# Presentation is Everything

Cover Design and Book Formatting

by Karen Phillips / Phillips Covers.com

## Why hire a cover artist?

"I won't bother with a book if the cover is not professionally done."

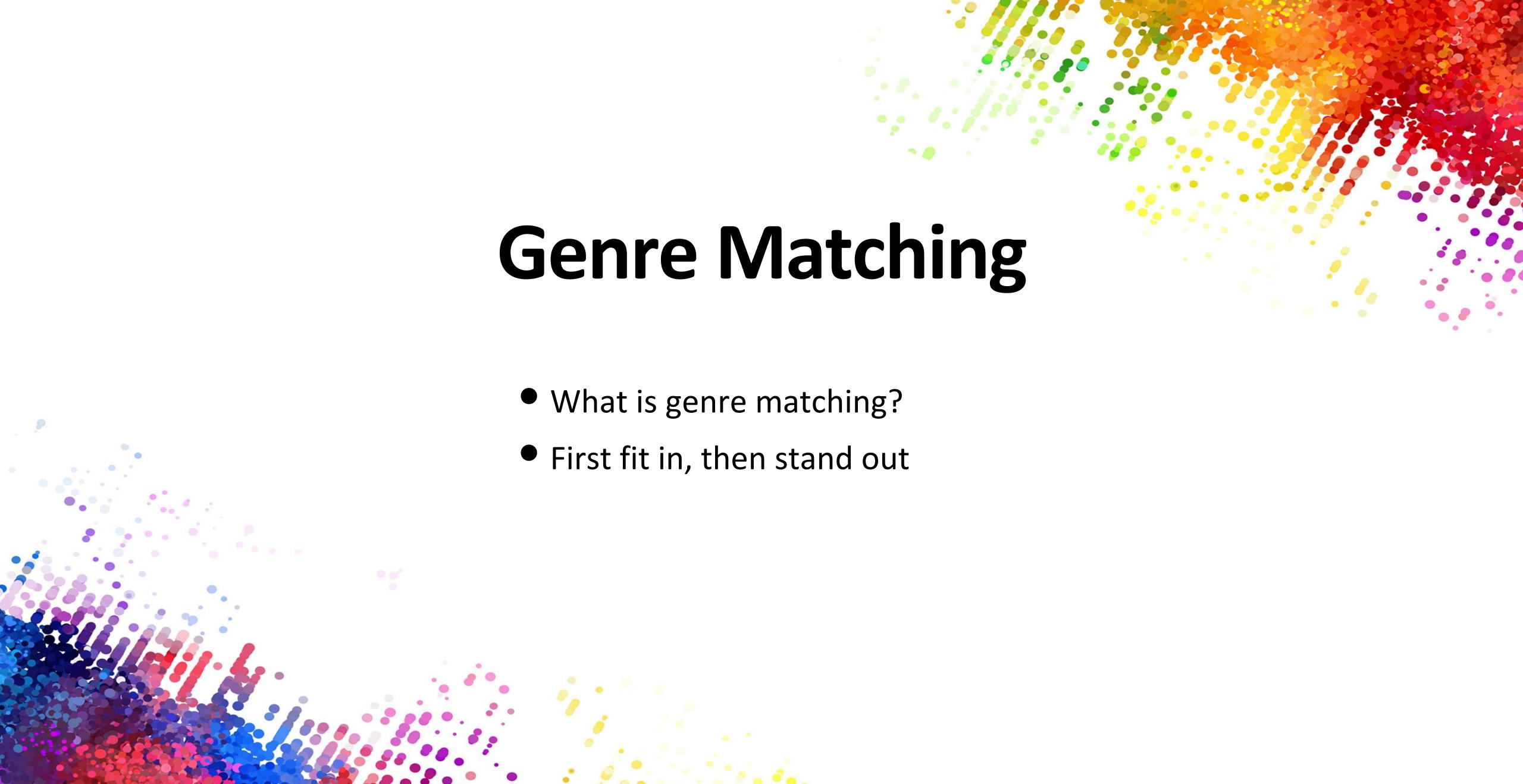
—Phillips Covers client

The Process

• What is important to know for both designer and author?

