

# HOW TO CREATE BOOK COVERS THAT WORK



Joel Friedlander, [TheBookDesigner.com](http://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 there will be plenty of time for questions after the presentation.
5. It's fine to **get up and stretch** if you feel like it.

**Okay, so let's get started...**

# Do book covers **really** matter?

**5 jobs to do**



**3 outcomes**

**Okay, so why do so many covers**

**FAIL?**



**4 main reasons**



Then, we'll look at **3 tools**  
you can use to overcome  
these problems and  
arrive at book cover **bliss**



# Do book covers **really** matter?

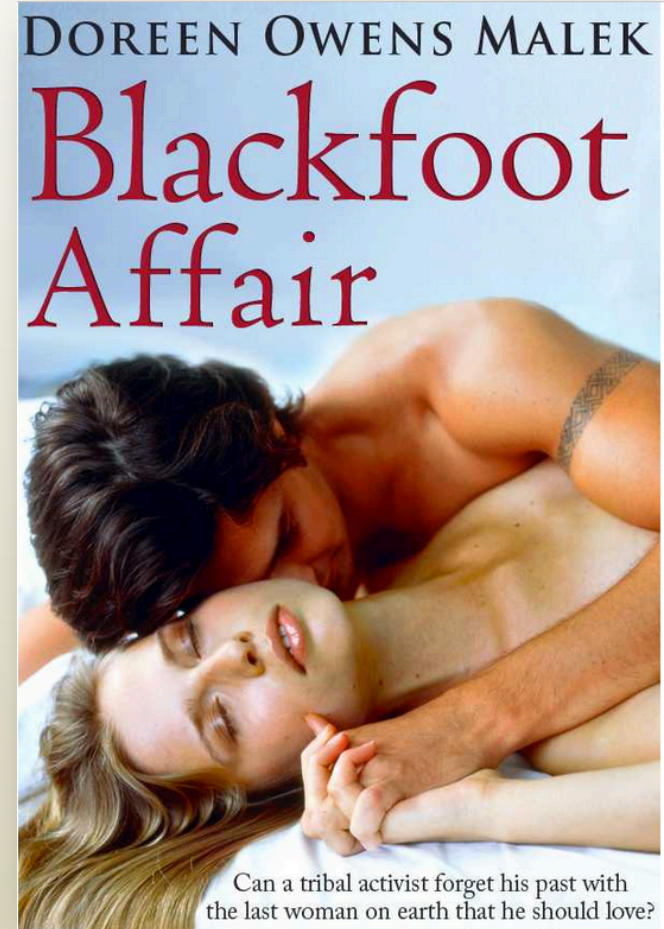
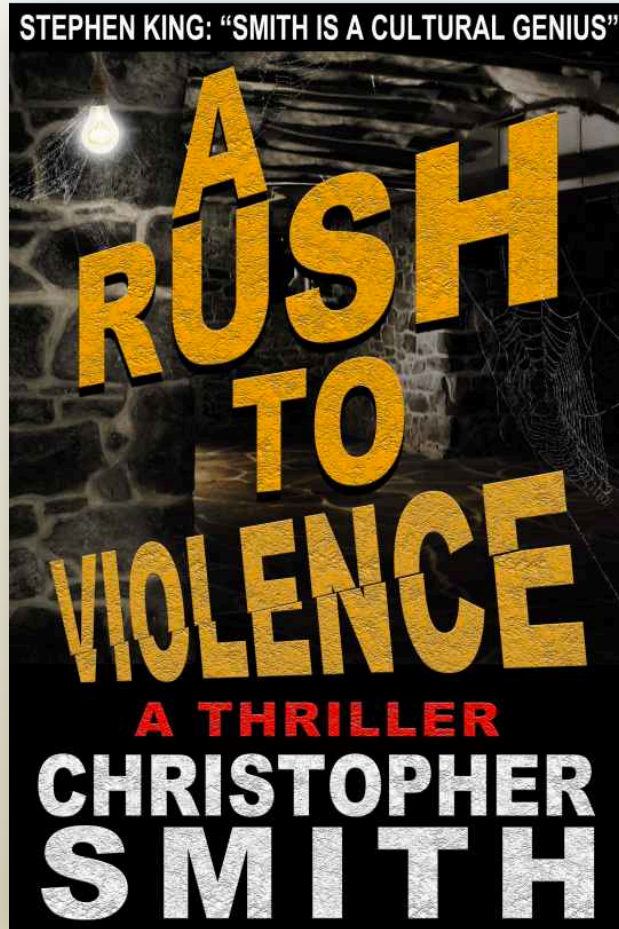


THE SELF-PUBLISHING ROAD  
MAP

# Your Book Cover's **5** Jobs:

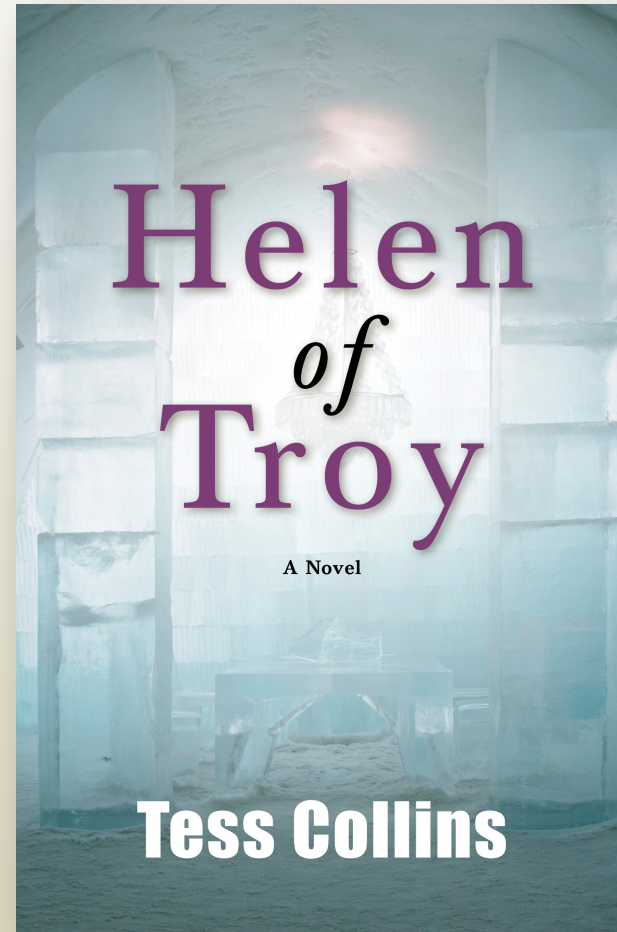
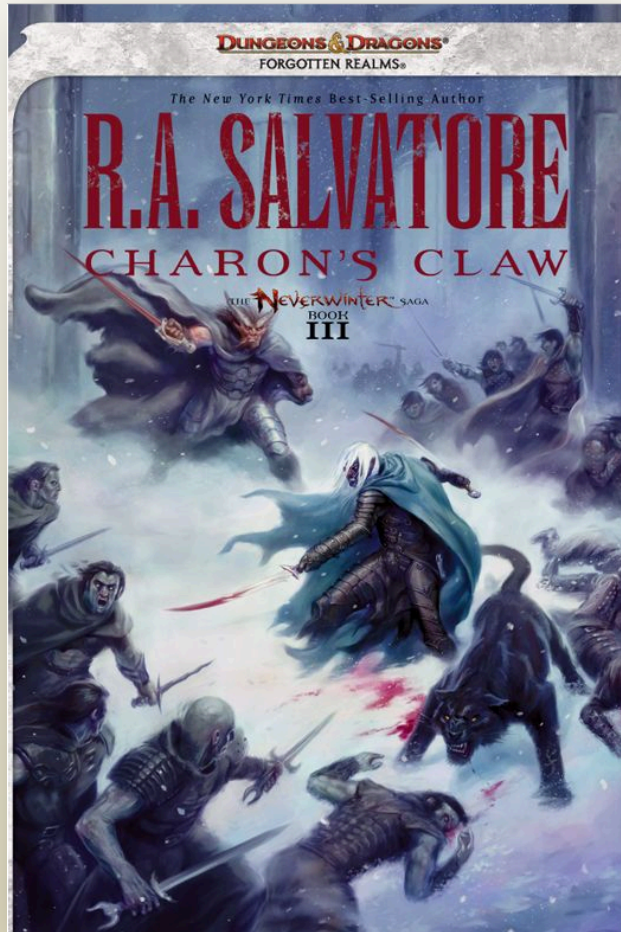
1. Announce its **genre**
2. Telegraph its **tone**
3. Explain its **scope**
4. Generate **excitement**
5. Establish a market **position**

