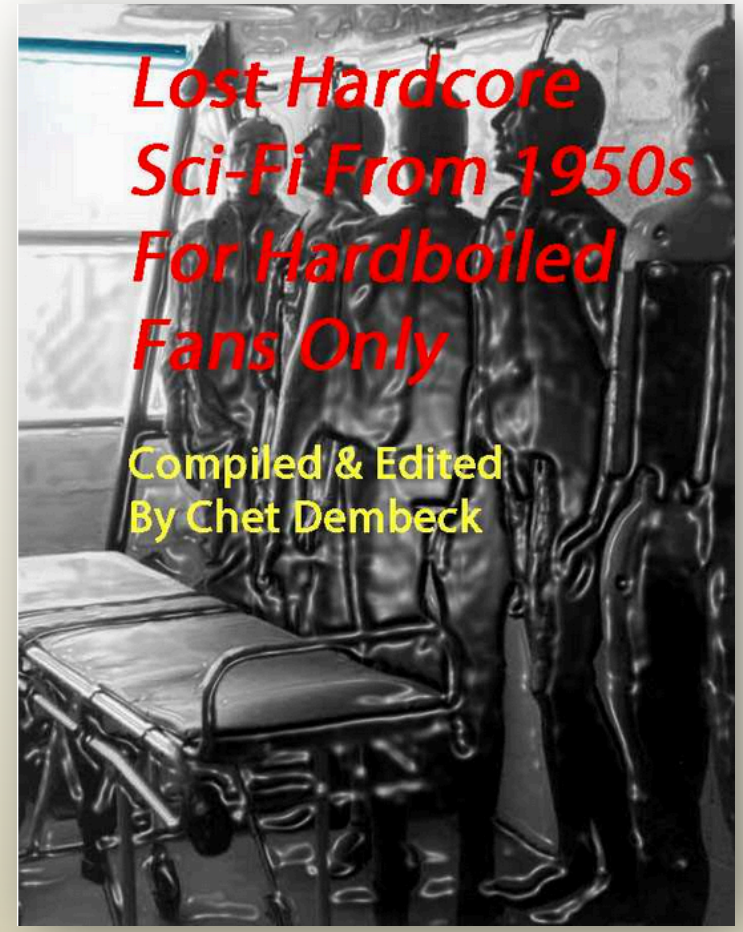
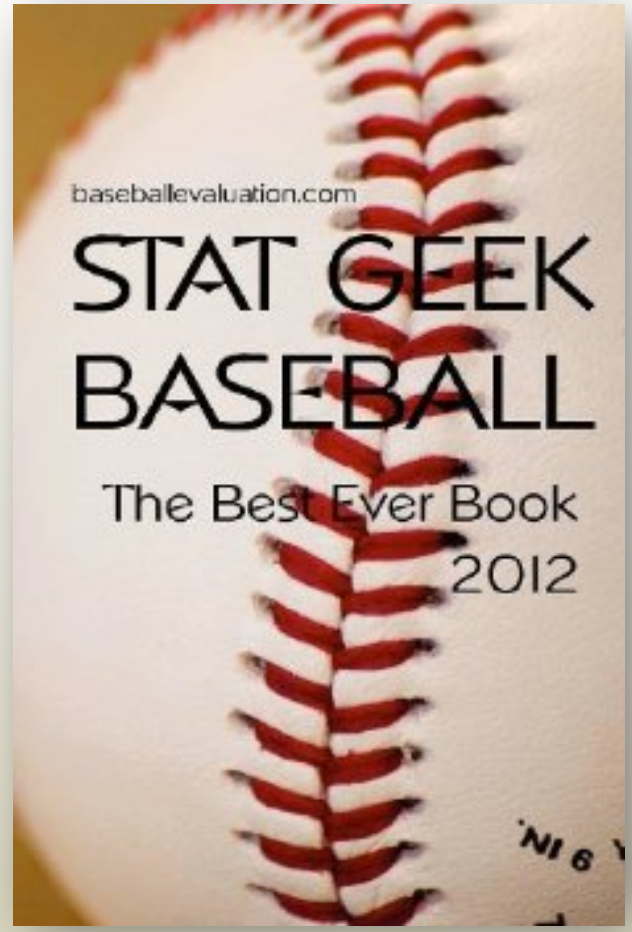
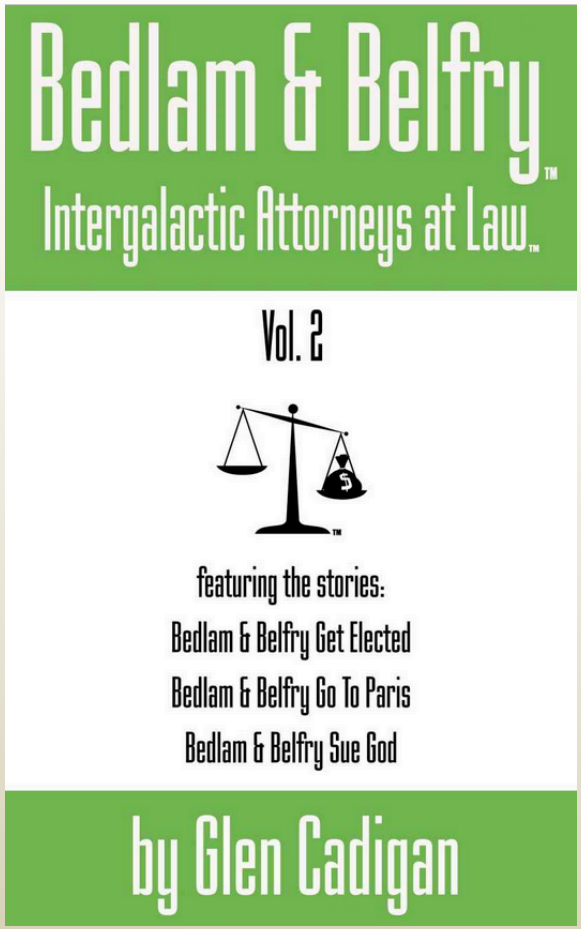
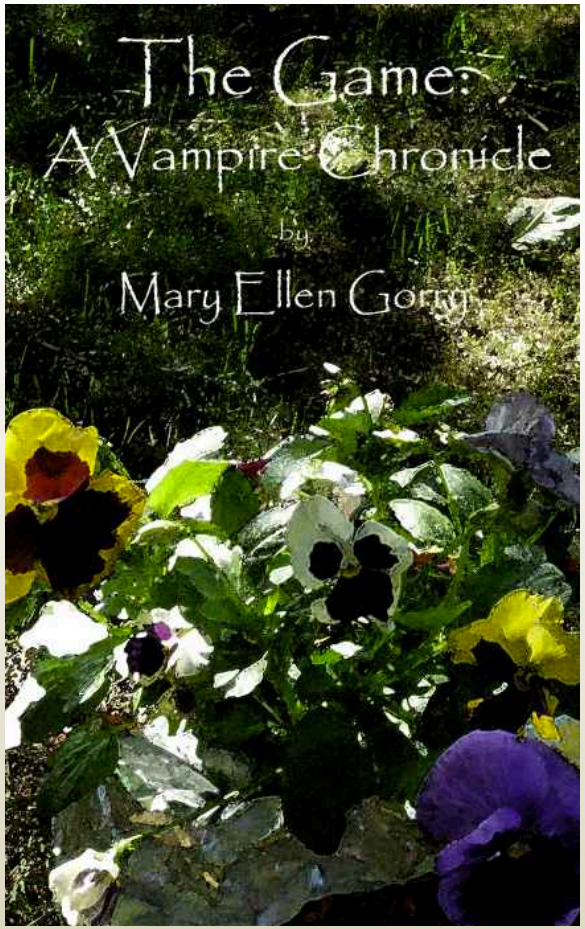
1. They are illegible