## What makes a good cover?

Front Cover - Key Elements



### Genre Matching

#### Thrillers



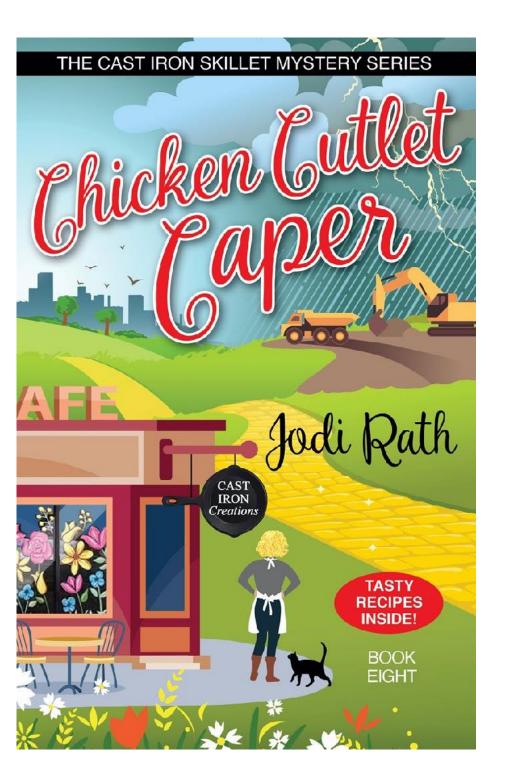
#### Mystery/Suspense

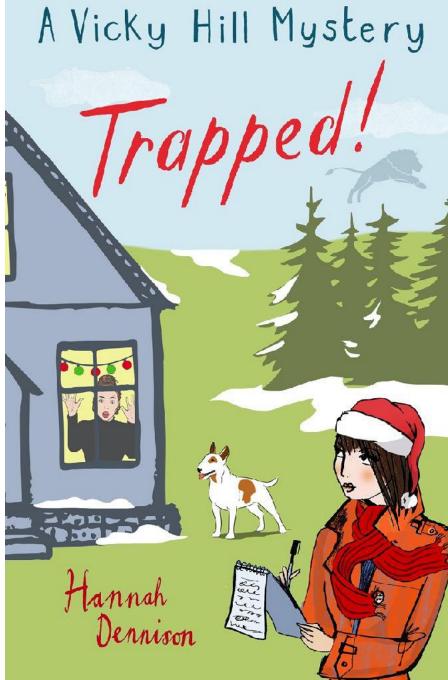


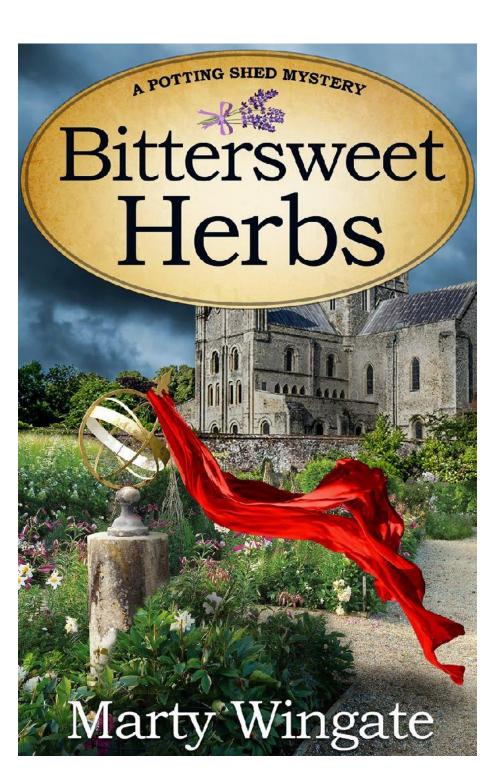
#### **Urban Fantasy**

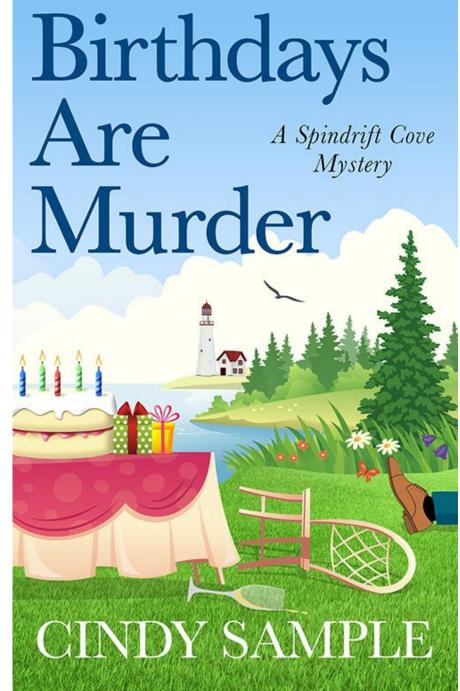


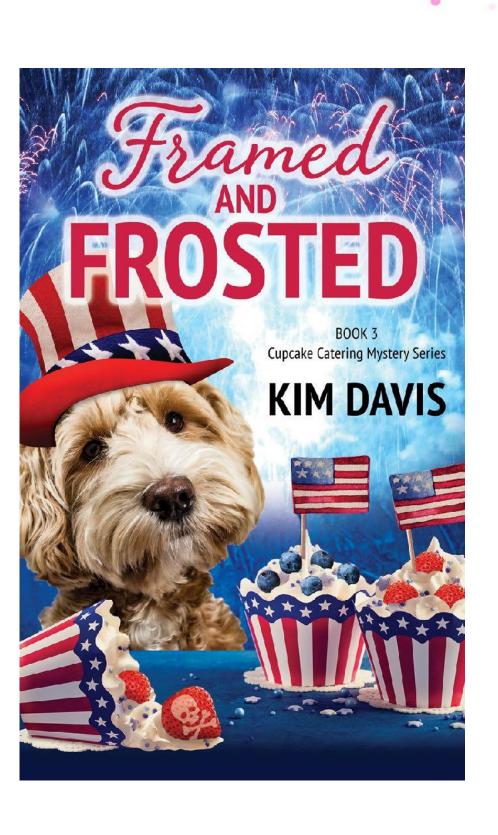
Examples



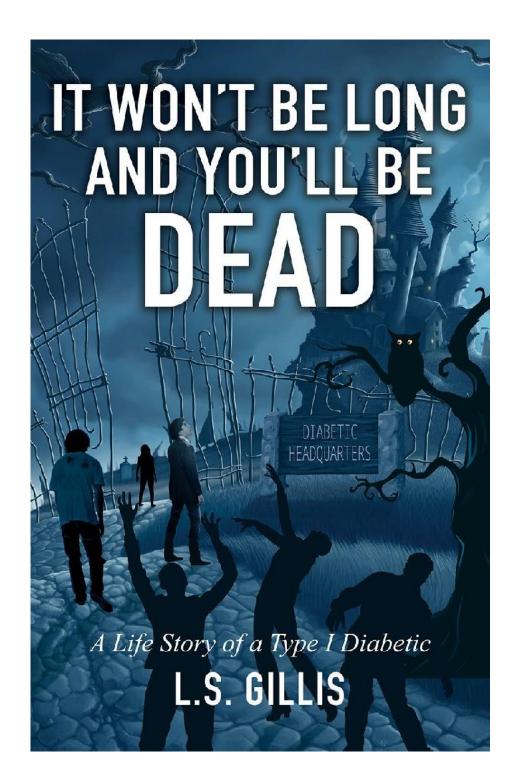


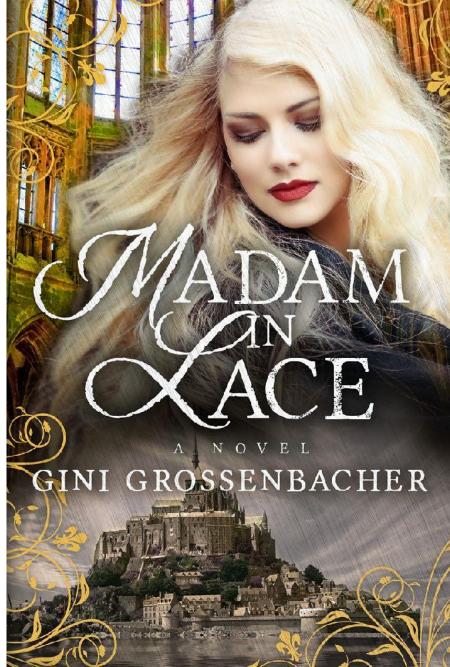




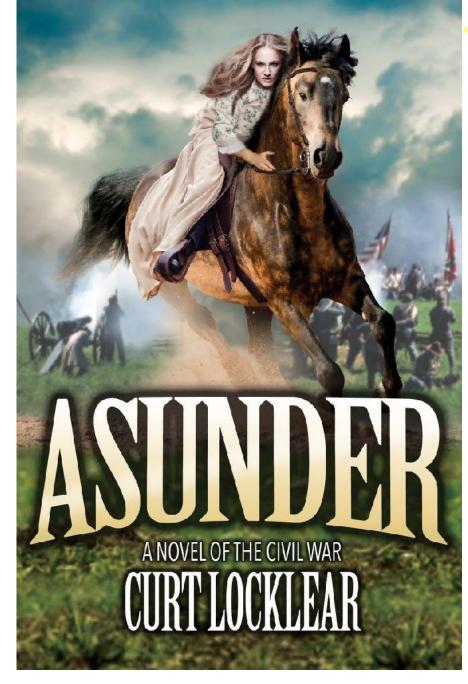


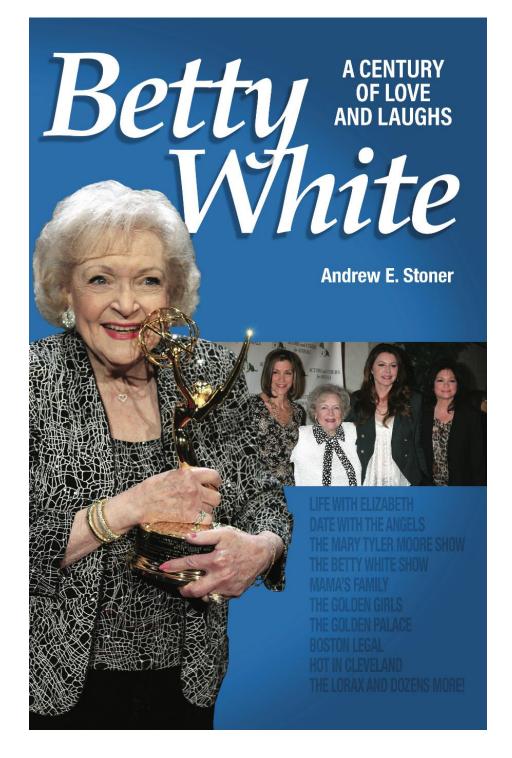
Examples





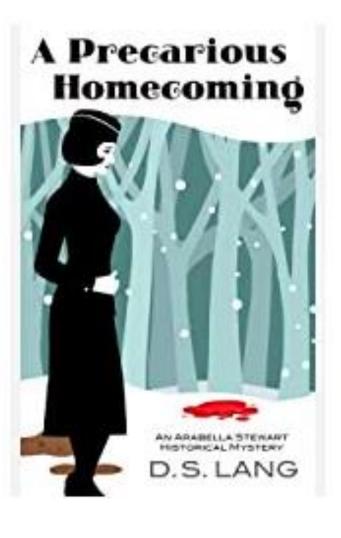




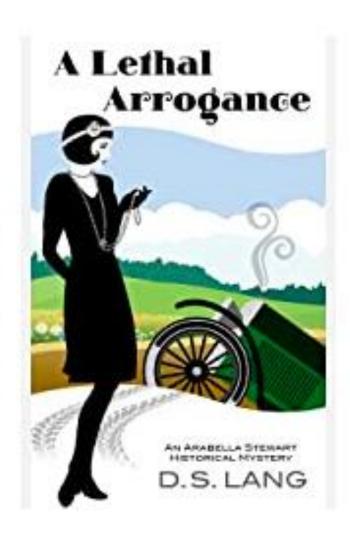


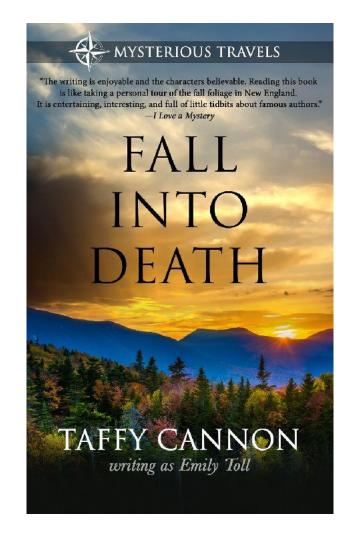
#### Examples

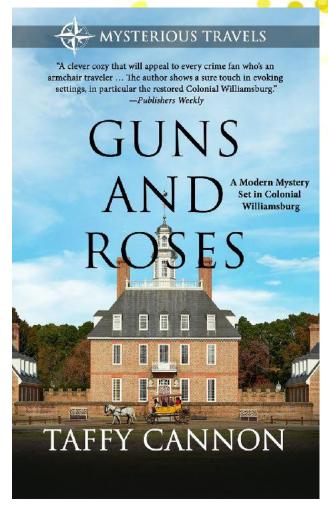


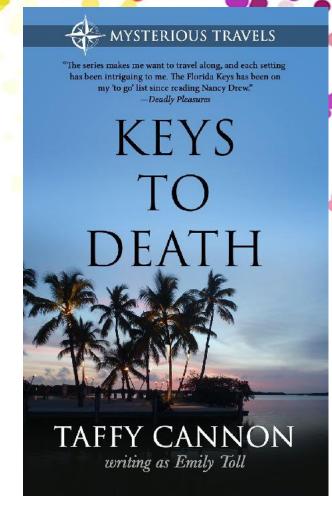