# 1. Announce what **genre** the book is

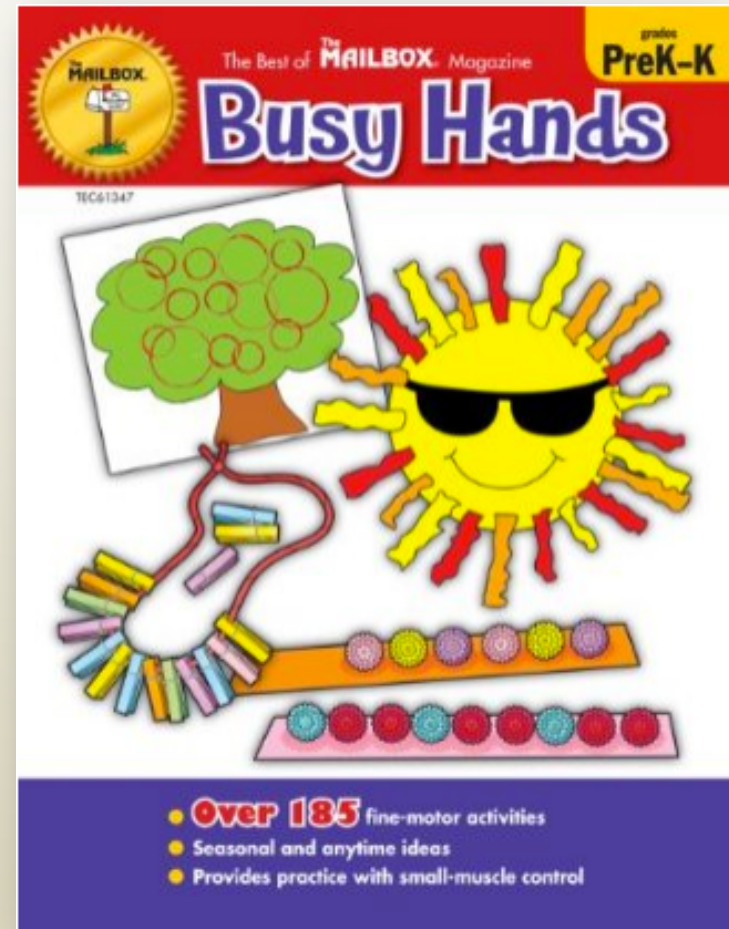
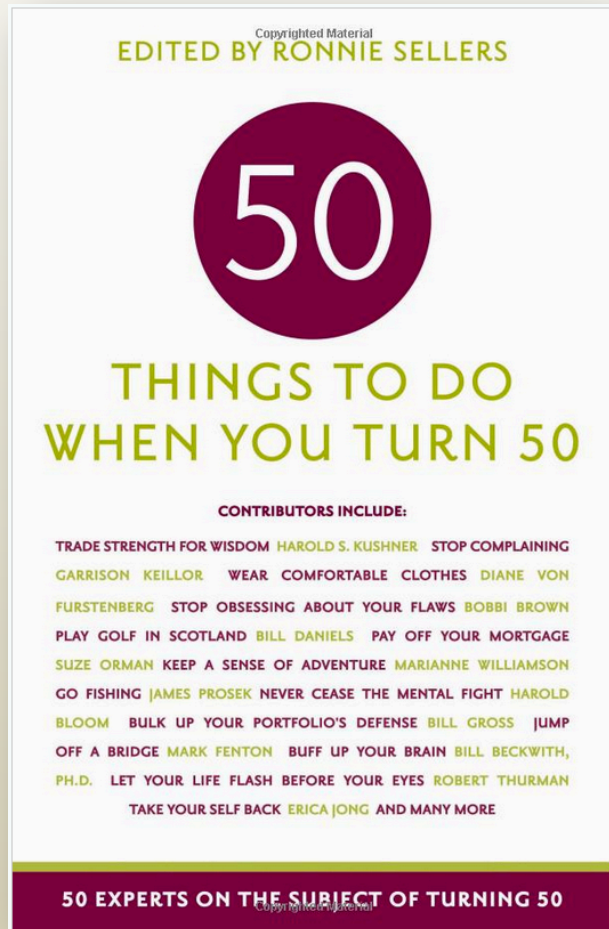




## 2. Give some idea of the **tone** of the book

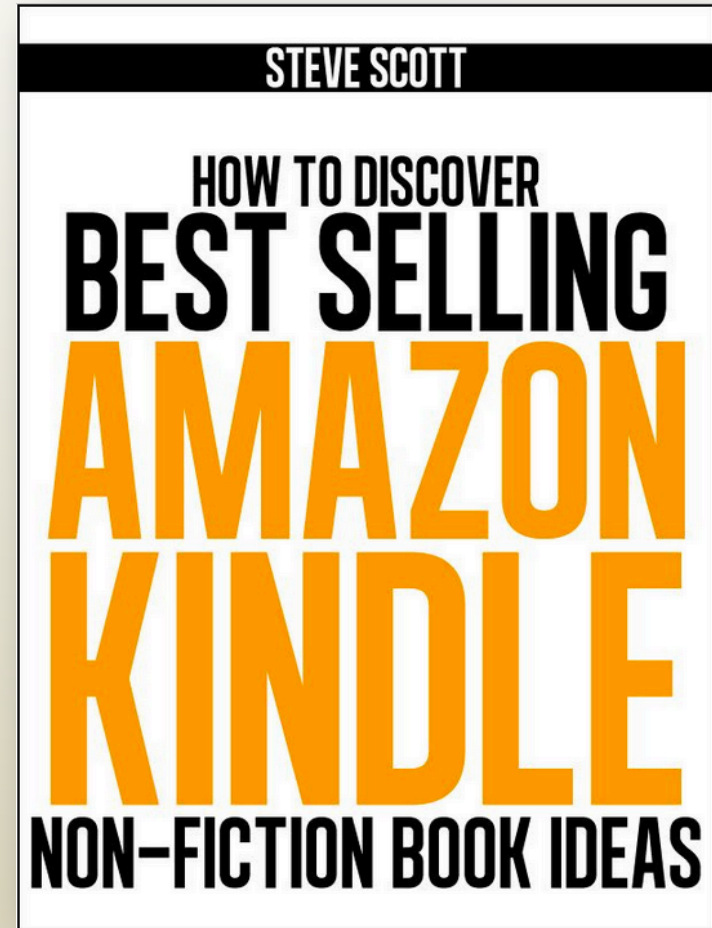


# 3. Explain the **scope** of the book

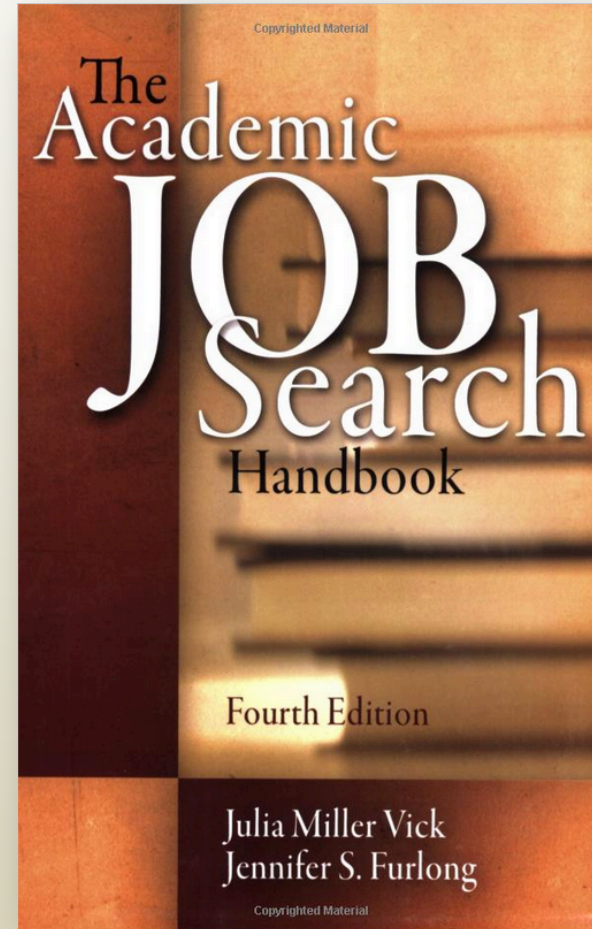




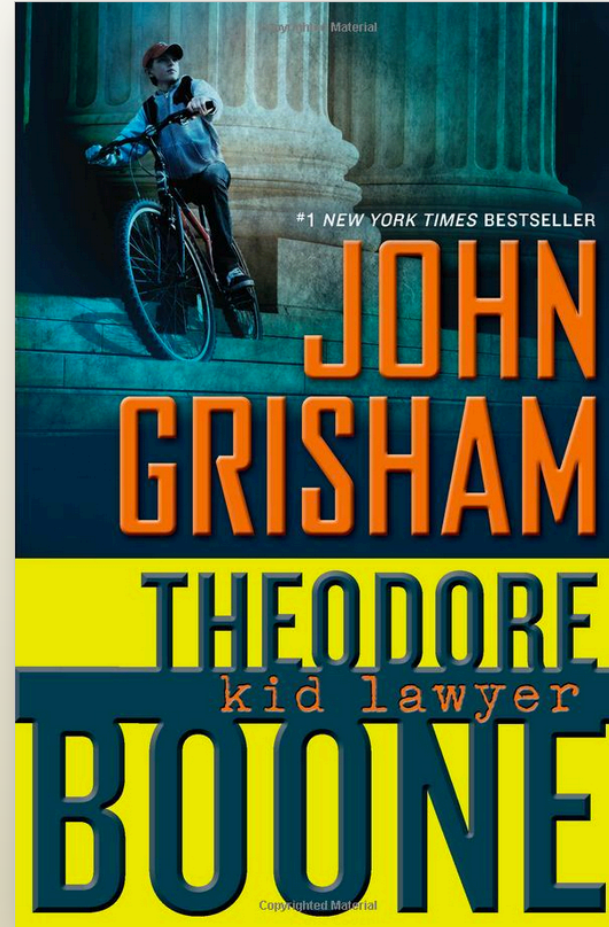
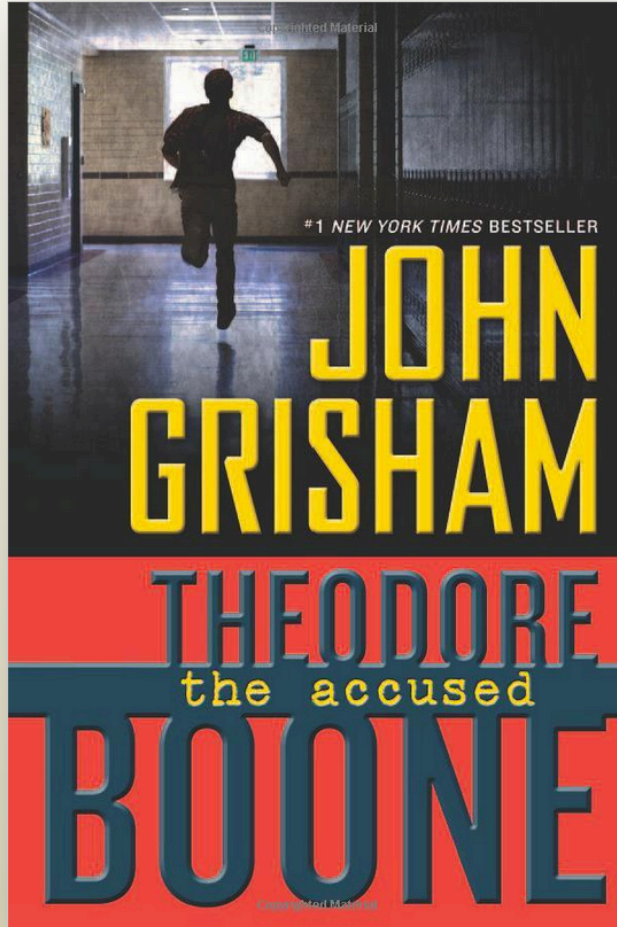
## 4. Communicate something exciting, i.e. the “hook”