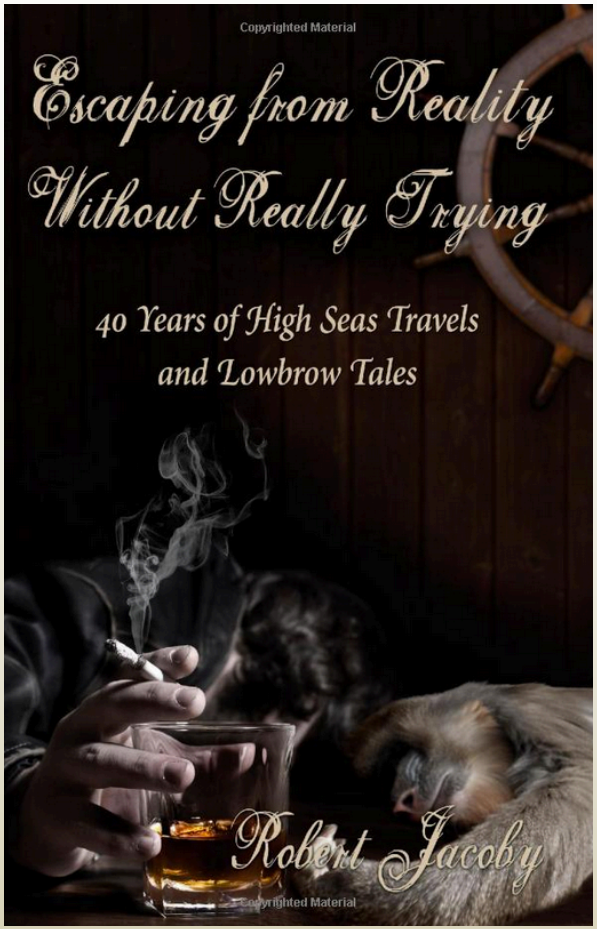


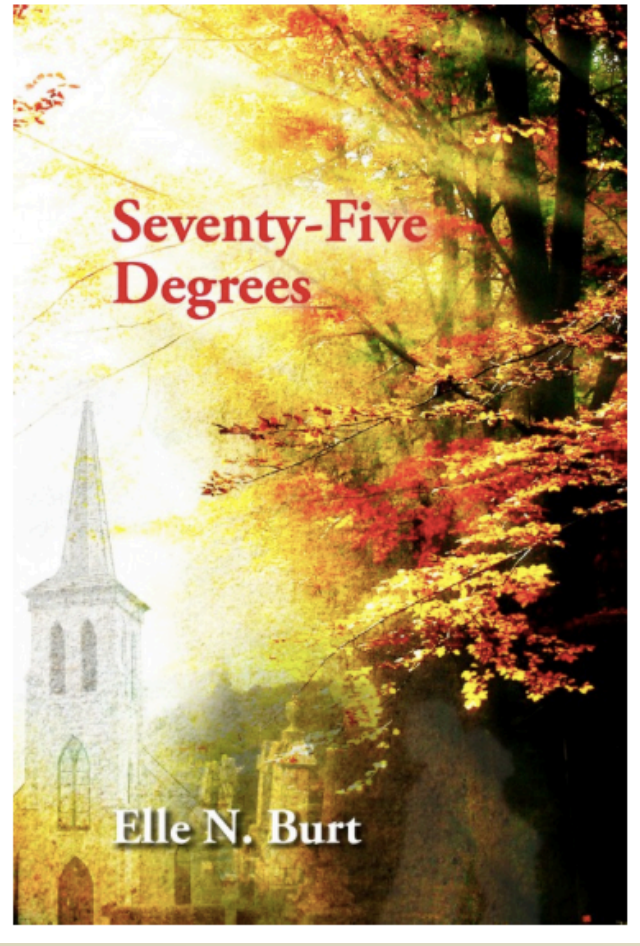
2. They disregard their genre or niche



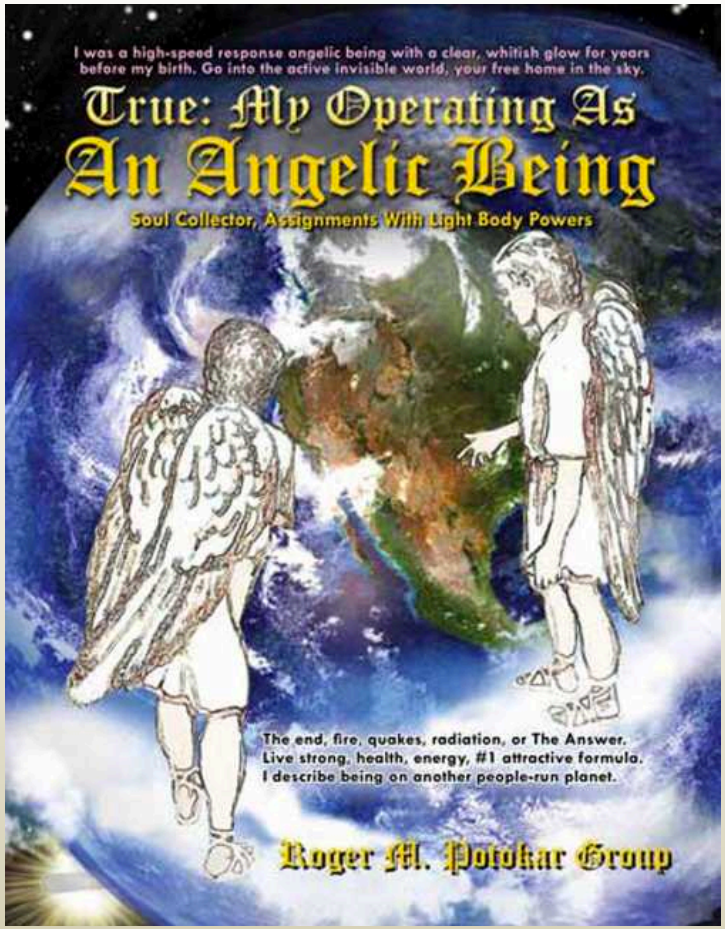


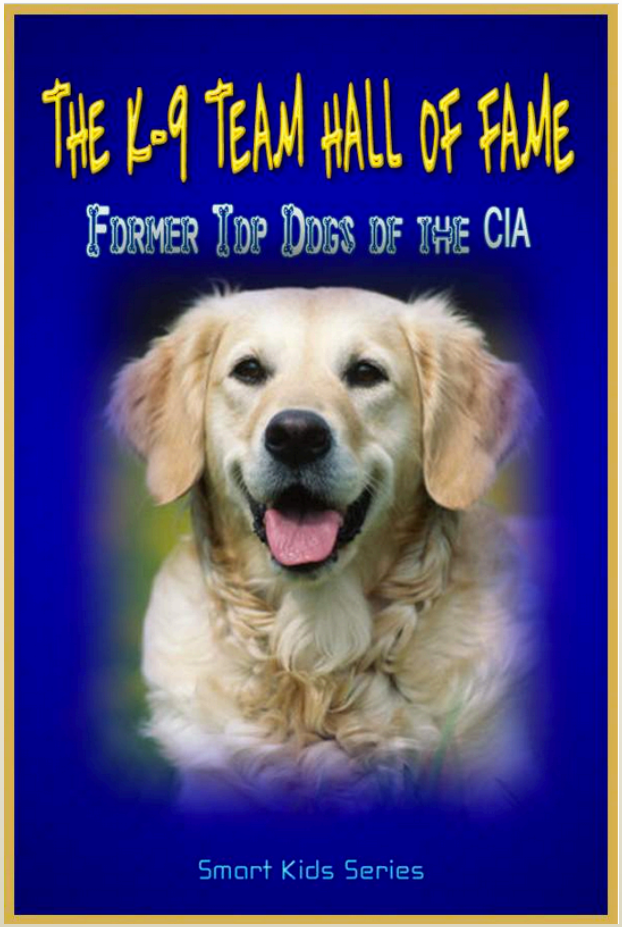
3. There's no "hook"