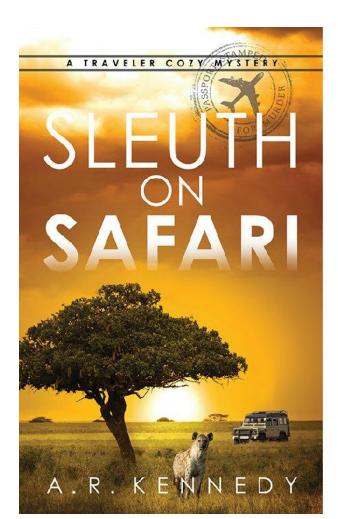


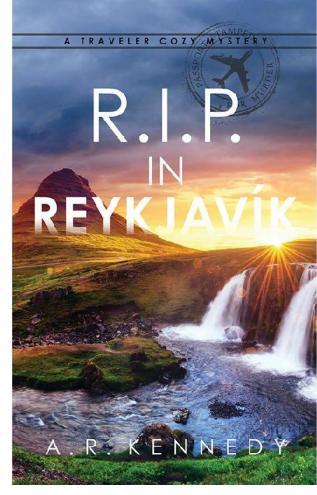


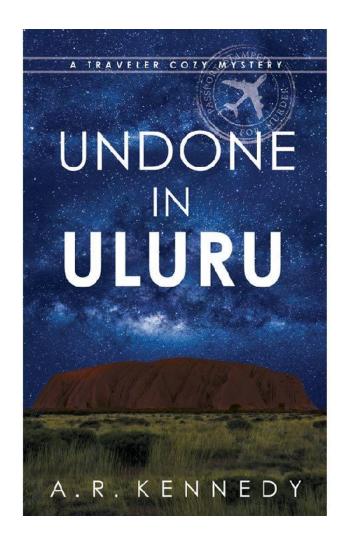


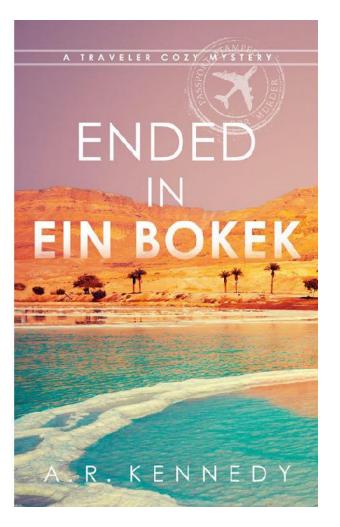


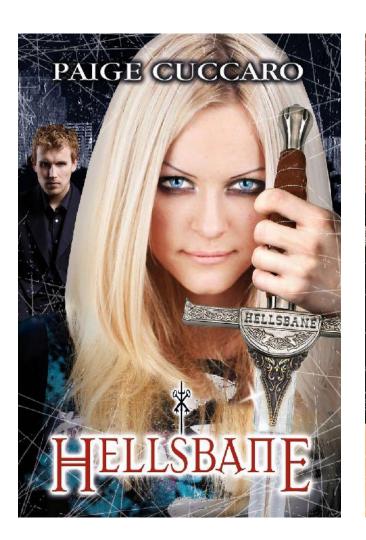




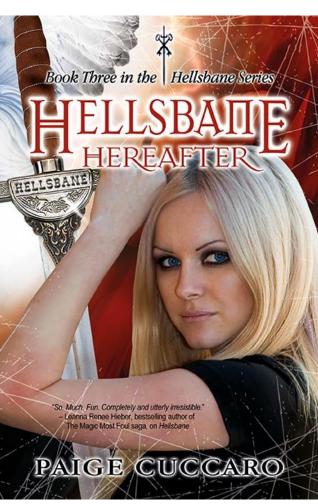












Print Book (front cover, spine, back cover)

- Matte cover finish is the traditional choice for fiction
- Size of book is very important
- A teaser grabs the reader, then a short blurb
- Author bio (if not inside) at the very least author website URL
- Reviews or one good quote from a reader/reviewer
- Other books
- Imprint

The cover is the packaging for your book!

#### Examples

A small town and resort struggling to survive.

A crime wave culminating in murder.

A young woman grieving losses.

A new constable fighting to keep his job.

When Arabella Stewart returns home from serving as a United States Army Signal Corps operator during the Great War, she not only finds her hometown and family resort besieged by troubles, she comes across the dead body of a neighbor. The murder is the most serious in a string of crimes plaguing the area. Eager to solve the case, Bella convinces Constable Jackson Hastings to let her help. Jax—her childhood buddy, her girlhood crush, and her brother's best friend—harbors conflicting feelings. His own job is in jeopardy if he does not solve the case quickly, but his guilty conscience over Matt Stewart's death in the trenches is a powerful barrier between him and Bella. Still, they share a common goal—solve the case before someone else dies.