# 5. **Position** within the market (competitive books)



## 5. **Position** within the market (branding)



Does your cover **communicate**?

The 3 big outcomes we need:

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



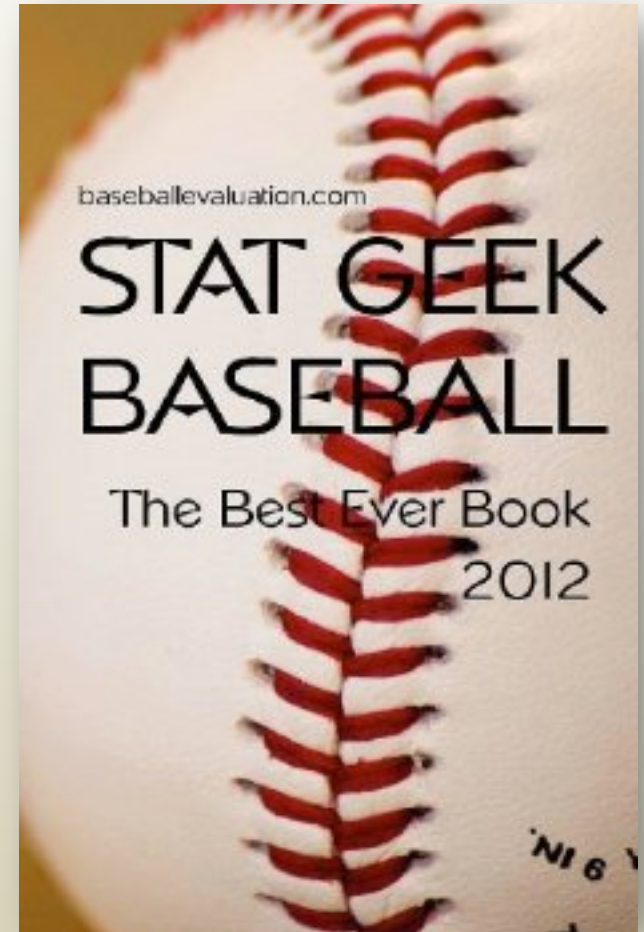
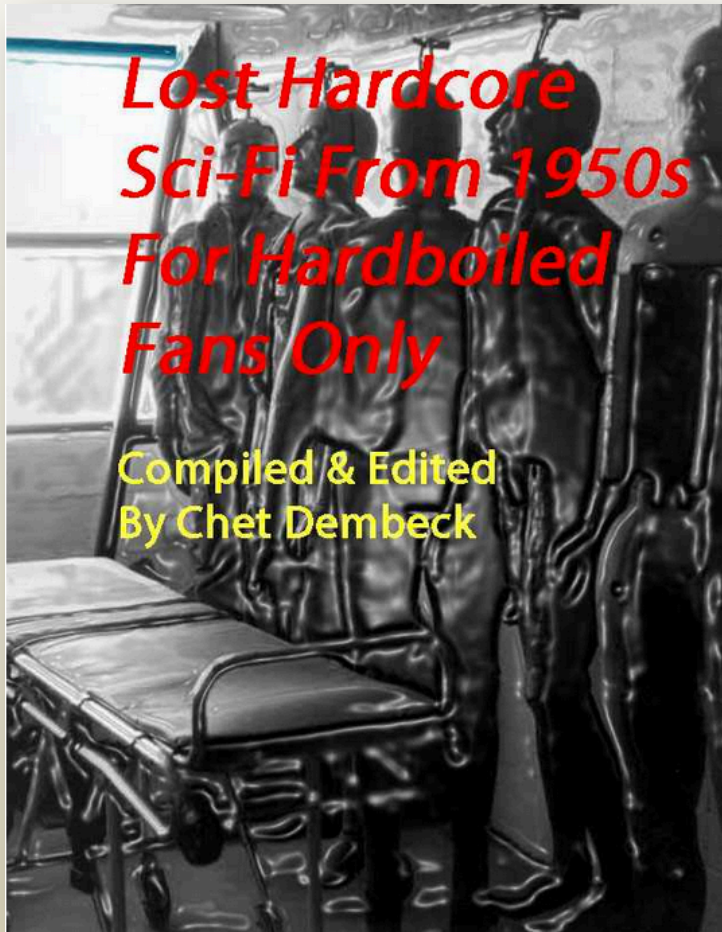
**Book covers usually**

**FAIL**



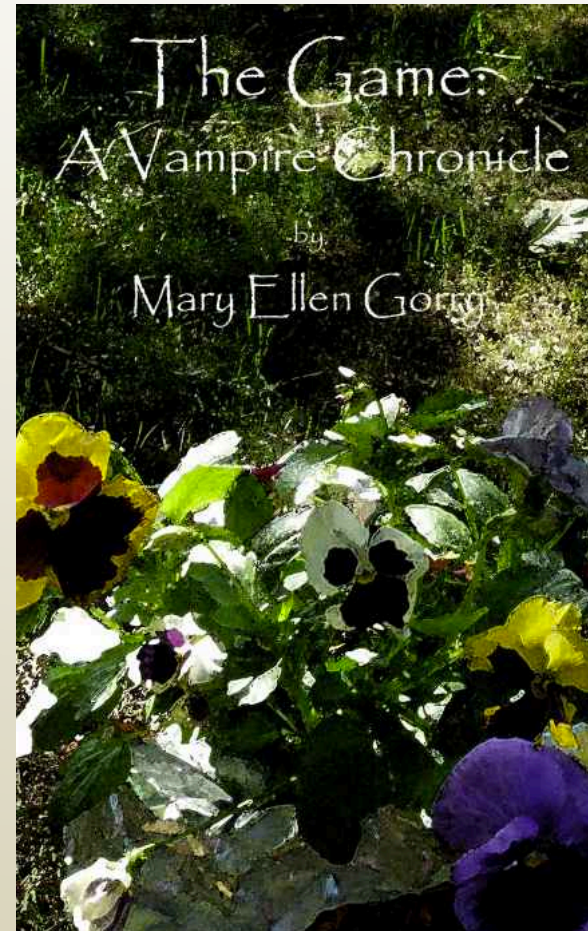
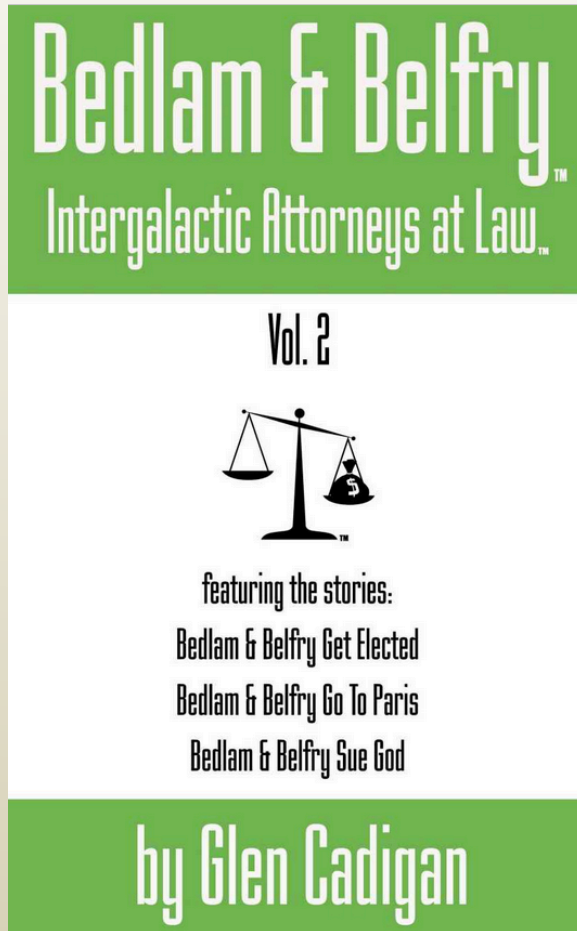
**For 4 main reasons**