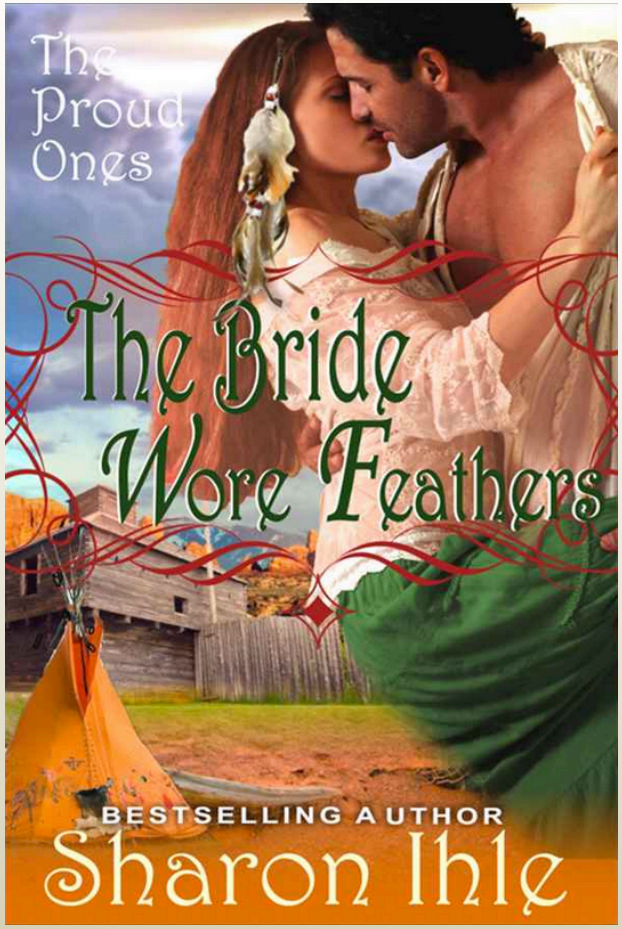


4. They are graphically or typographically incompetent



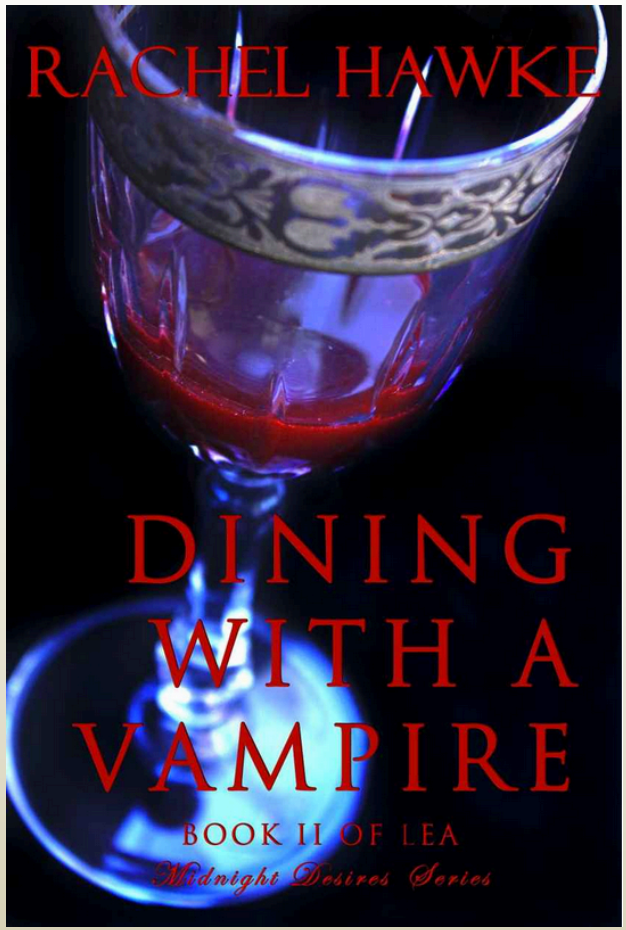


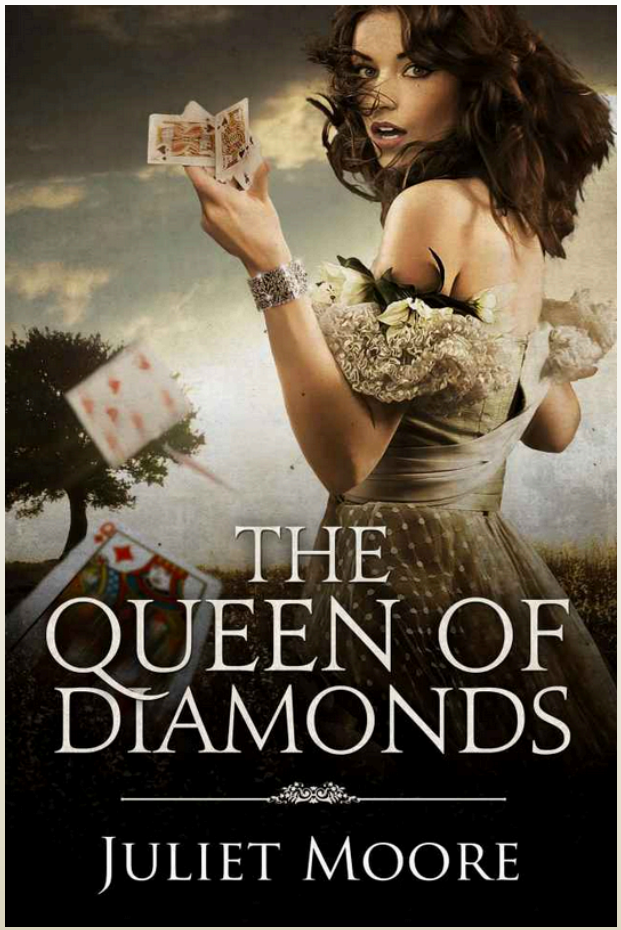
5. They create confusion instead of clarity.