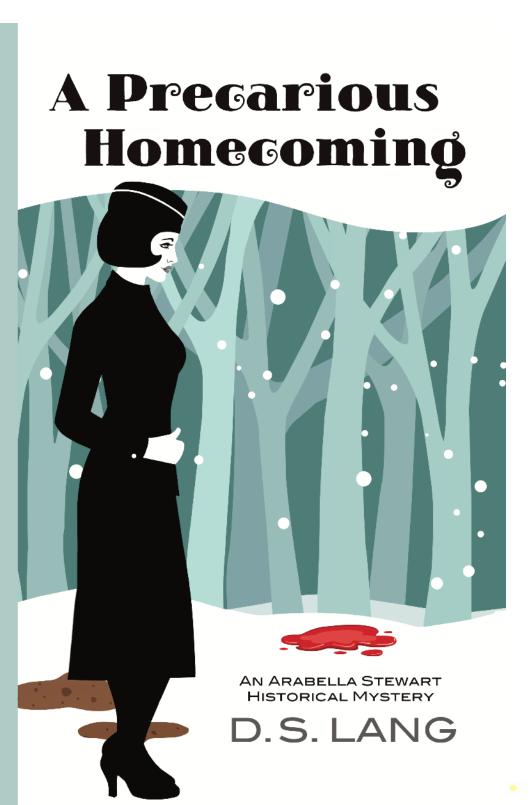
A Lingering Shadow
Shadow

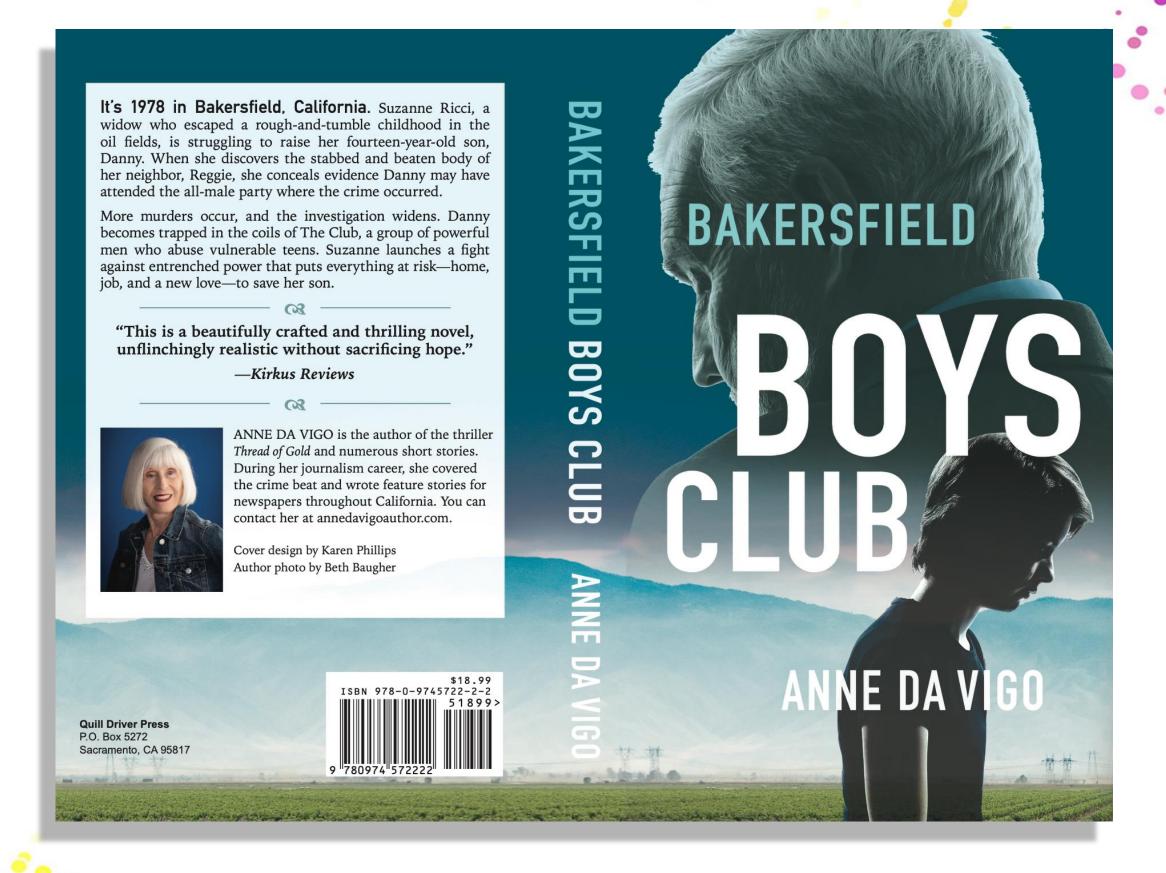
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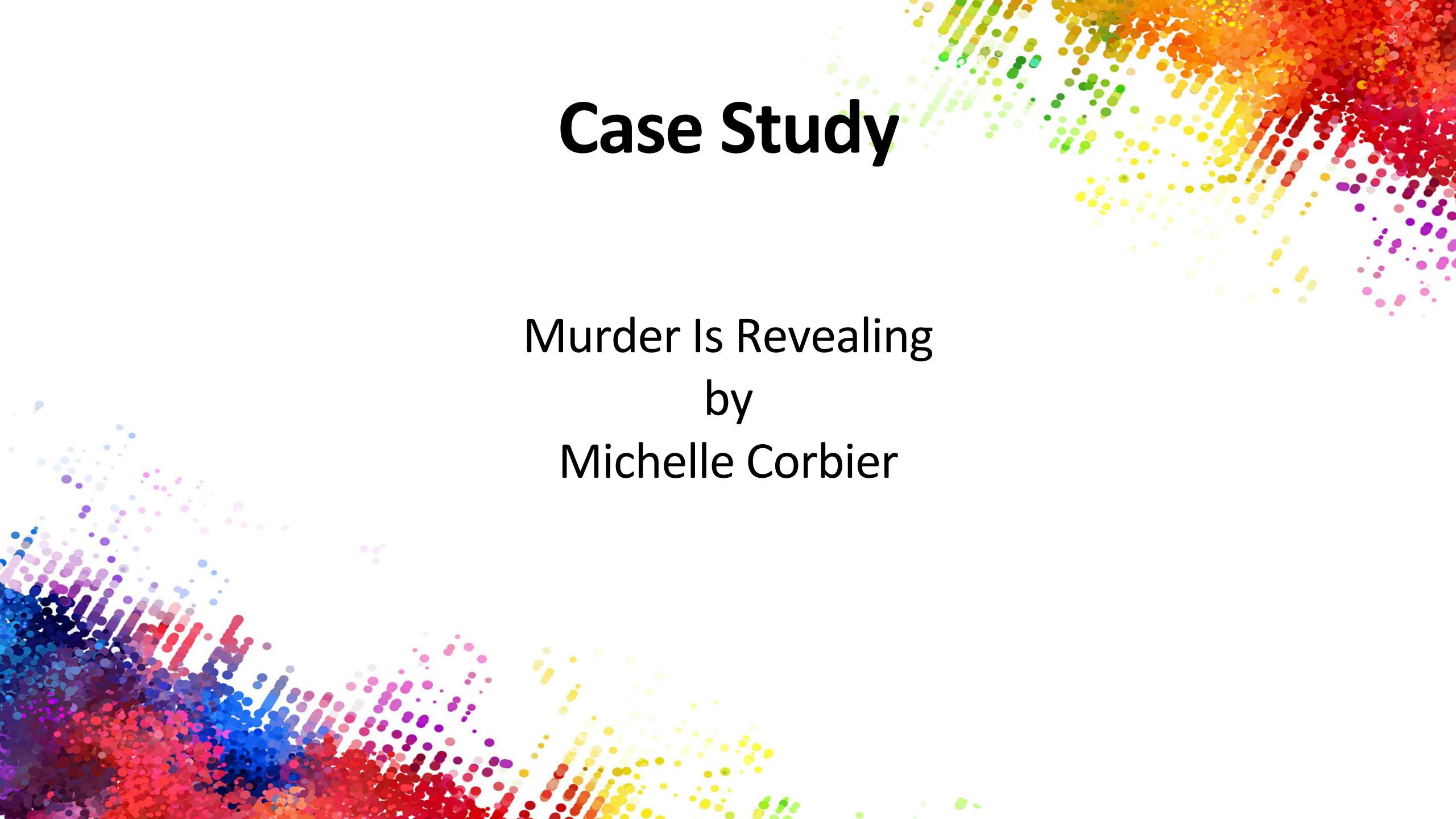
Find out more at: DSLangBooks.com

In *A Lingering Shadow*, the second book in the series, Bella and Jax pursue another killer and confront *lingering shadows* over the suspects, the victim, the resort, their town, and themselves.