# 1. They are **illegible**

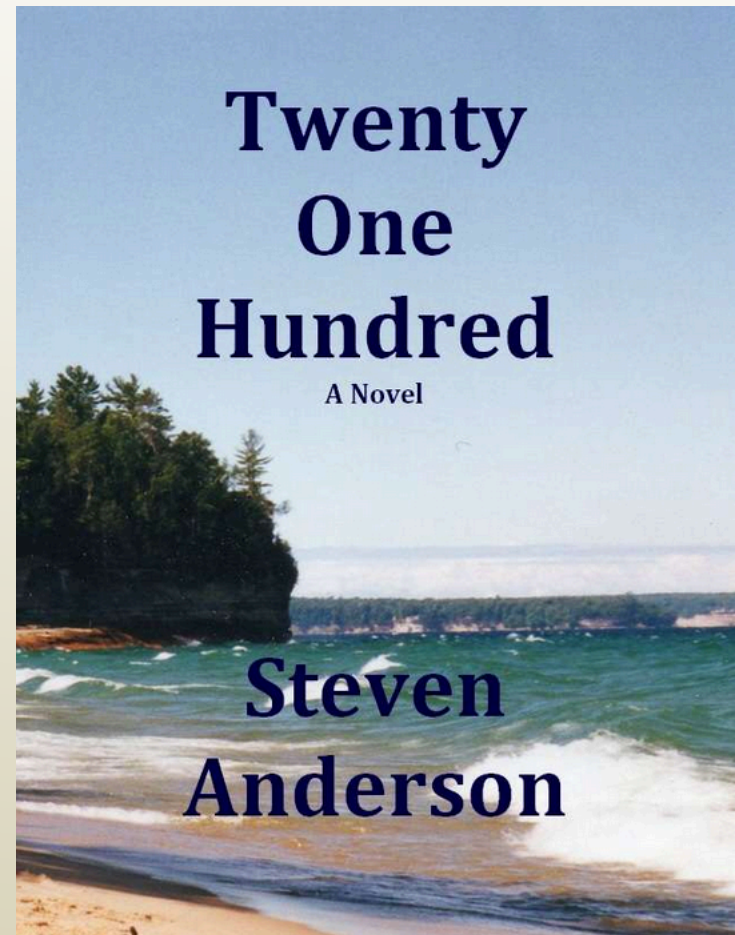
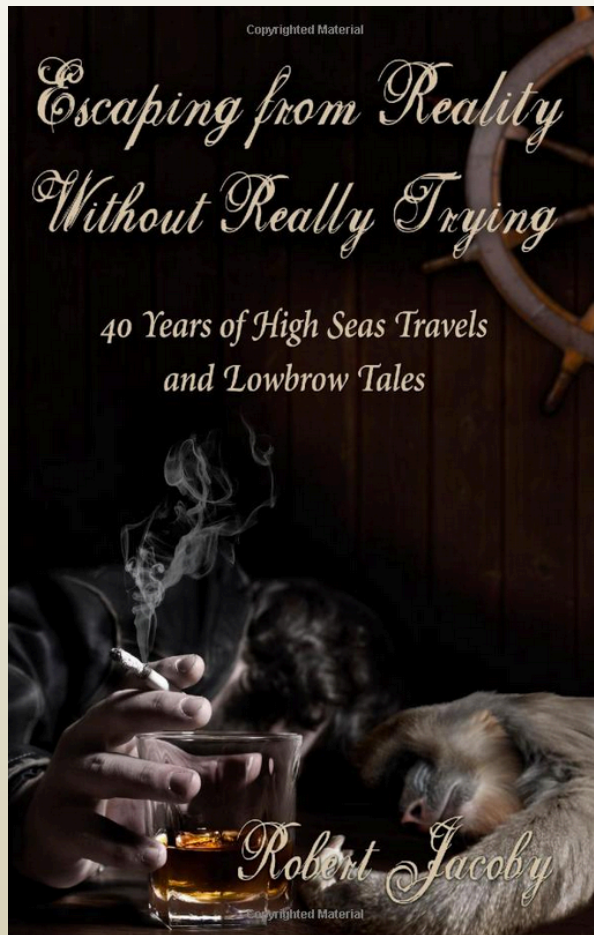




## 2. They disregard their **genre or niche**

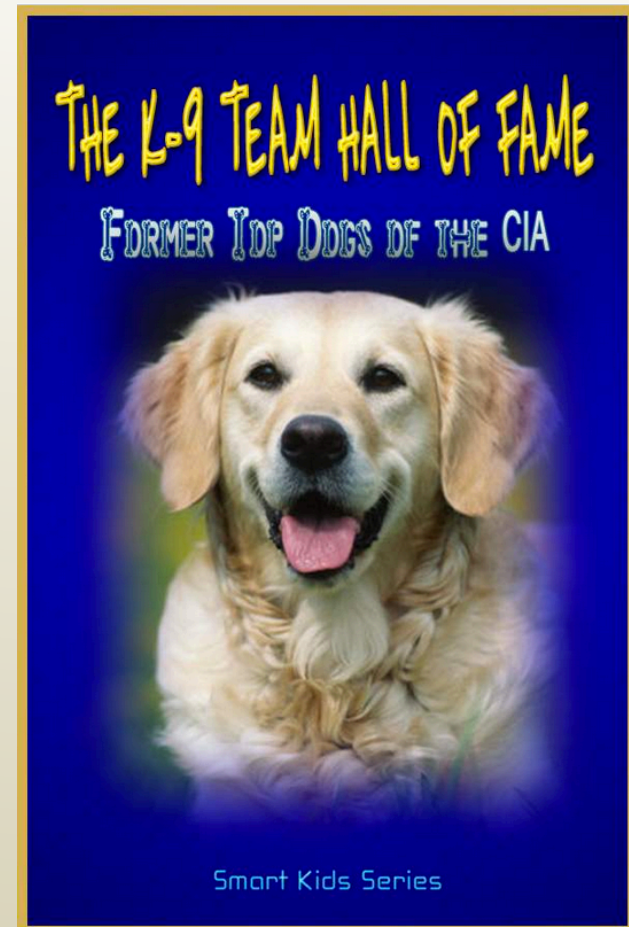
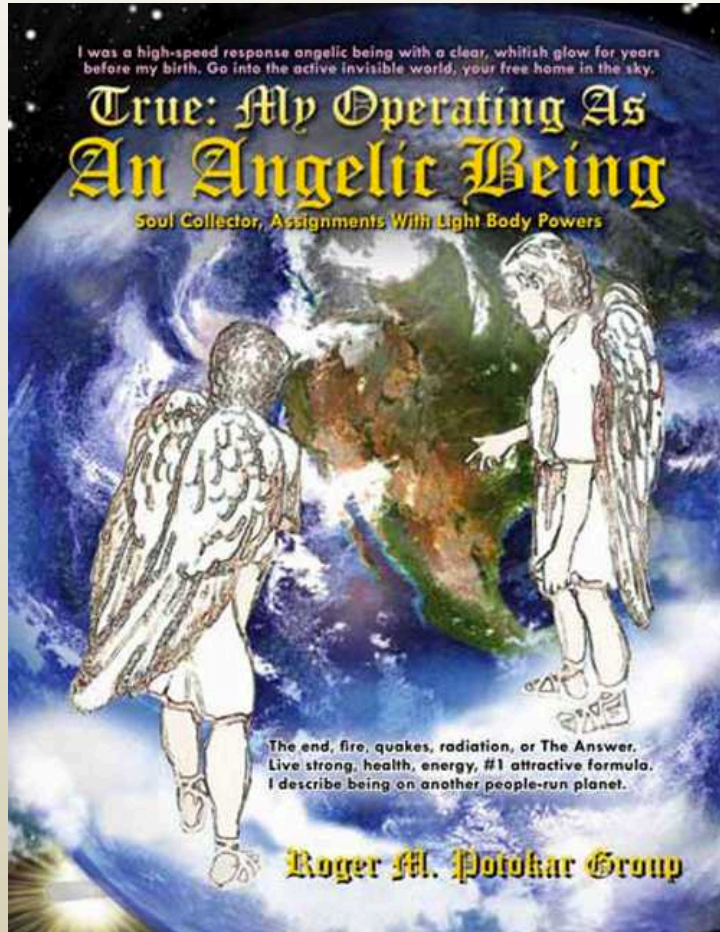


