

The background features abstract, colorful patterns of dots and streaks in the corners. The top-right corner has a dense cluster of dots in shades of green, yellow, orange, and red. The bottom-left corner has a dense cluster of dots in shades of blue, purple, red, and orange. The bottom-right corner has a sparse pattern of yellow and green dots.

Presentation is Everything

Cover Design and Book Formatting

by Karen Phillips / PhillipsCovers.com



Why hire a cover artist?

“I won’t bother with a book if the cover is not professionally done.”
—*Phillips Covers client*



Cover Design


The Process

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



What makes a good cover?

Front Cover - Key Elements



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Genre Matching

- What is genre matching?
- First fit in, then stand out

Genre Matching

Thrillers



Mystery/Suspense

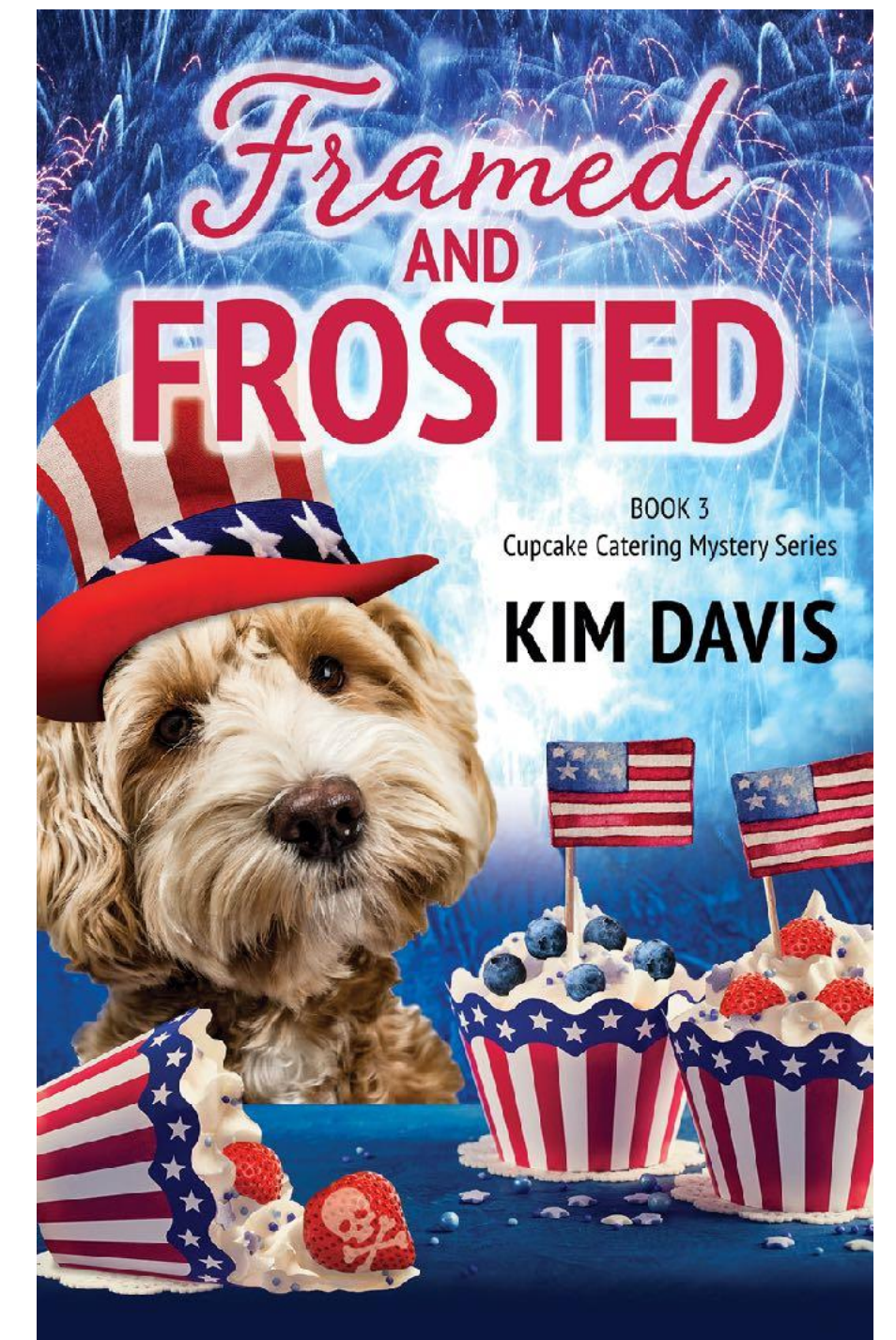
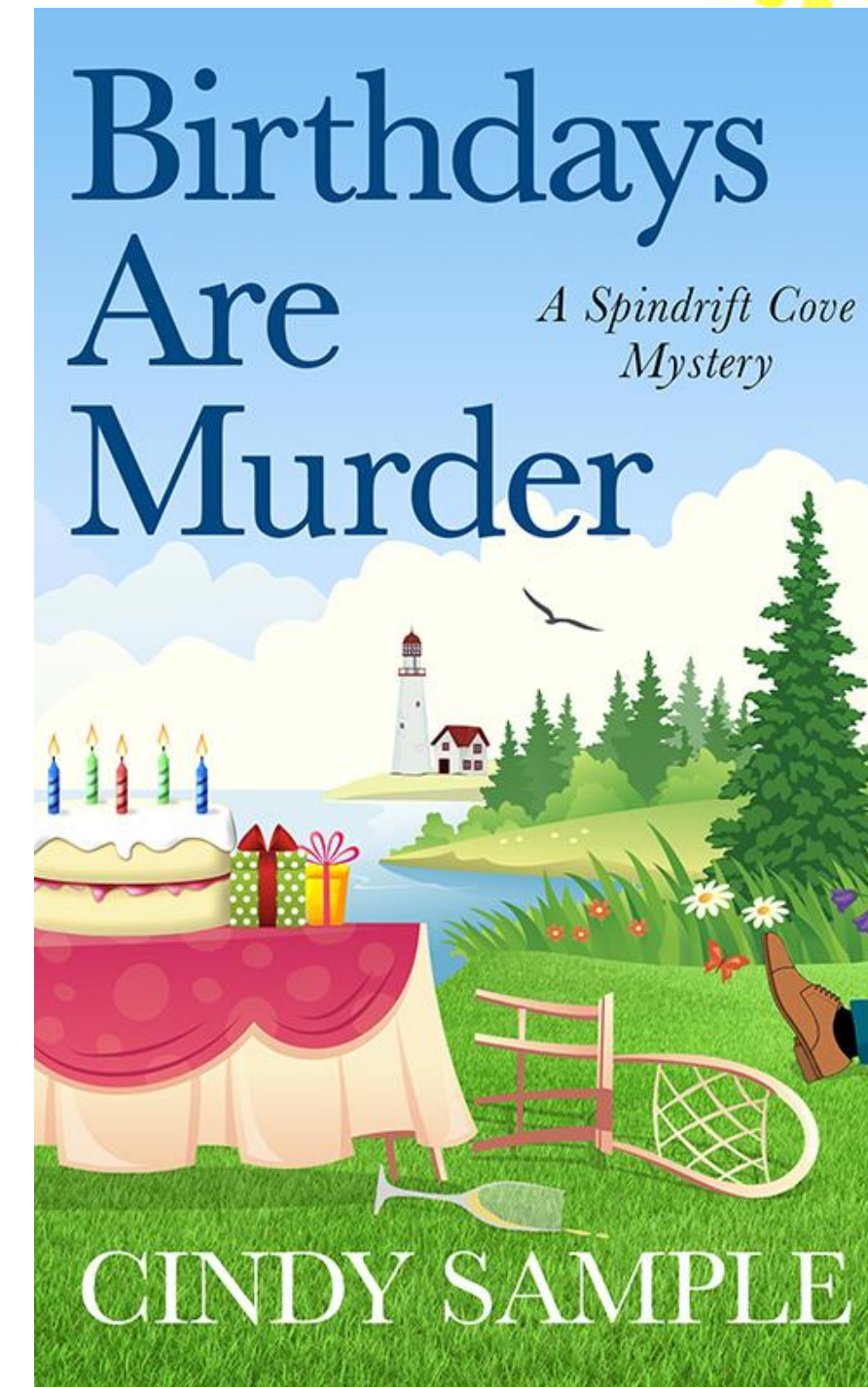
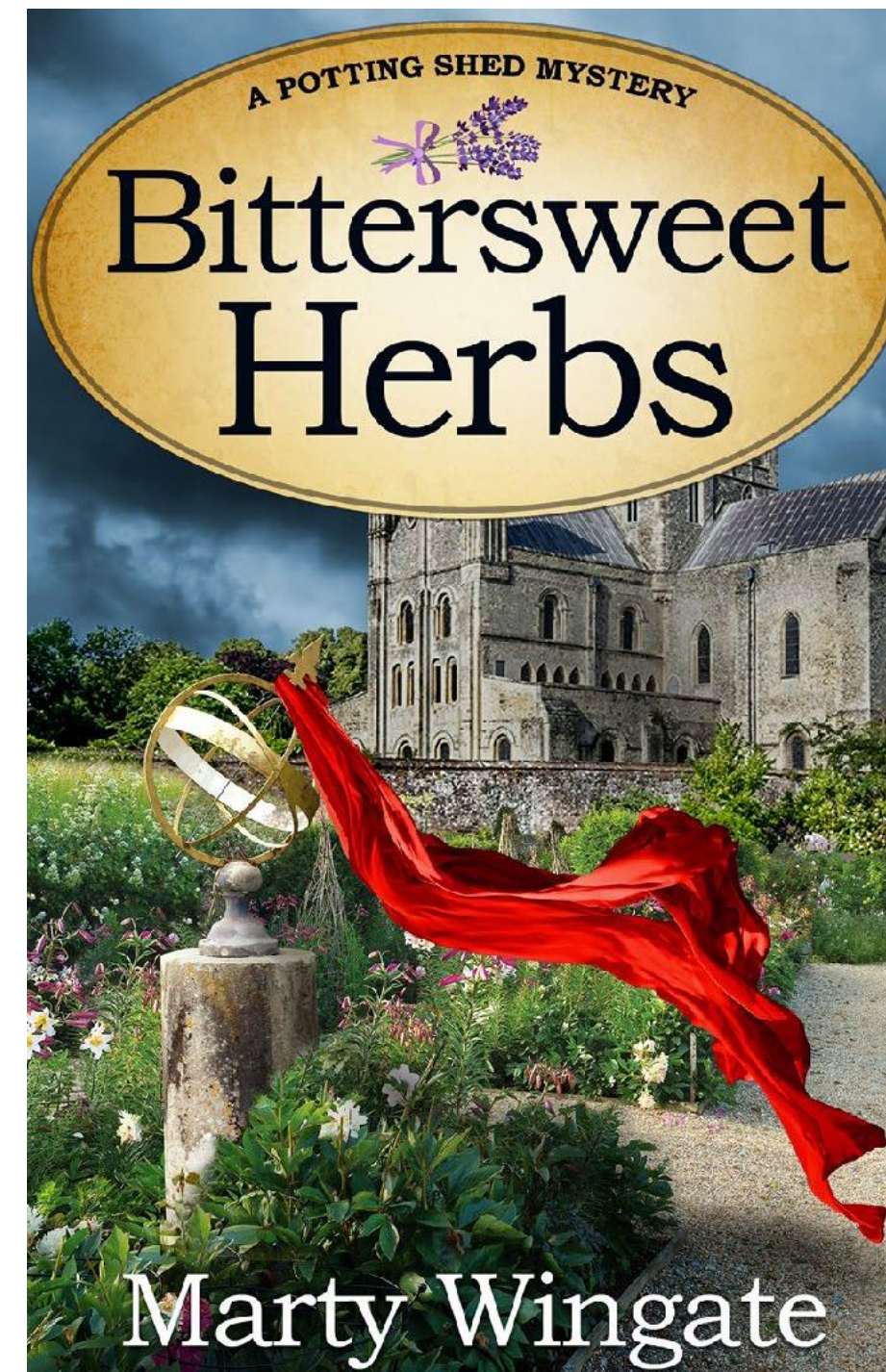
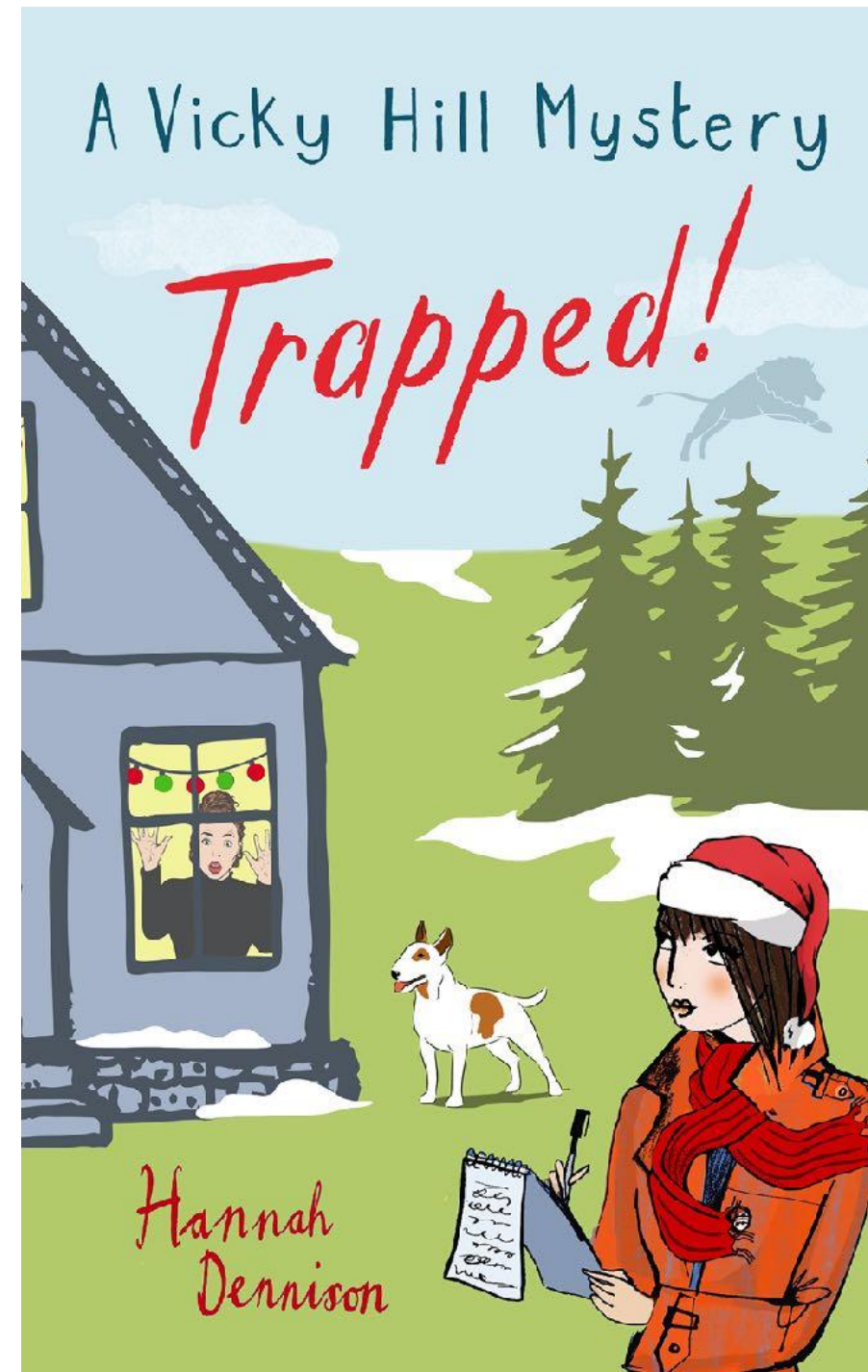
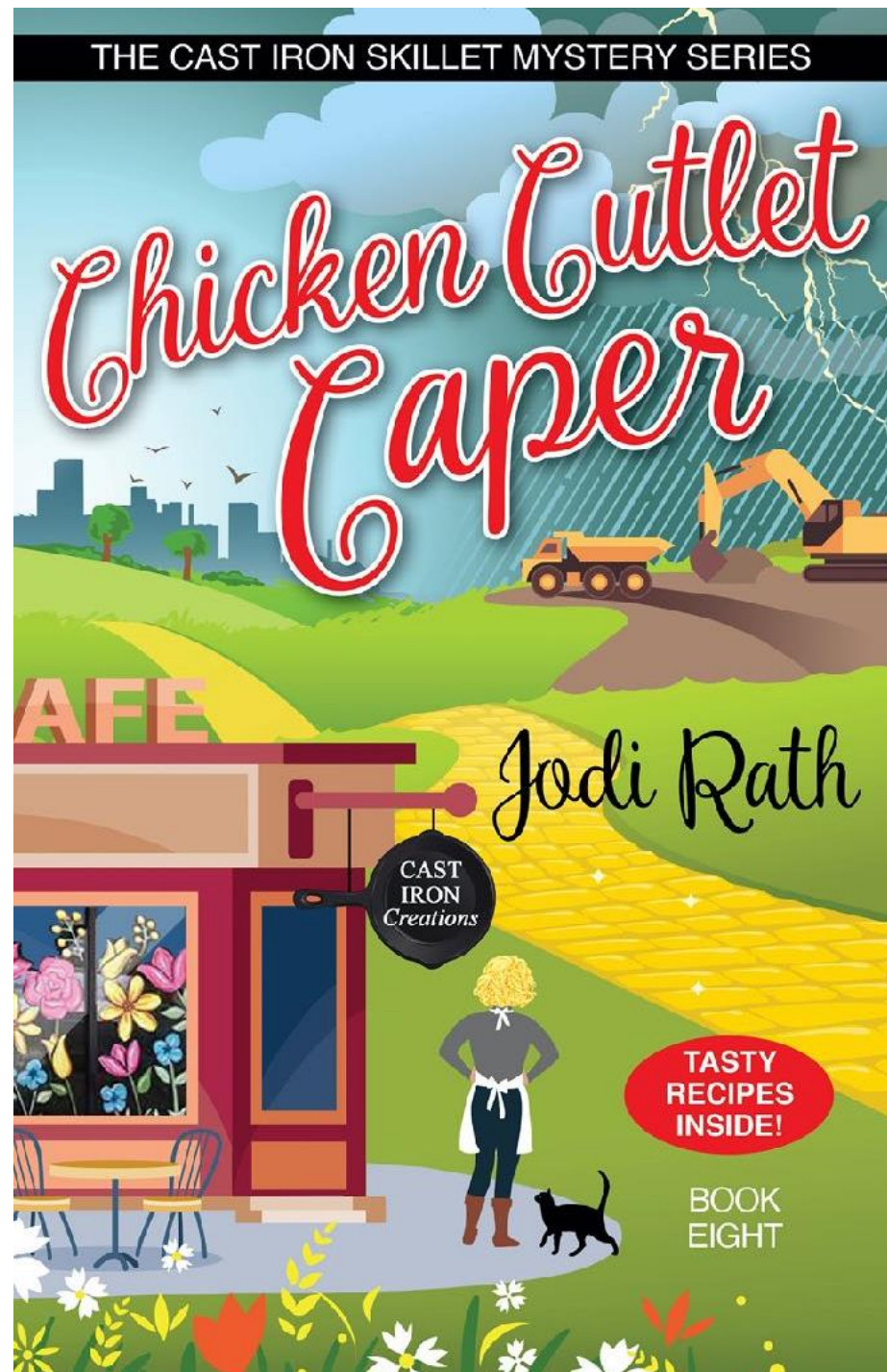