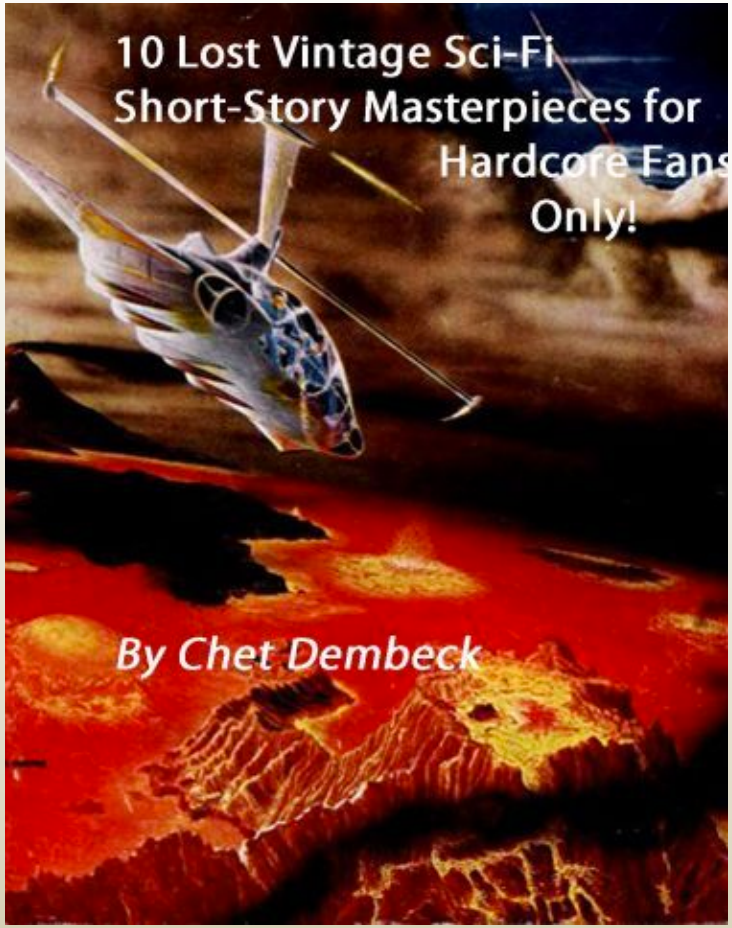
But you can solve these problems and the answer is usually contrast, focus or positioning

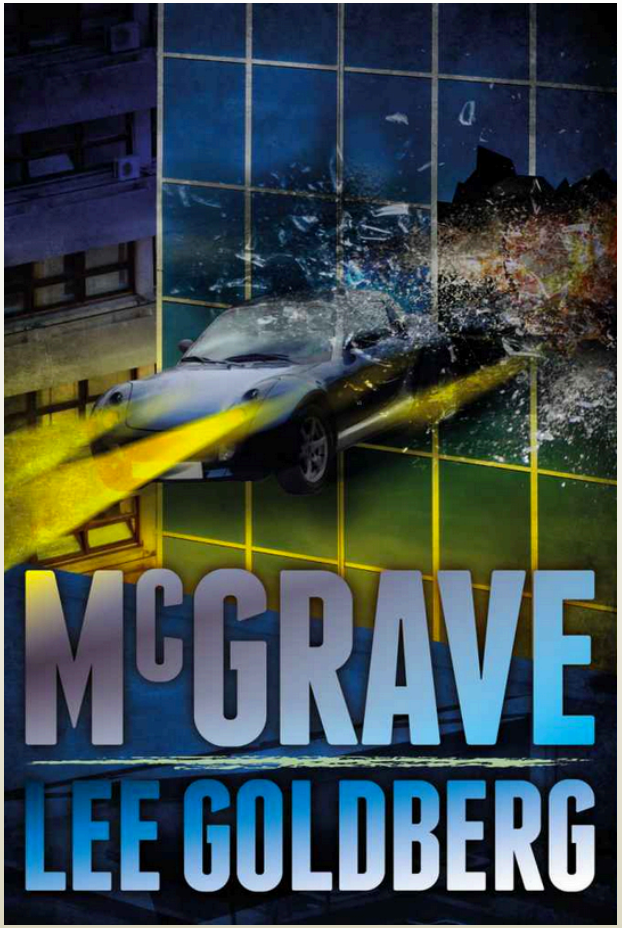
Use legible color combinations with contrast