### 3. There's no "hook"



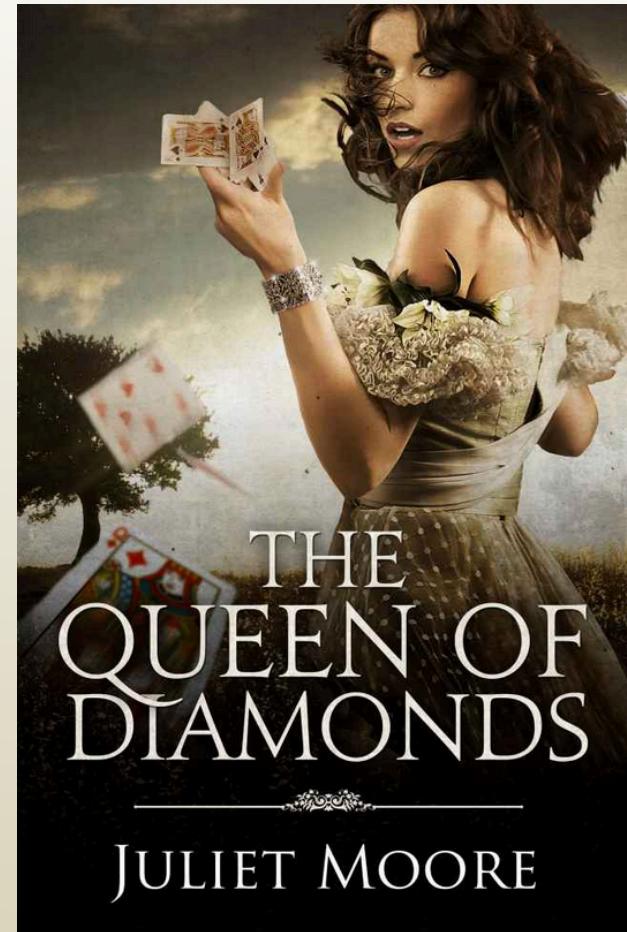
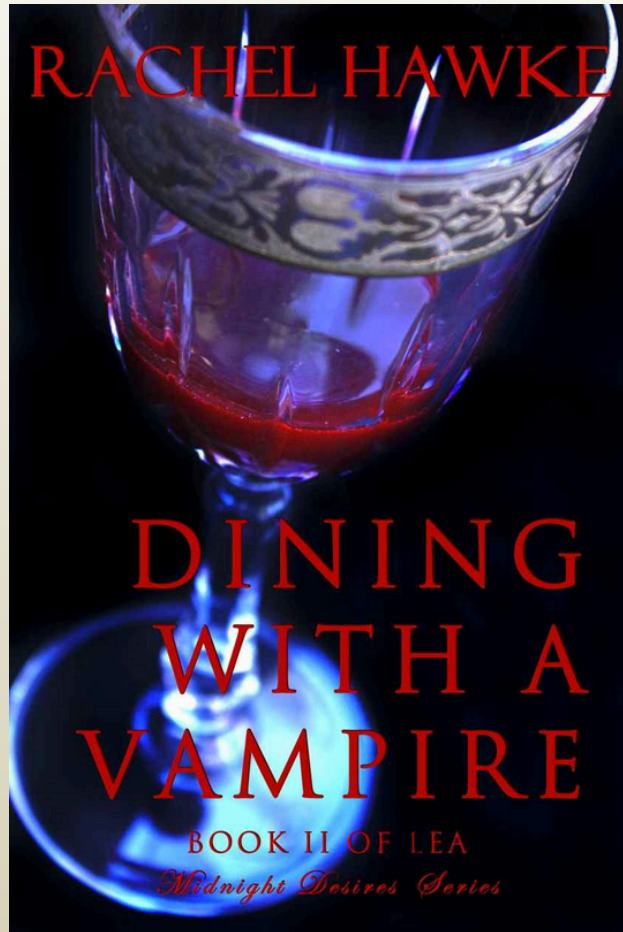


# 4. They are graphically or typographically **incompetent**



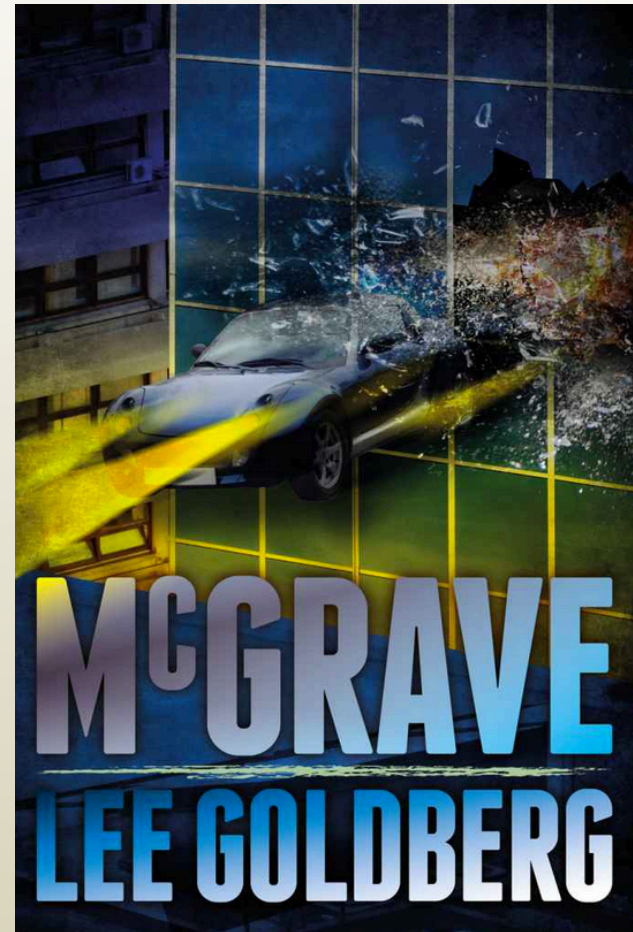
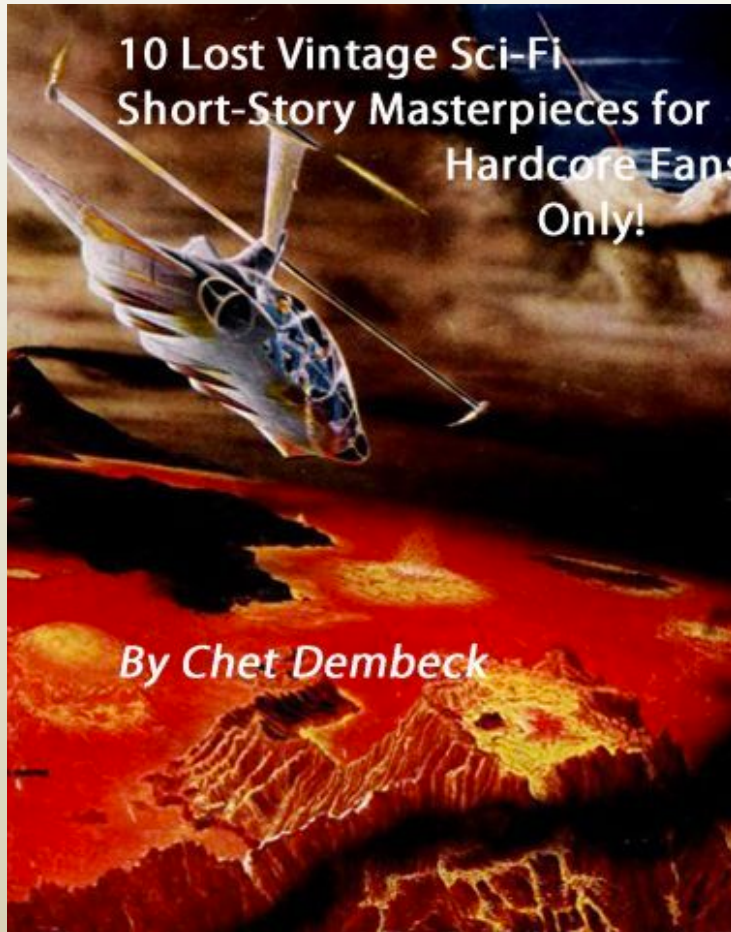
**But you can solve these  
problems and the answer  
is usually **contrast, focus**  
or **positioning** = 3 tools**

# 1. Use legible color combinations with **contrast**



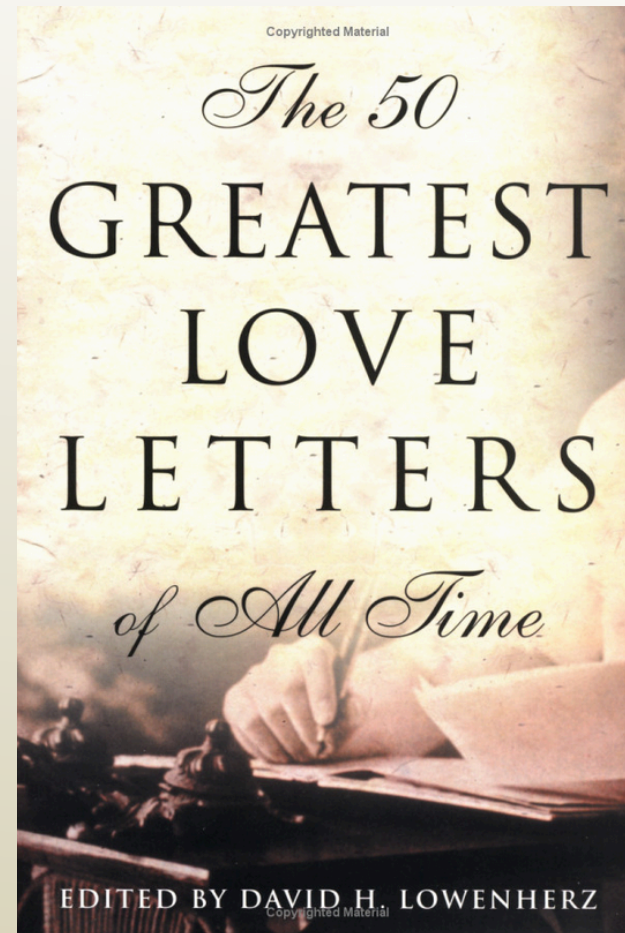
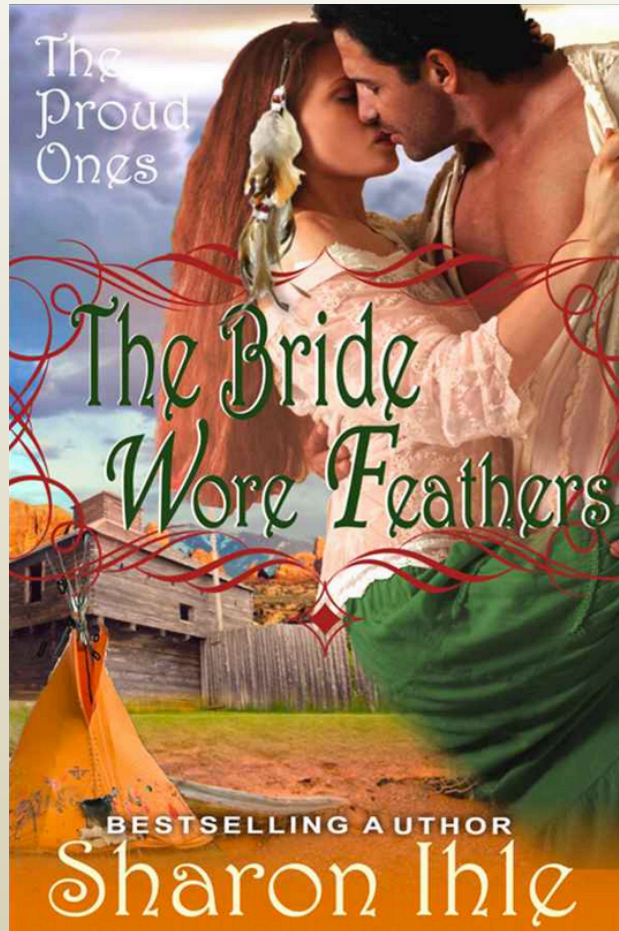