Urban Fantasy



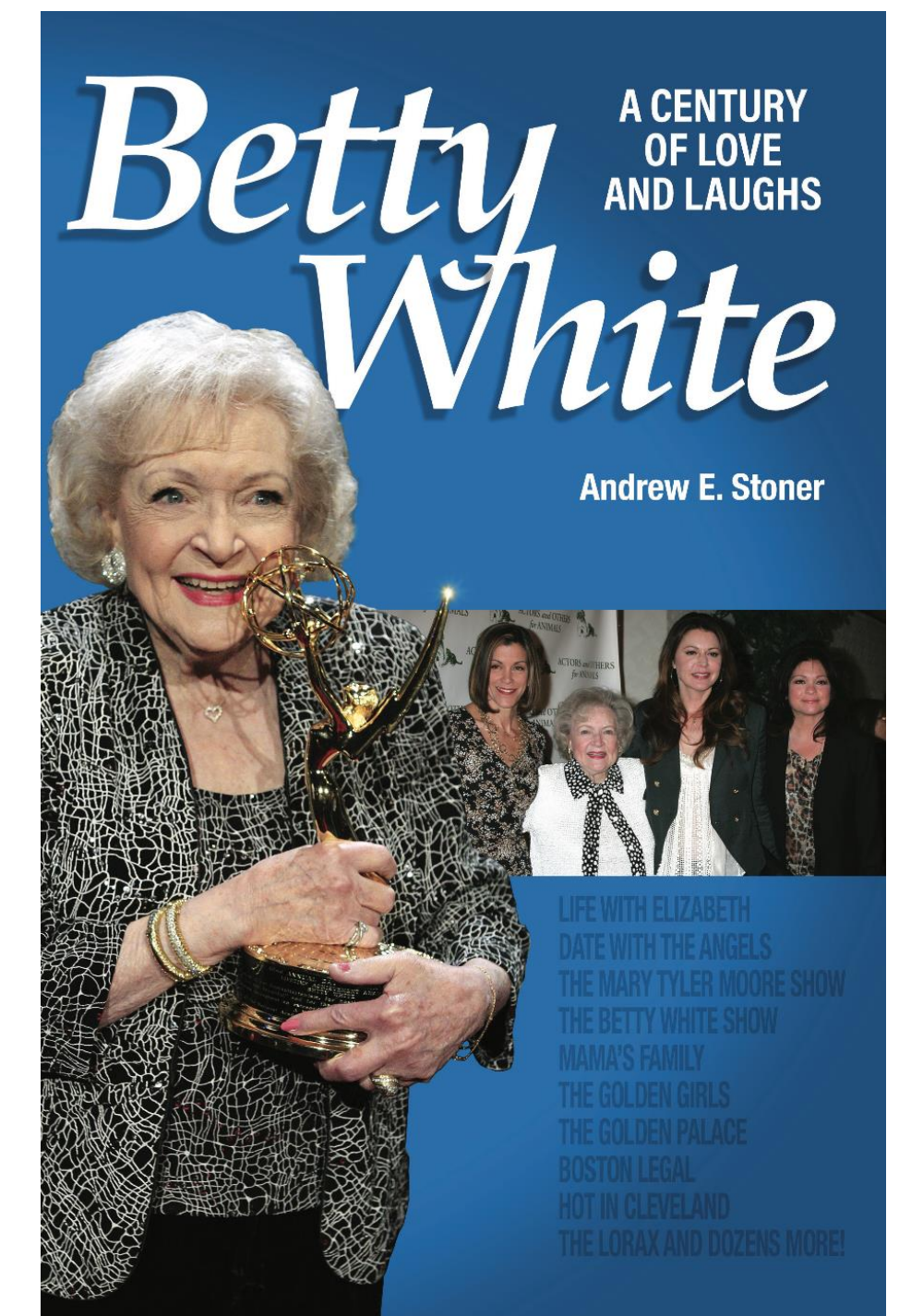