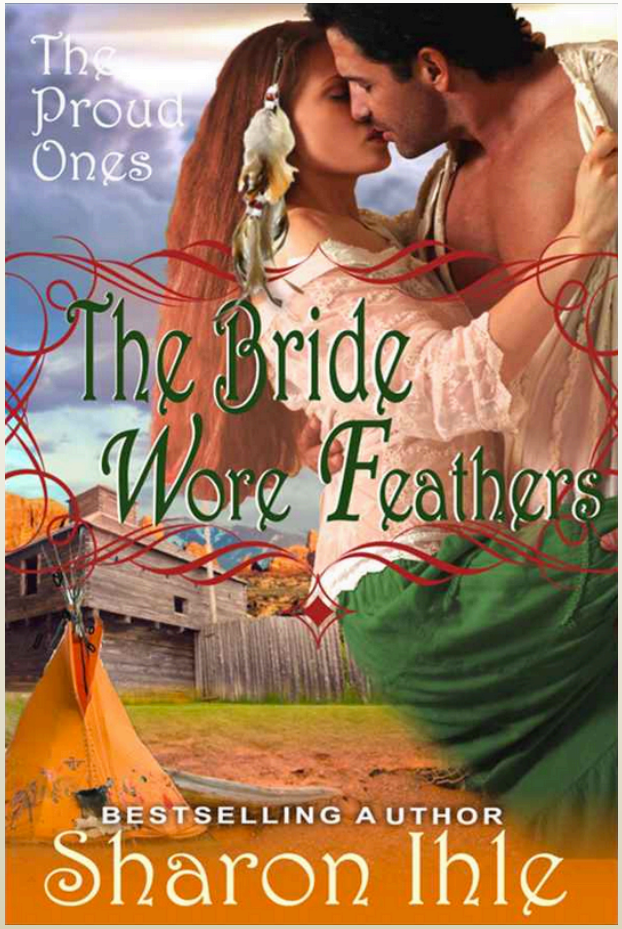


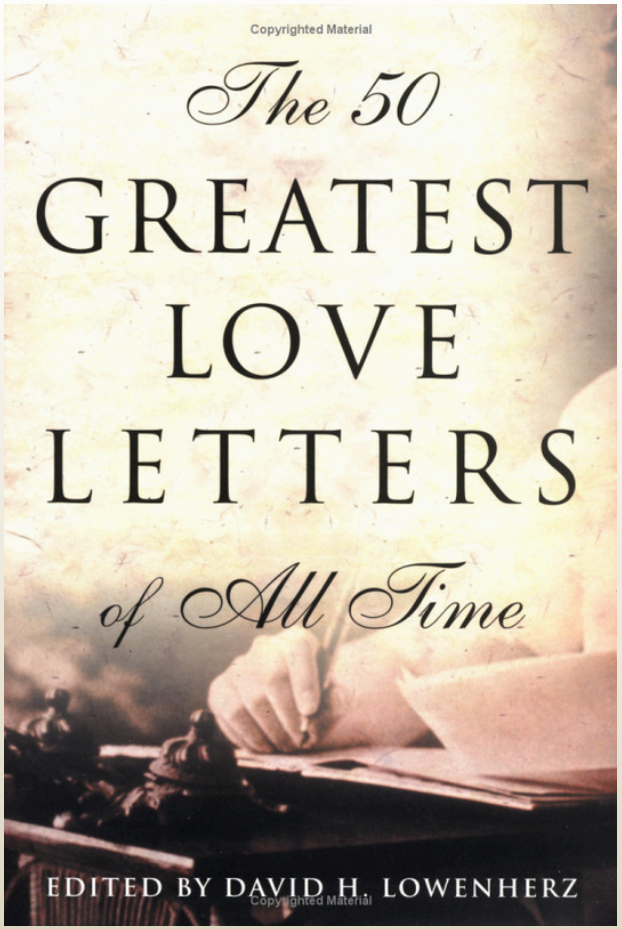
Using appropriate fonts helps contrast



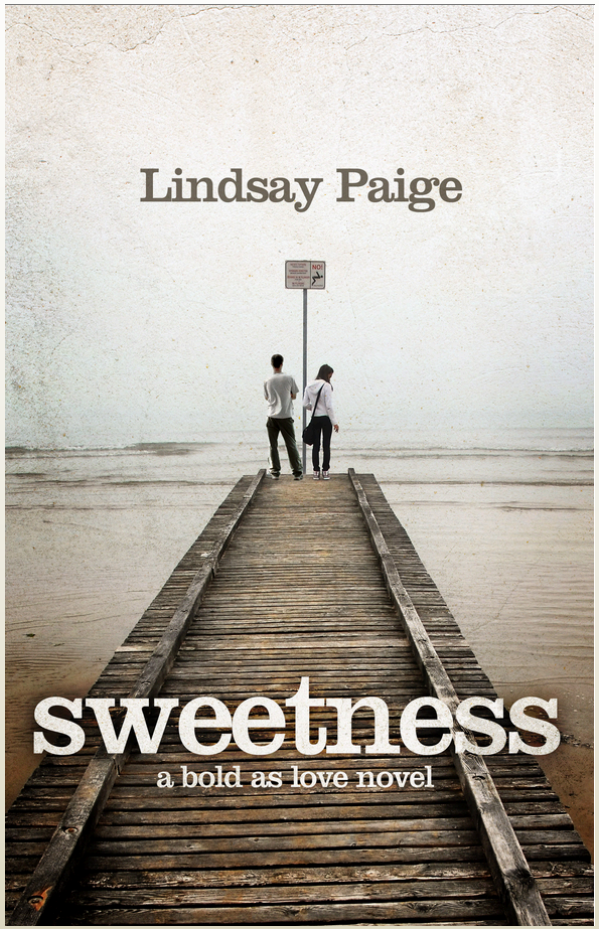


Watch out for busy backgrounds that lose focus