## 2. Using appropriate fonts helps contrast

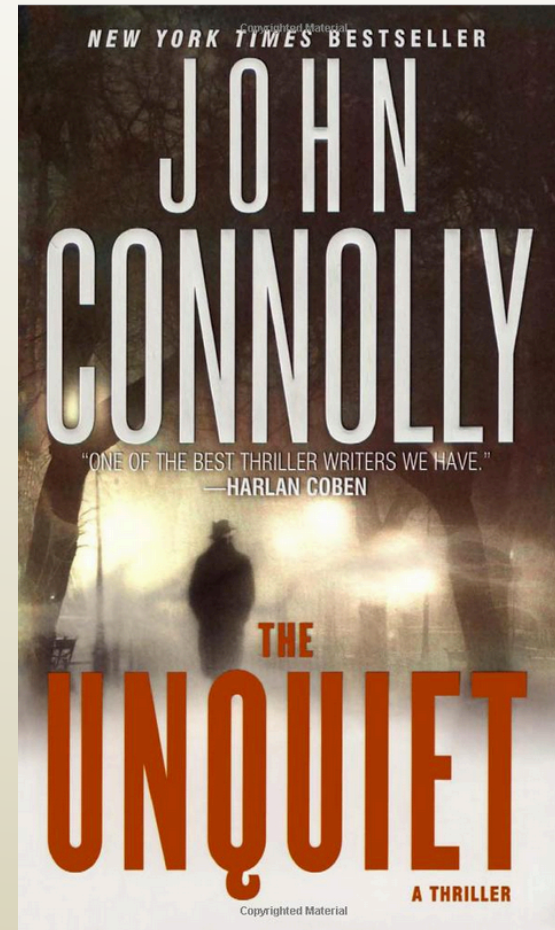
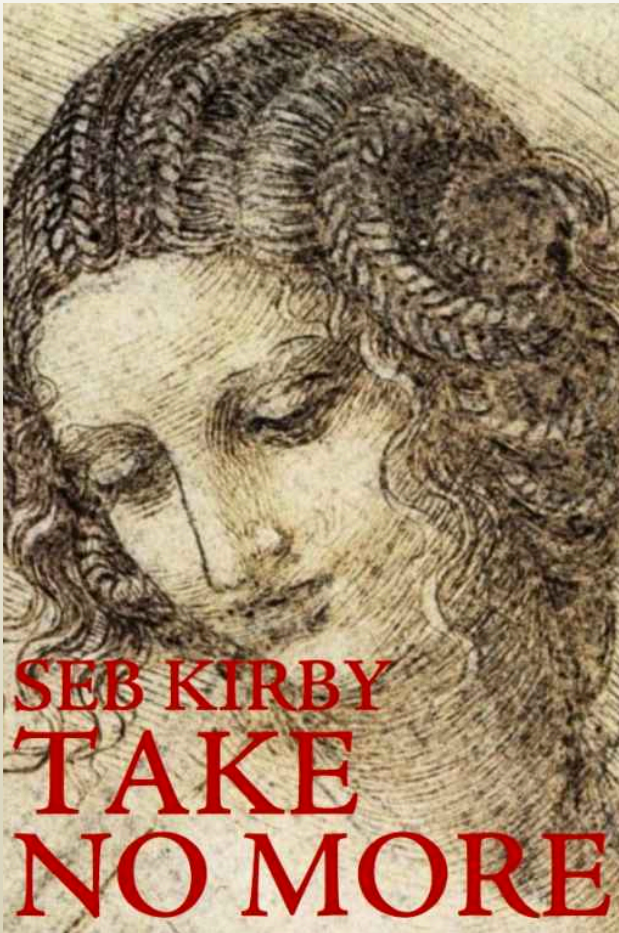




### 3. Watch out for **busy backgrounds** that lose **focus**

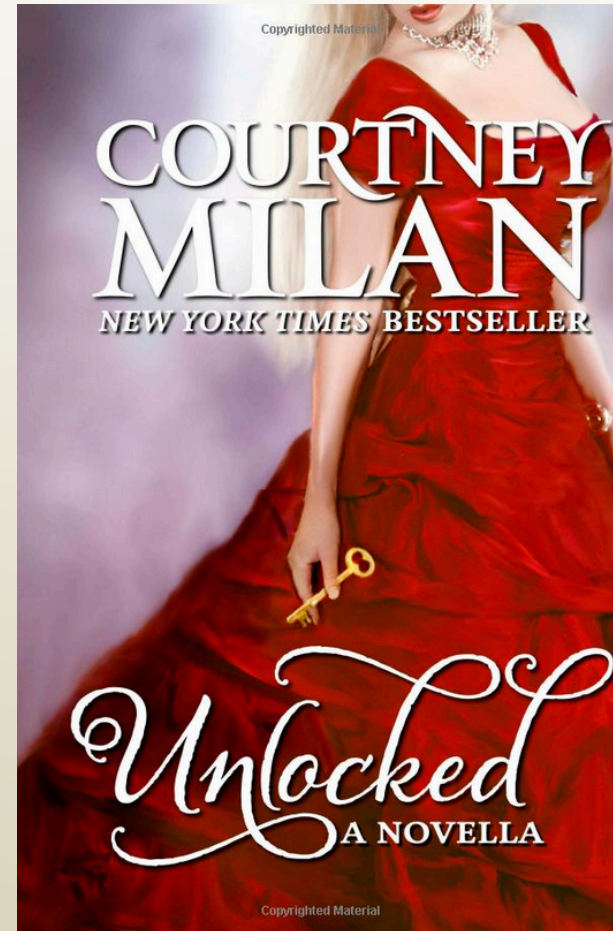
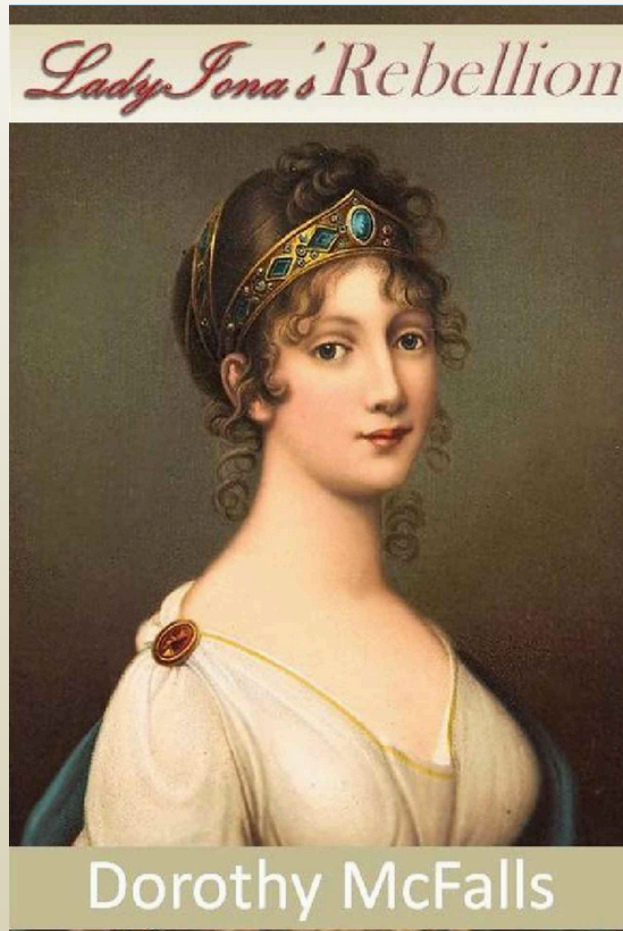