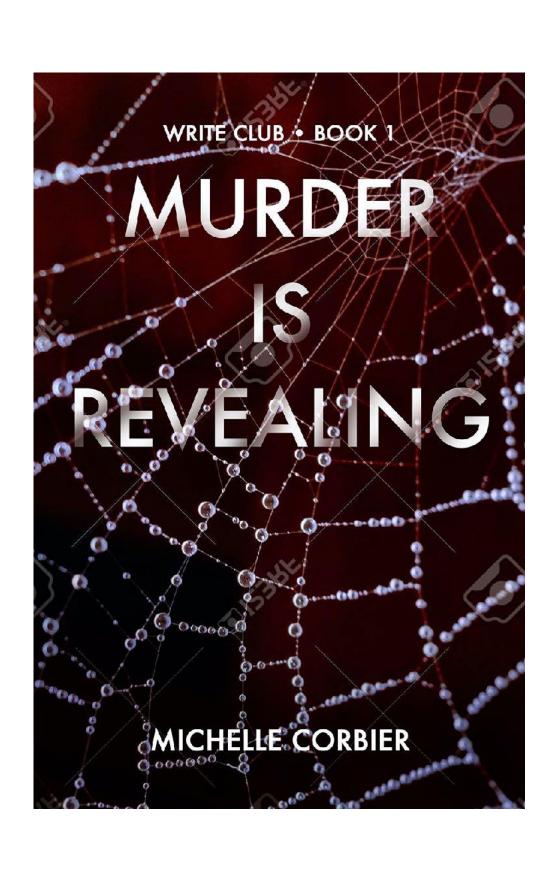


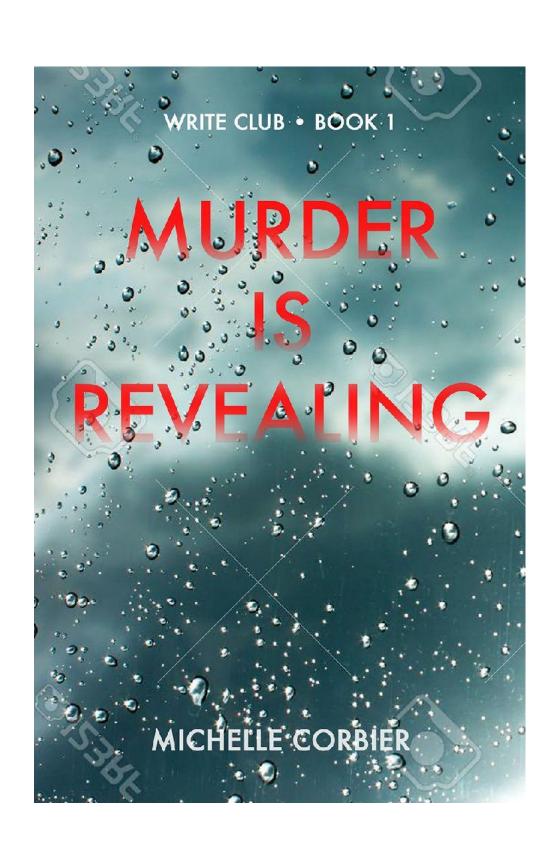


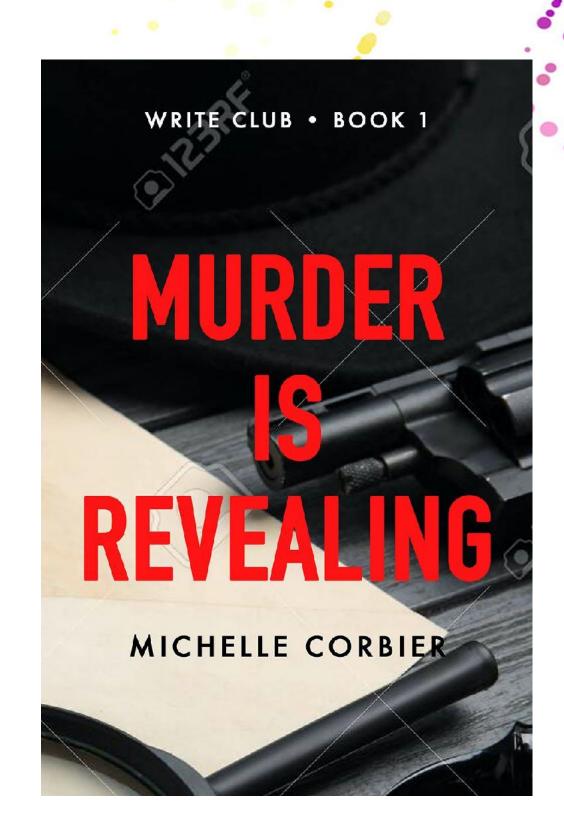


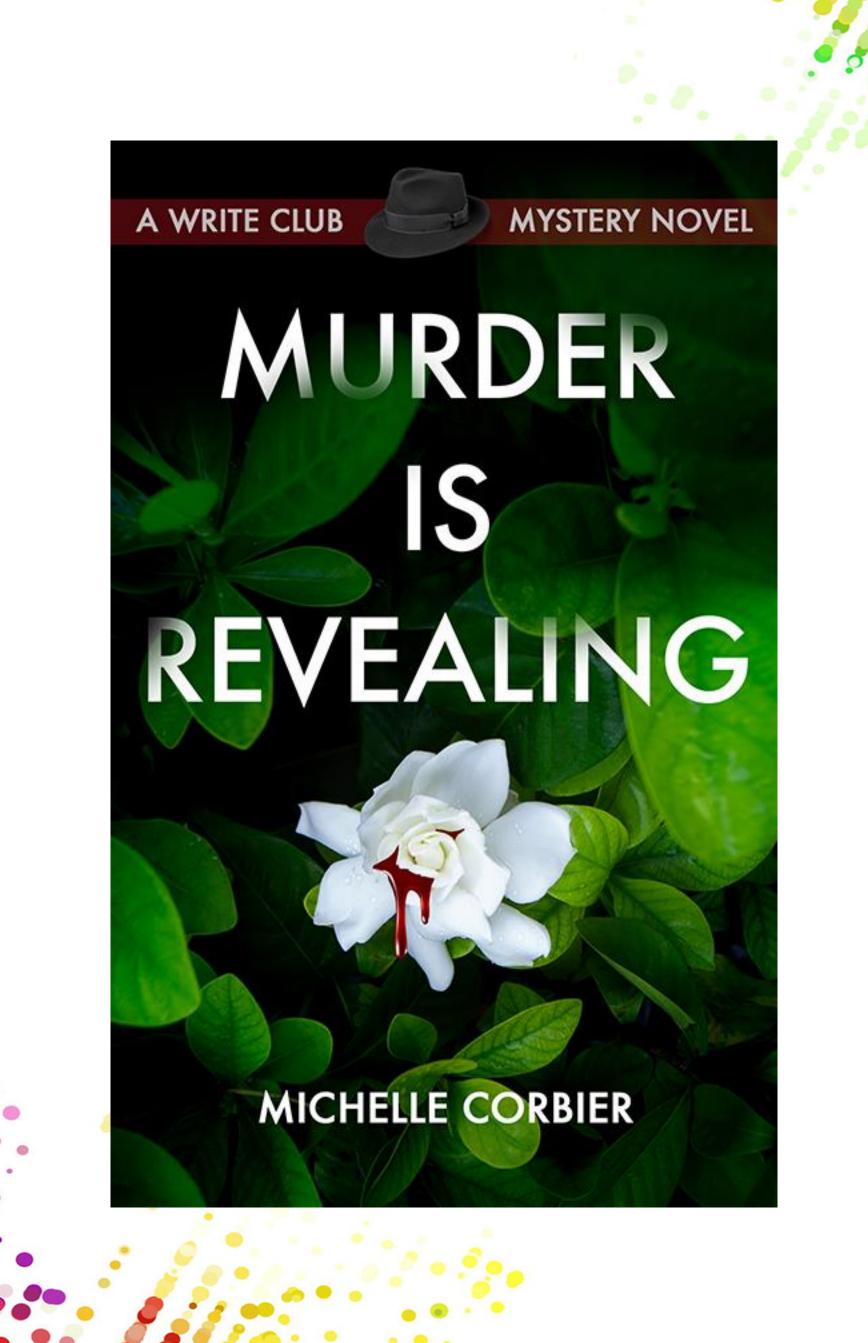
### Case Study

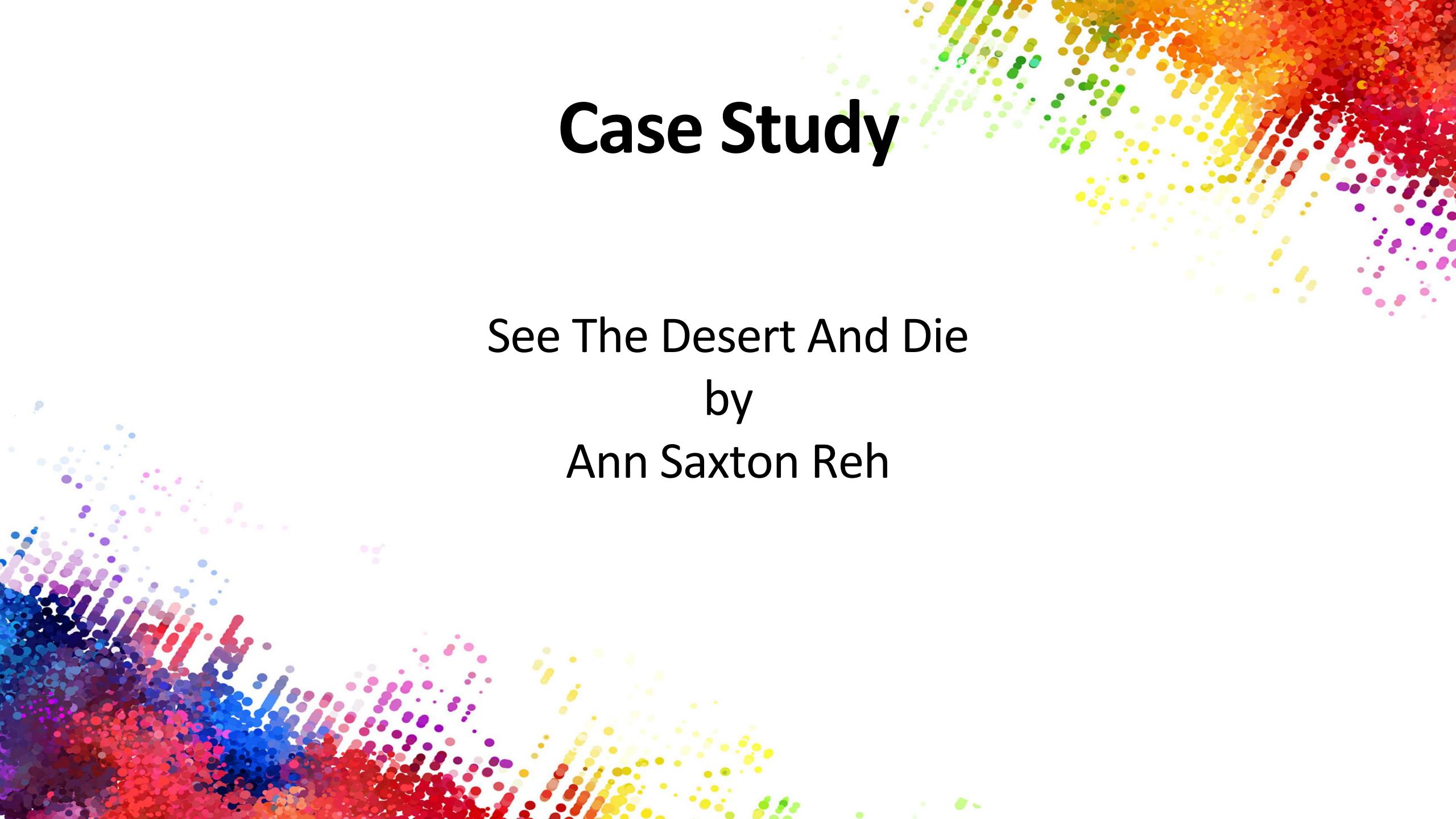