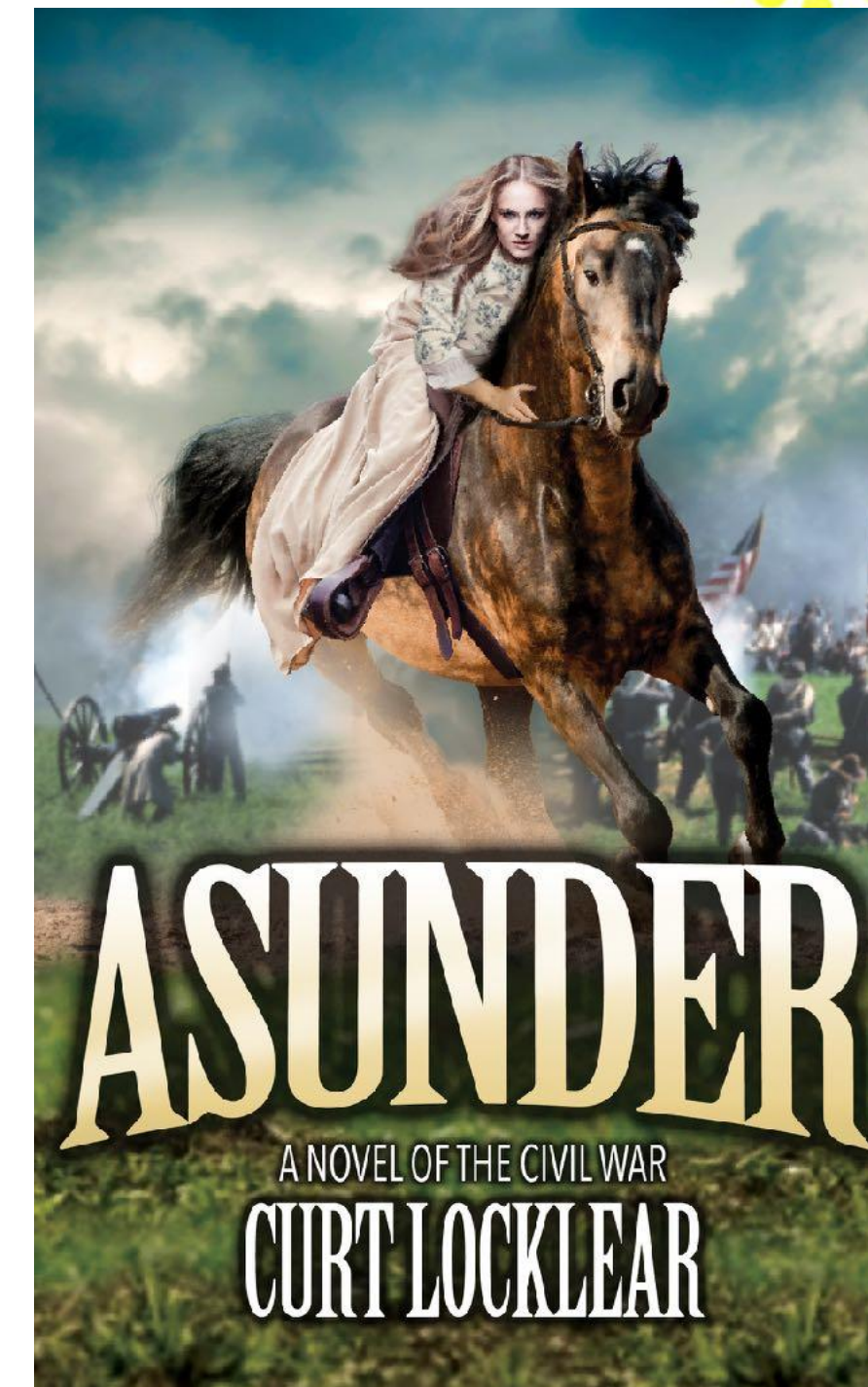