## 4. Send a **clear signal** that **positions** your book

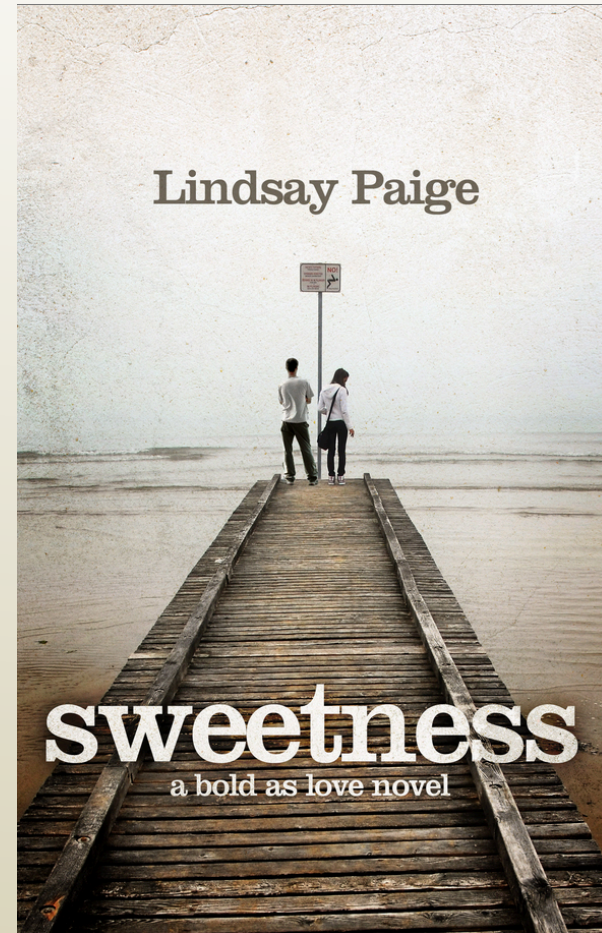




## 5. Designing for your **genre** helps **position** your book

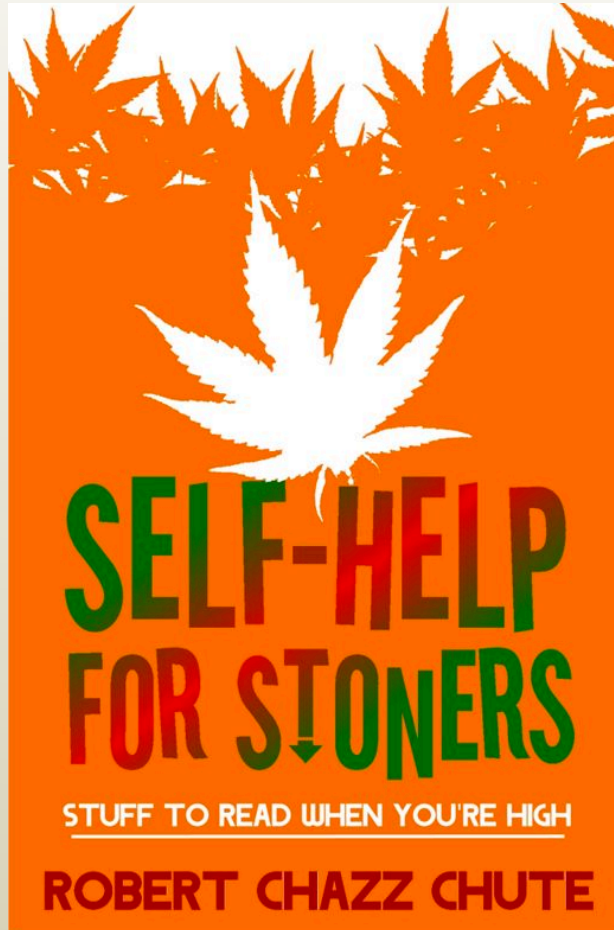


## 6. Focus the reader's attention and **eyepath**





## 7. Make sure you have a “hook”



**Okay, let's review,  
shall we?**

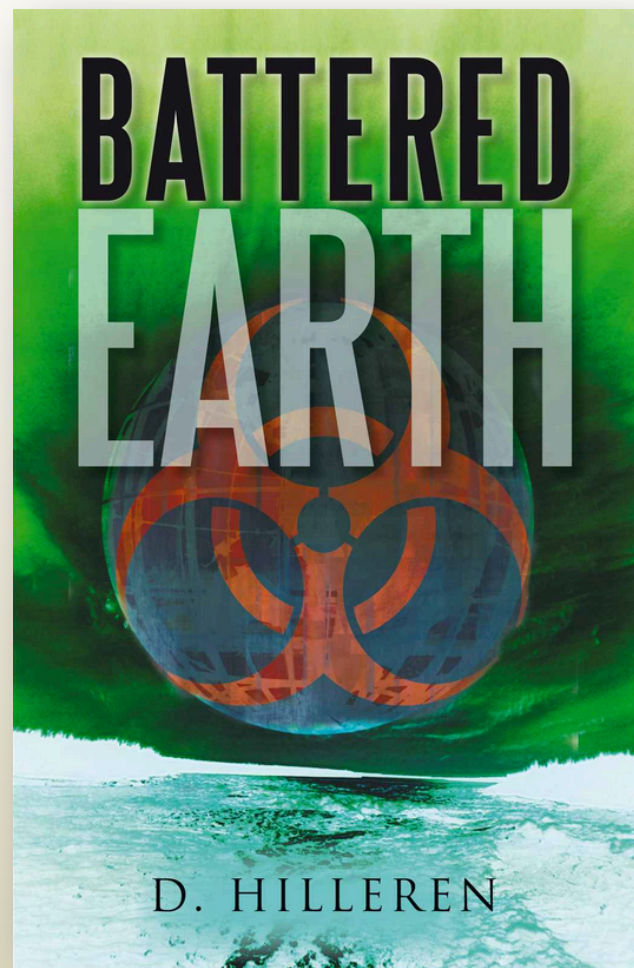
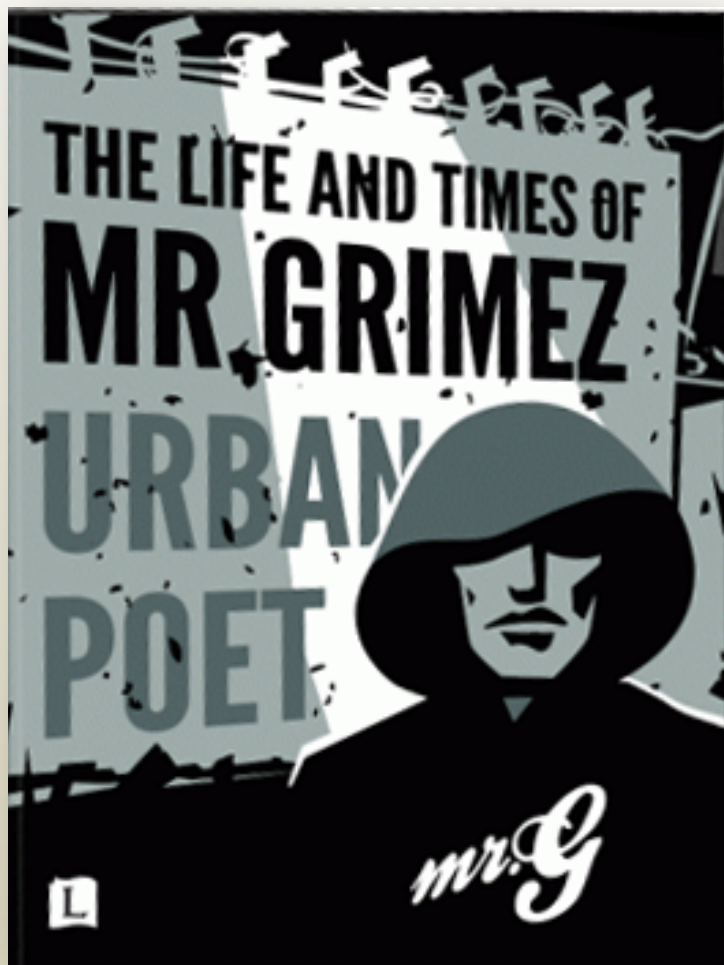
**Your book cover is has lots  
of **important jobs** to do, so  
it pays to get it right.**

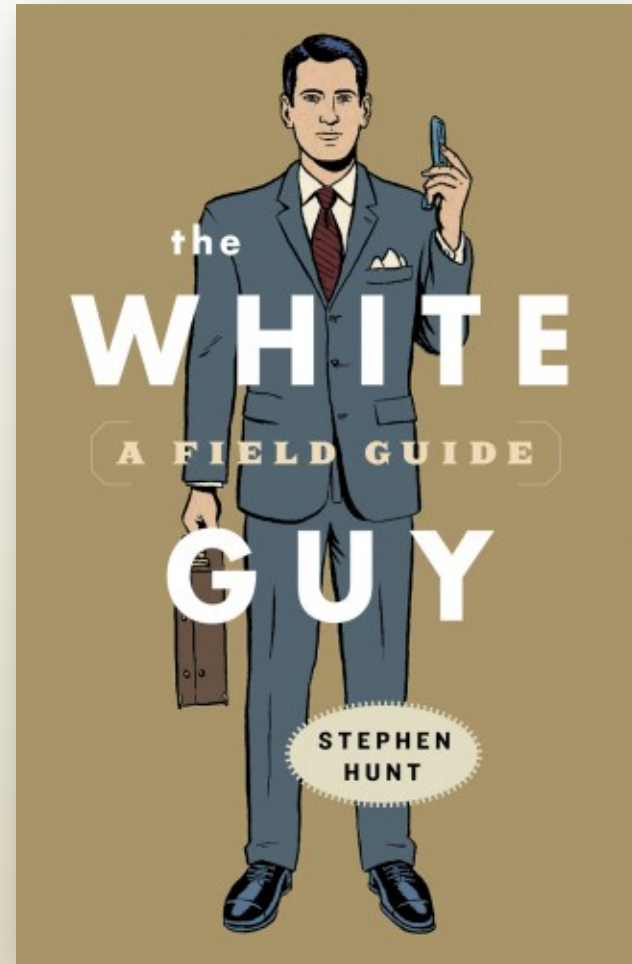
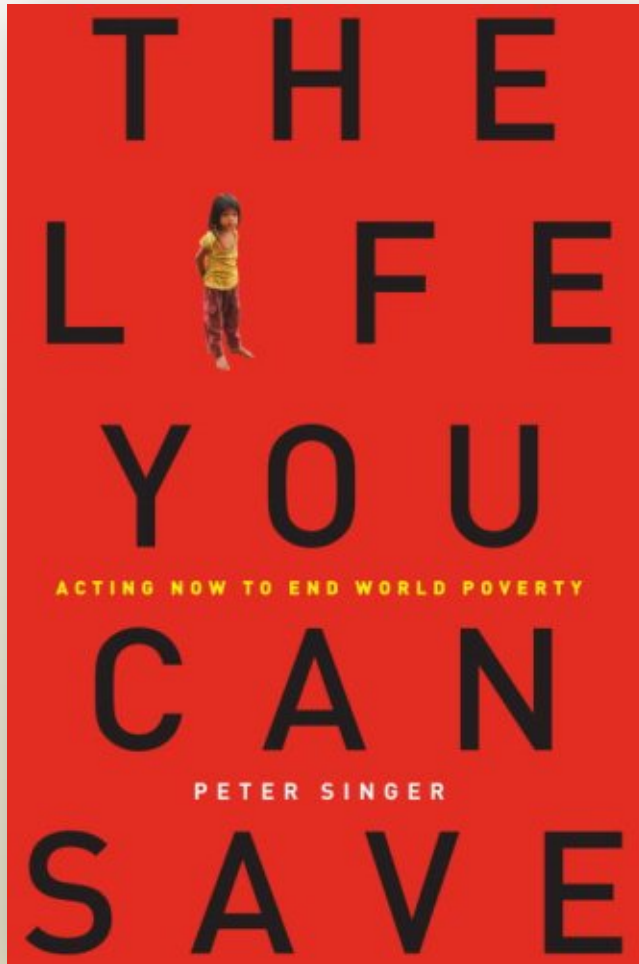
**Book covers usually fail  
because they are illegible,  
disregard their genre,  
have no “hook,” or for  
graphic incompetence**