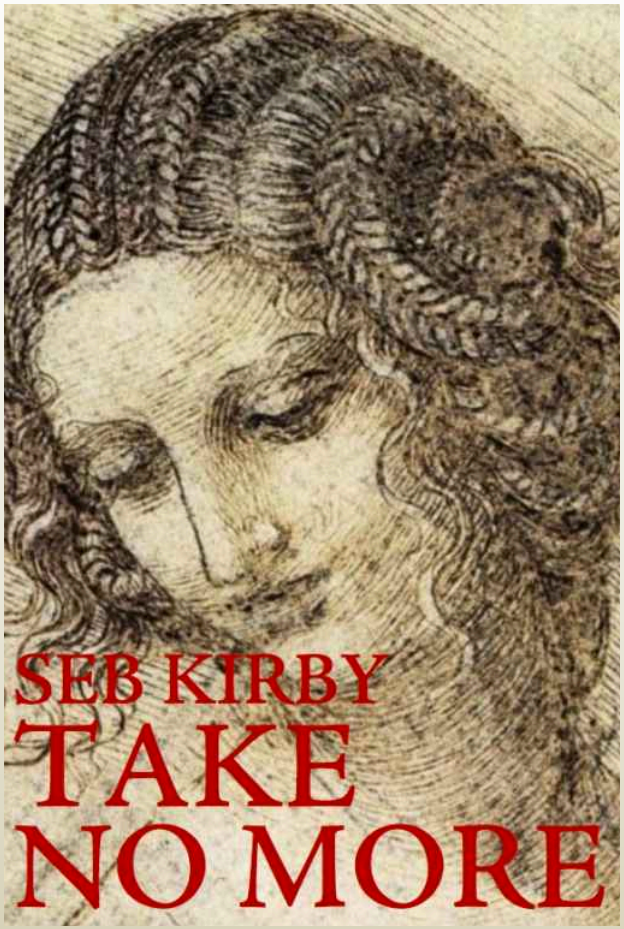


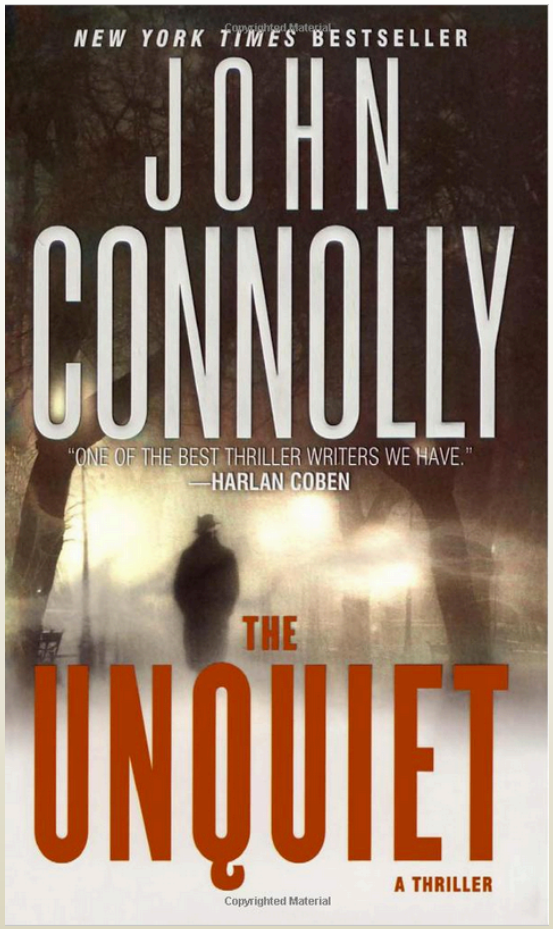


Focus the reader's attention and eyepath

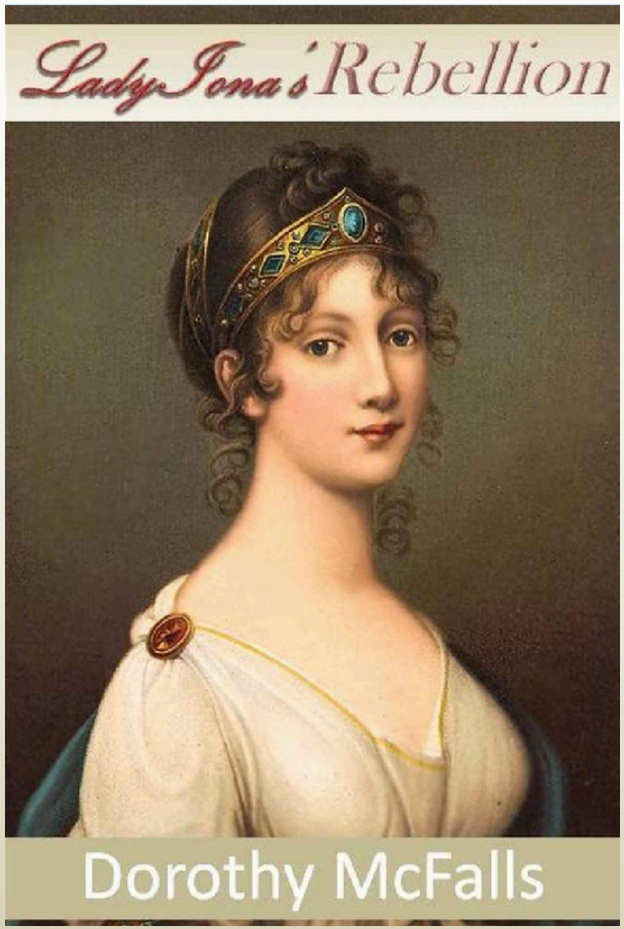


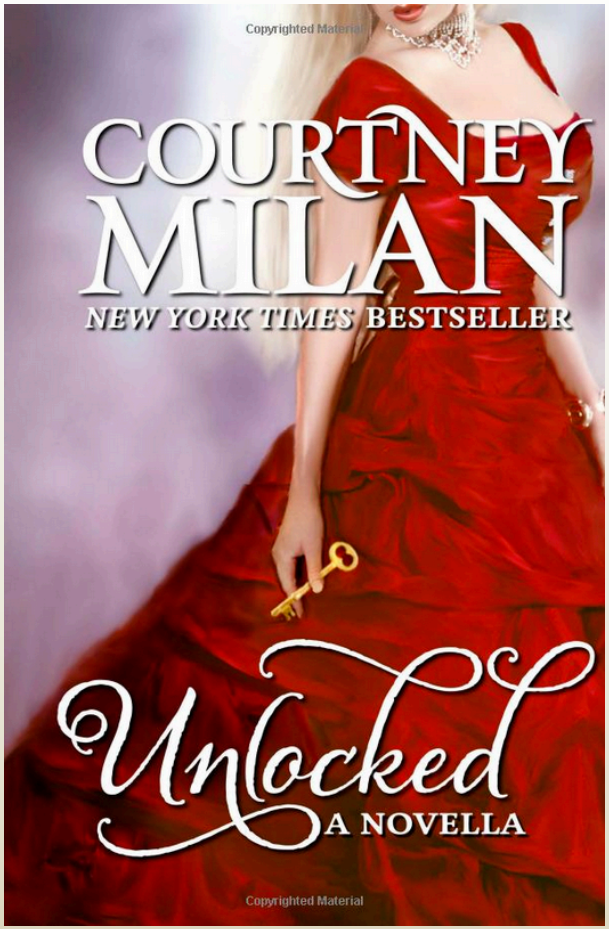
Send a clear signal that positions your book