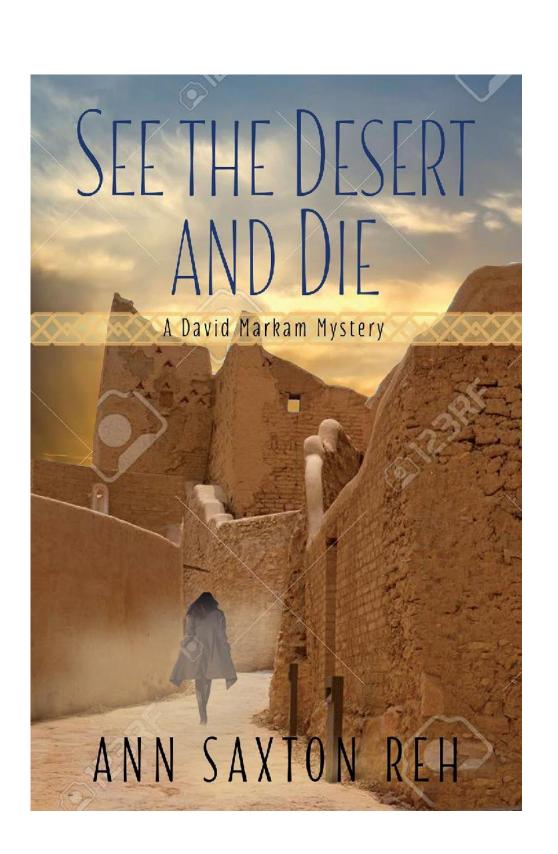


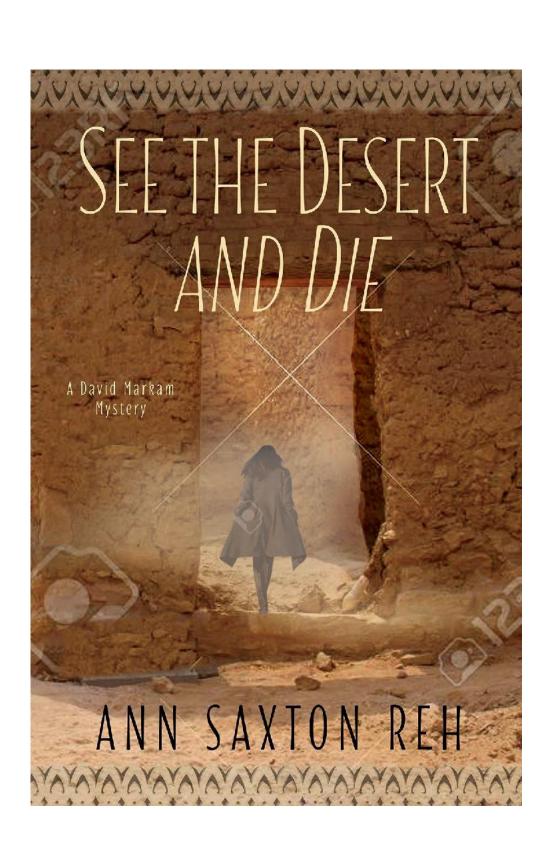


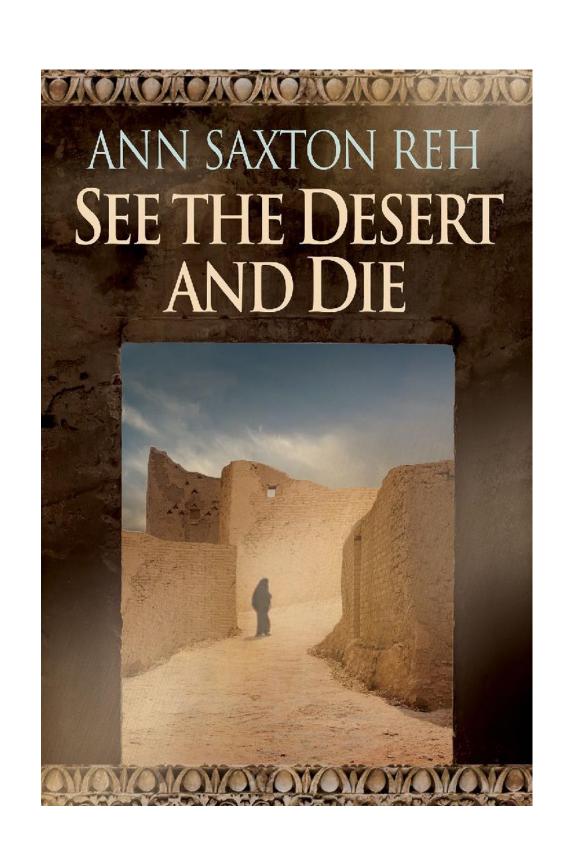


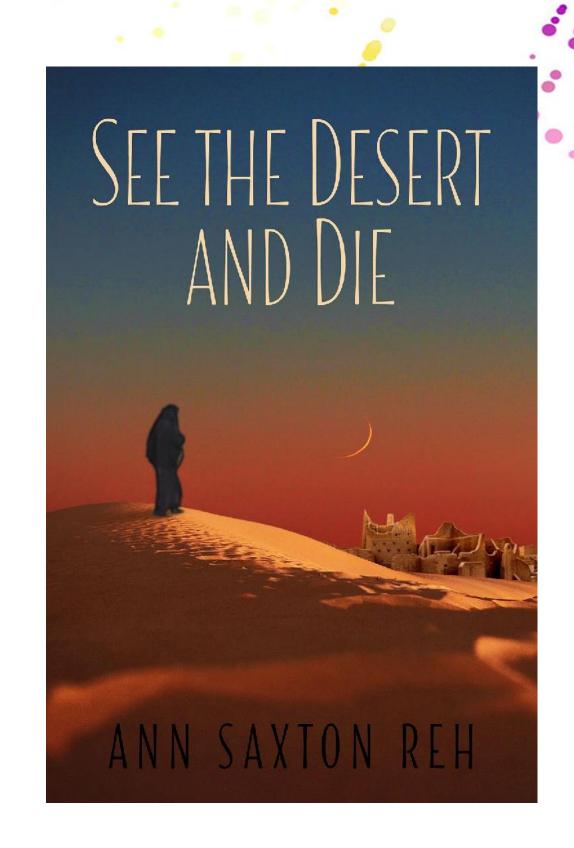


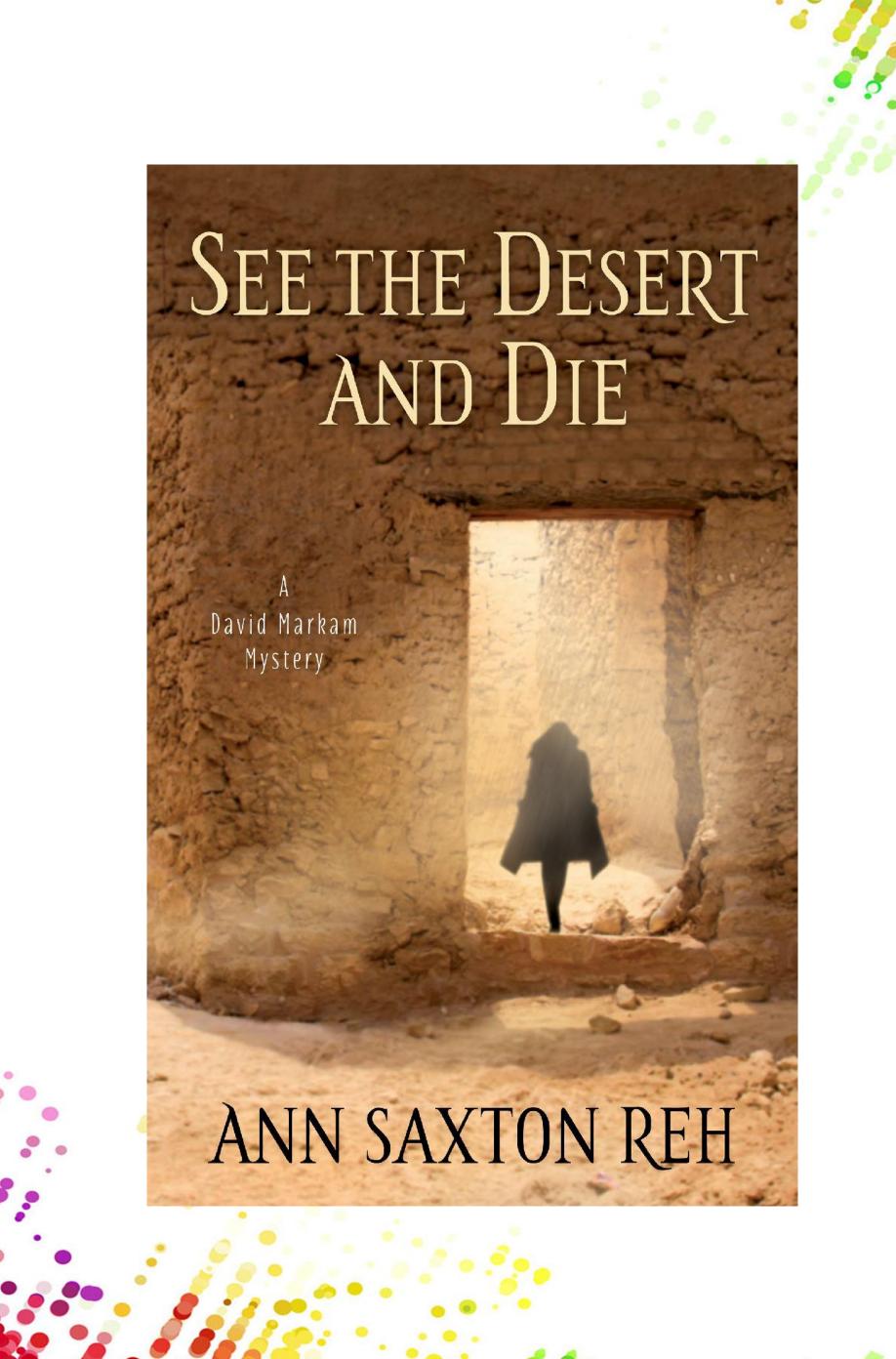
#### Case Study











#### Formatting

**Key Elements** 

- Professional
- Easy to read
- White space
- Margins
- Limit widows and orphans
- Author bio at back with contact info and a request for honest reviews
- Excerpt from next book (if series) or other book