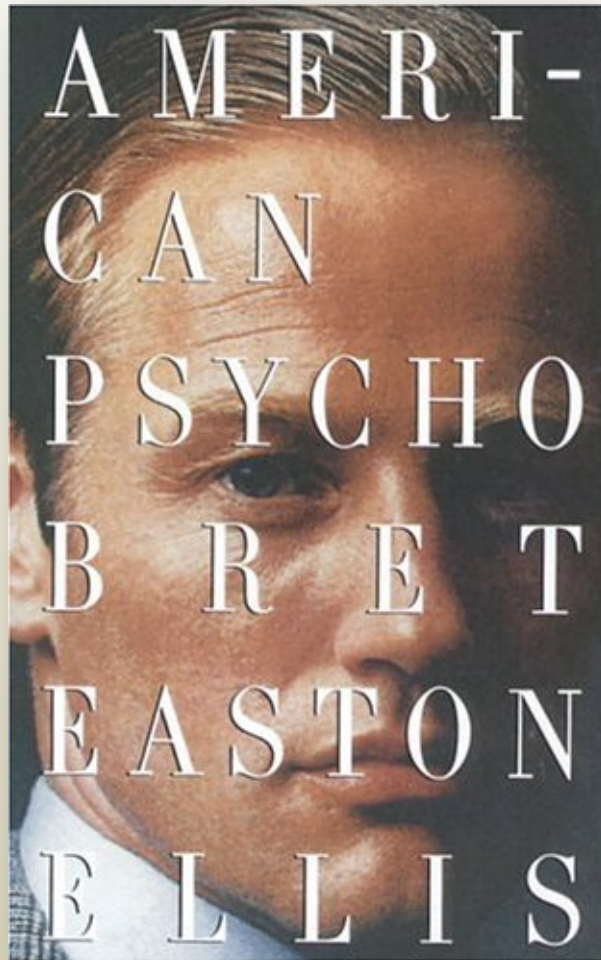
**Recognizing that  
something isn't right gives  
you a chance to make it  
work using **contrast, focus  
and positioning****

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









*David Hume,*  
ON SUICIDE.

I believe that  
No man ever  
Threw away life  
While it was  
Worth keeping.

Penguin Books.  
Great Ideas.

Copyrighted Material

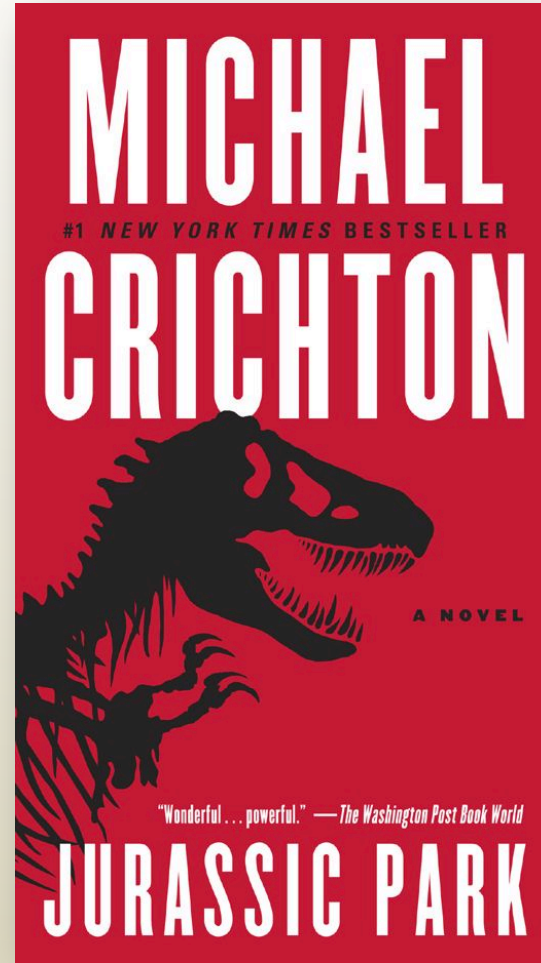
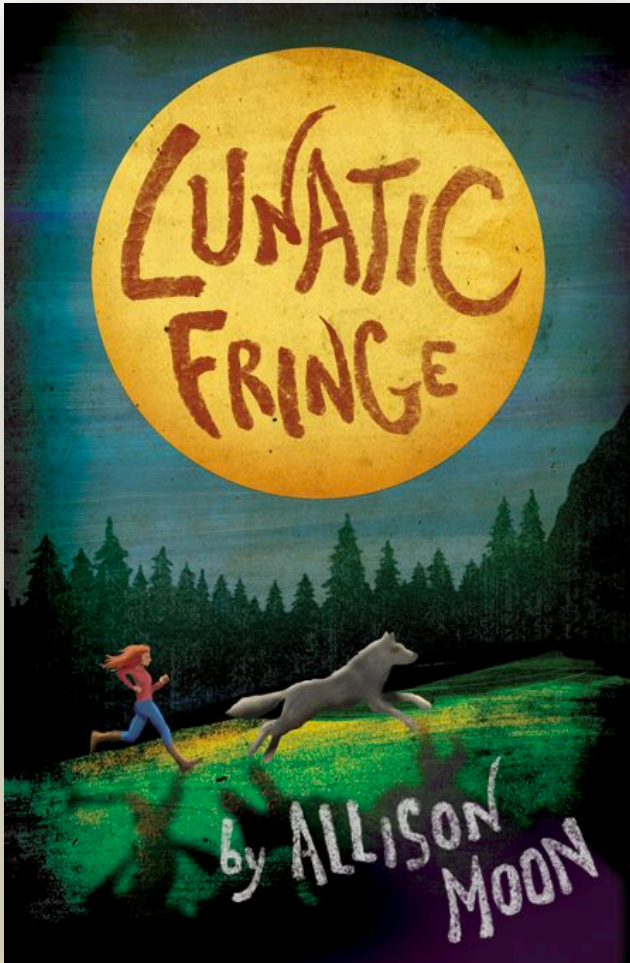
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Copyrighted Material

Copyrighted Material

The End  
of Your  
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.....  
Will  
Schwalbe

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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**



**THE**   
**SELF-PUBLISHING**  
**ROADMAP**

THE SELF-PUBLISHING ROAD  
MAP

Joel Friedlander's  
**SELF-PUBLISHING ROADMAP**

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1: FOUNDATIONS

## Module 1: Start Here



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Welcome to Module 1 of the **Self-Publishing Roadmap**! Now that you're inside the program, here's where you'll want to get started. After you watch the brief welcome video, make sure to use the download links below to get the background information you'll need as we go through the topics in this Module.

And get ready, it's going to be a great ride!

THE SELF-PUBLISHING ROADMAP

Joel Friedlander's  
**SELF-PUBLISHING ROADMAP**

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## Hub and Outpost Marketing

The Hub and Outpost  
Method of Social  
Media Marketing



Joel Friedlander, TheBookDesigner.com



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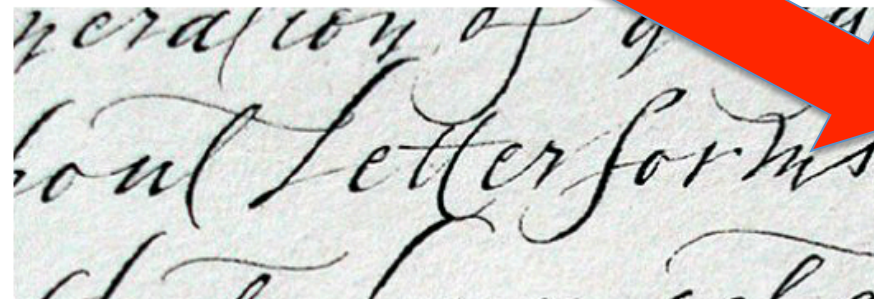
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THE BOOK DESIGNER presents  
**10 Things You Need to Know About Self-Publishing**  
Joel Friedlander  
Plus Don't Make These 10 Common Self-Publishing Mistakes!

**GET IT HERE**

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**Thanks for watching,  
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great book cover**

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