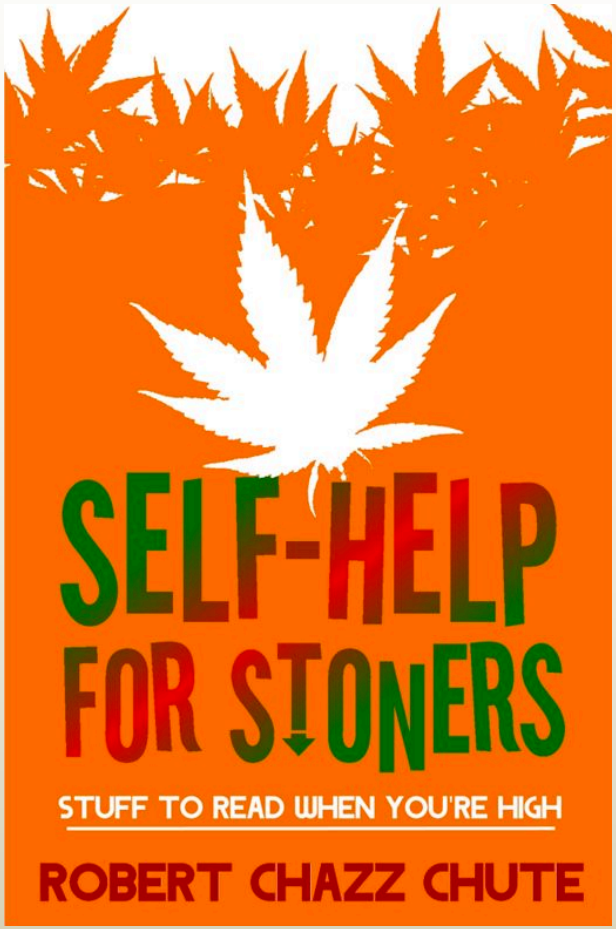


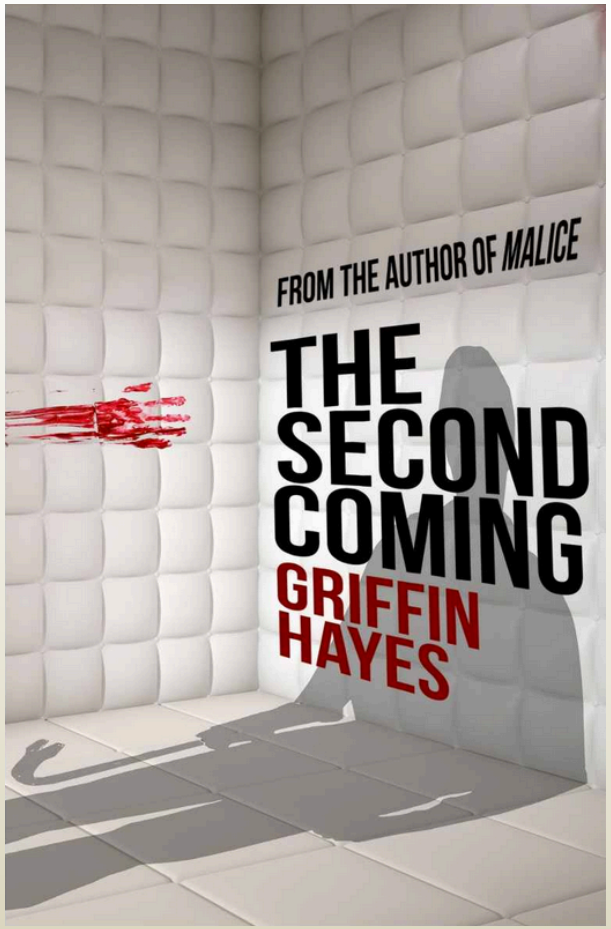
Designing for your genre helps position your book





Make sure you have a "hook"



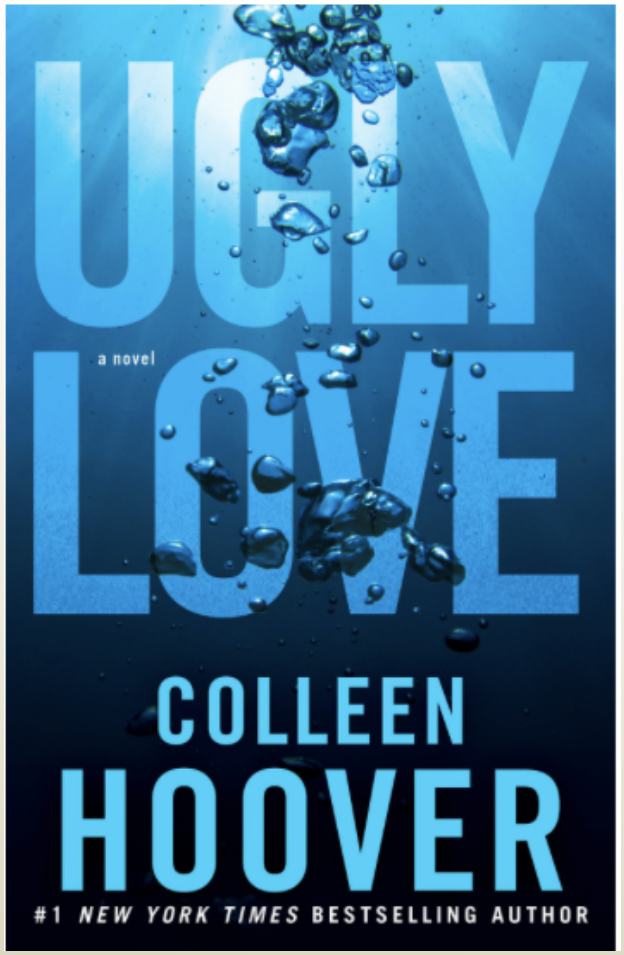


Your book cover is has lots of important jobs to do, so it pays to get it right.

Book covers usually fail because they are illegible, disregard their genre, have no "hook," or for graphic incompetence

Recognizing that something isn't right gives you a chance to make it work using contrast, focus and positioning

The best book covers make an offer to the reader. It's the designer's job to make it work



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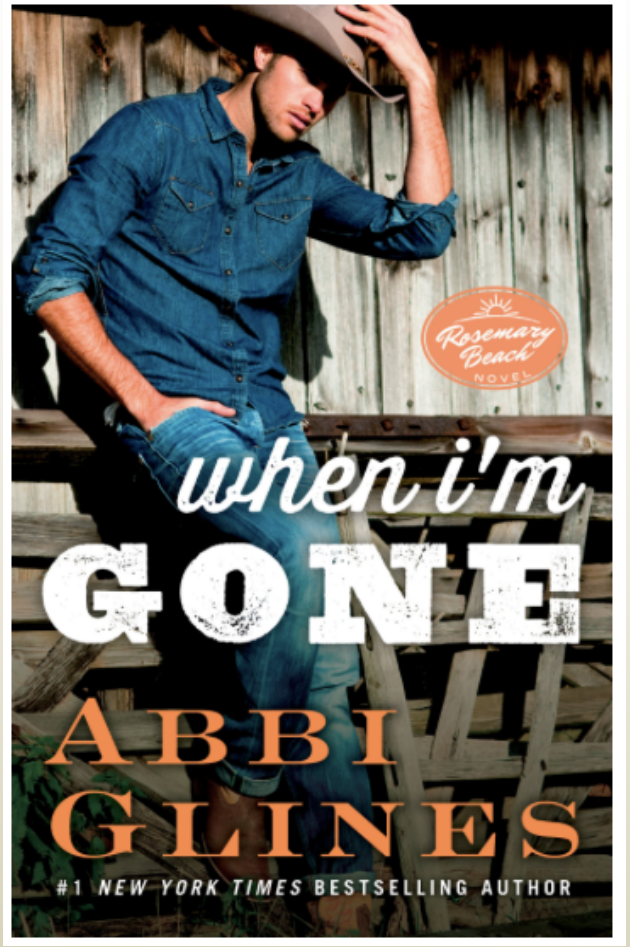

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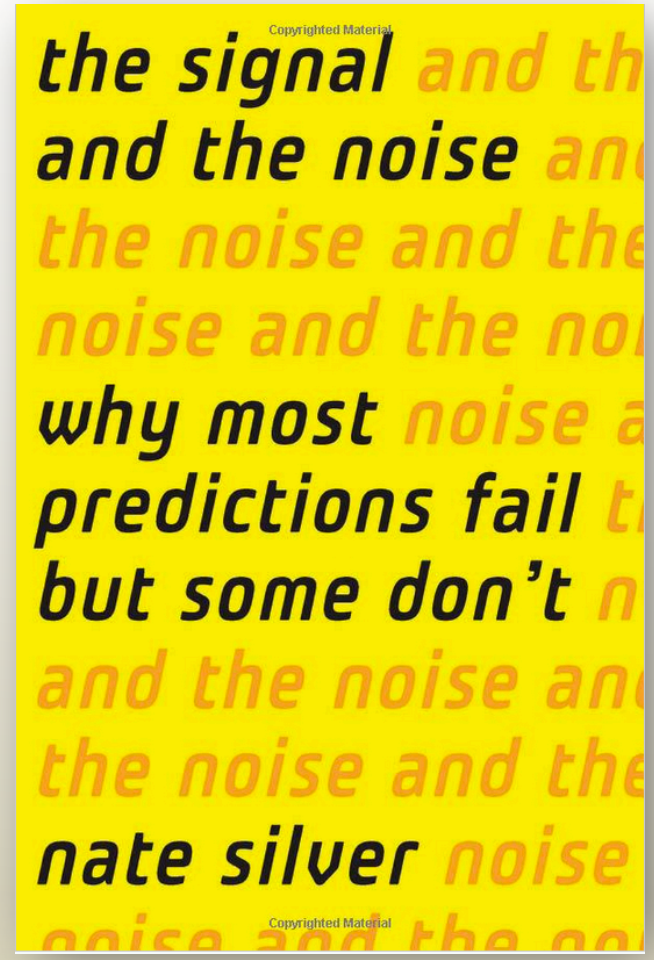
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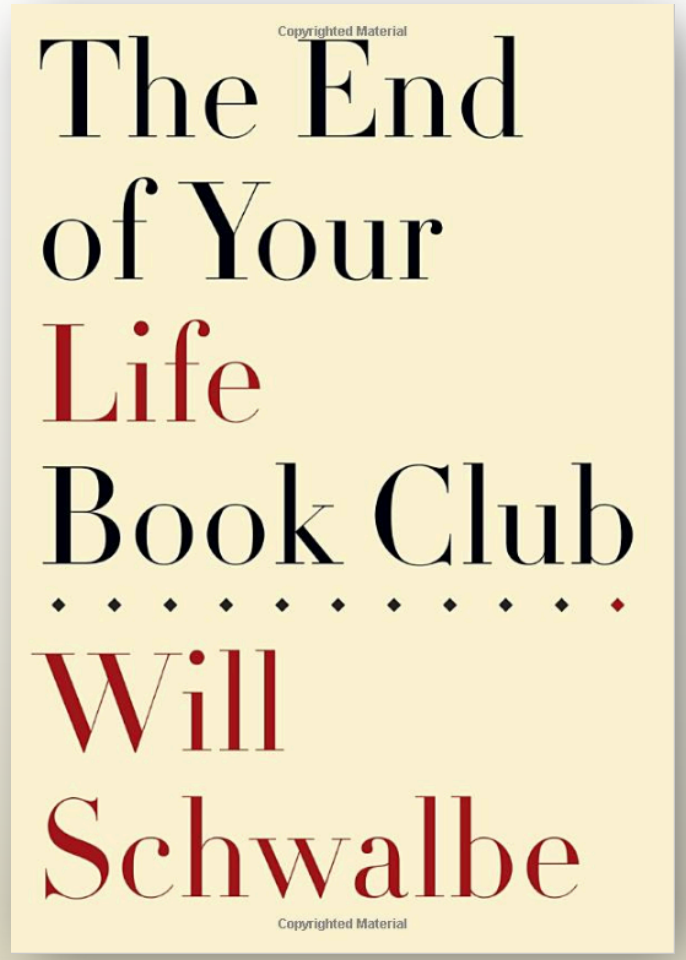
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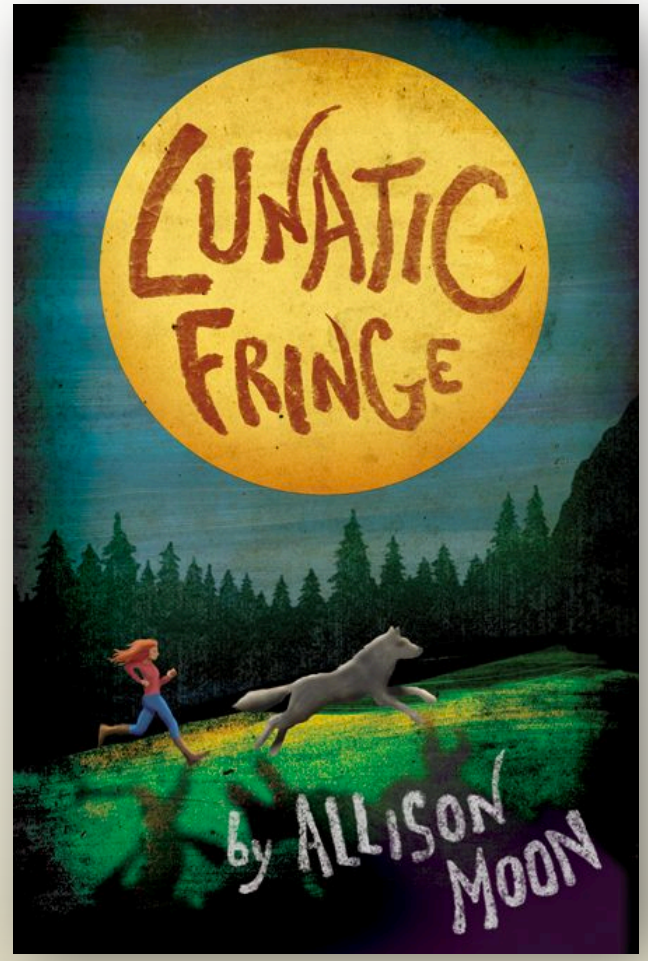

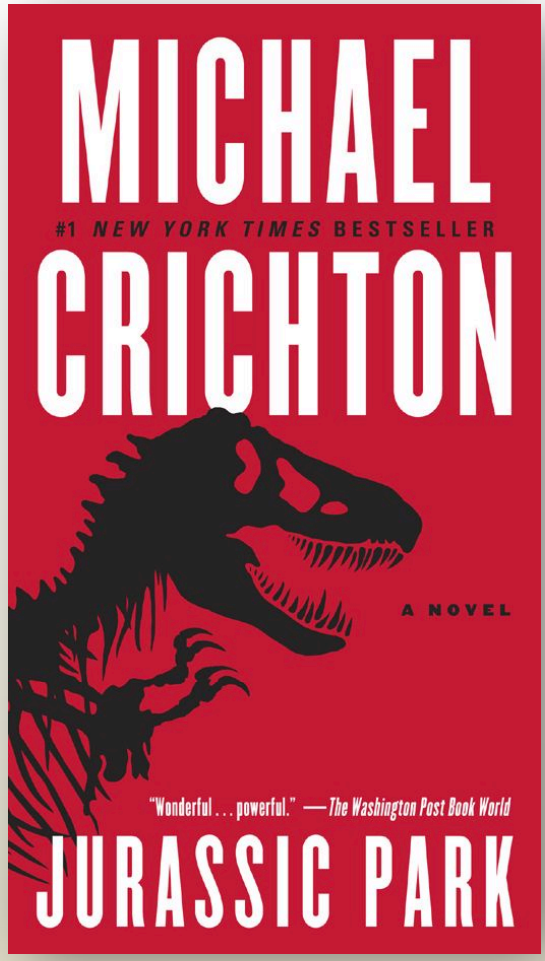

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There's more to a great cover:

- Title & subtitle
- Fit to your printer's specs
- Great marketing copy
- Targeted Testimonials
- Additional formats