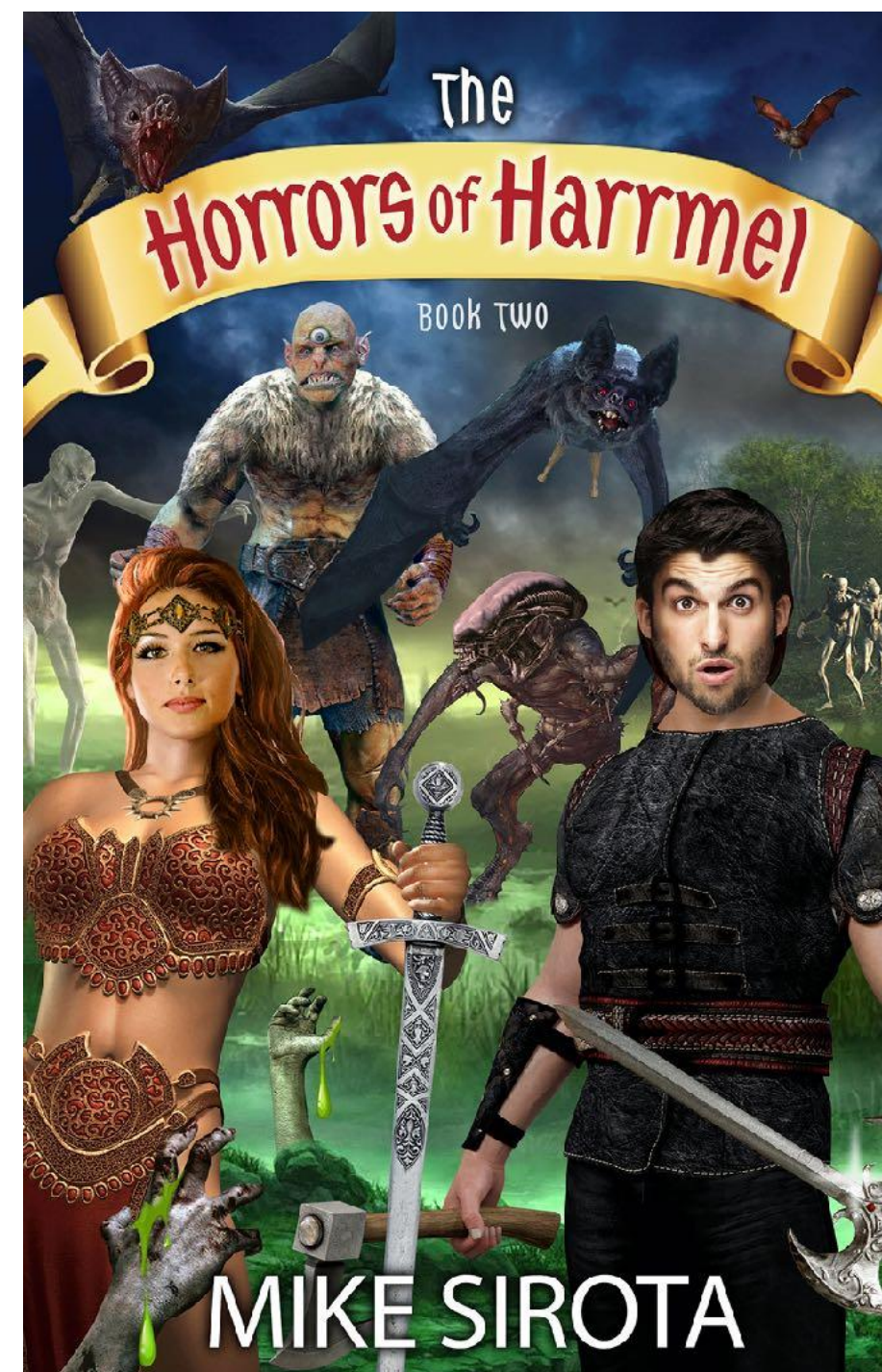
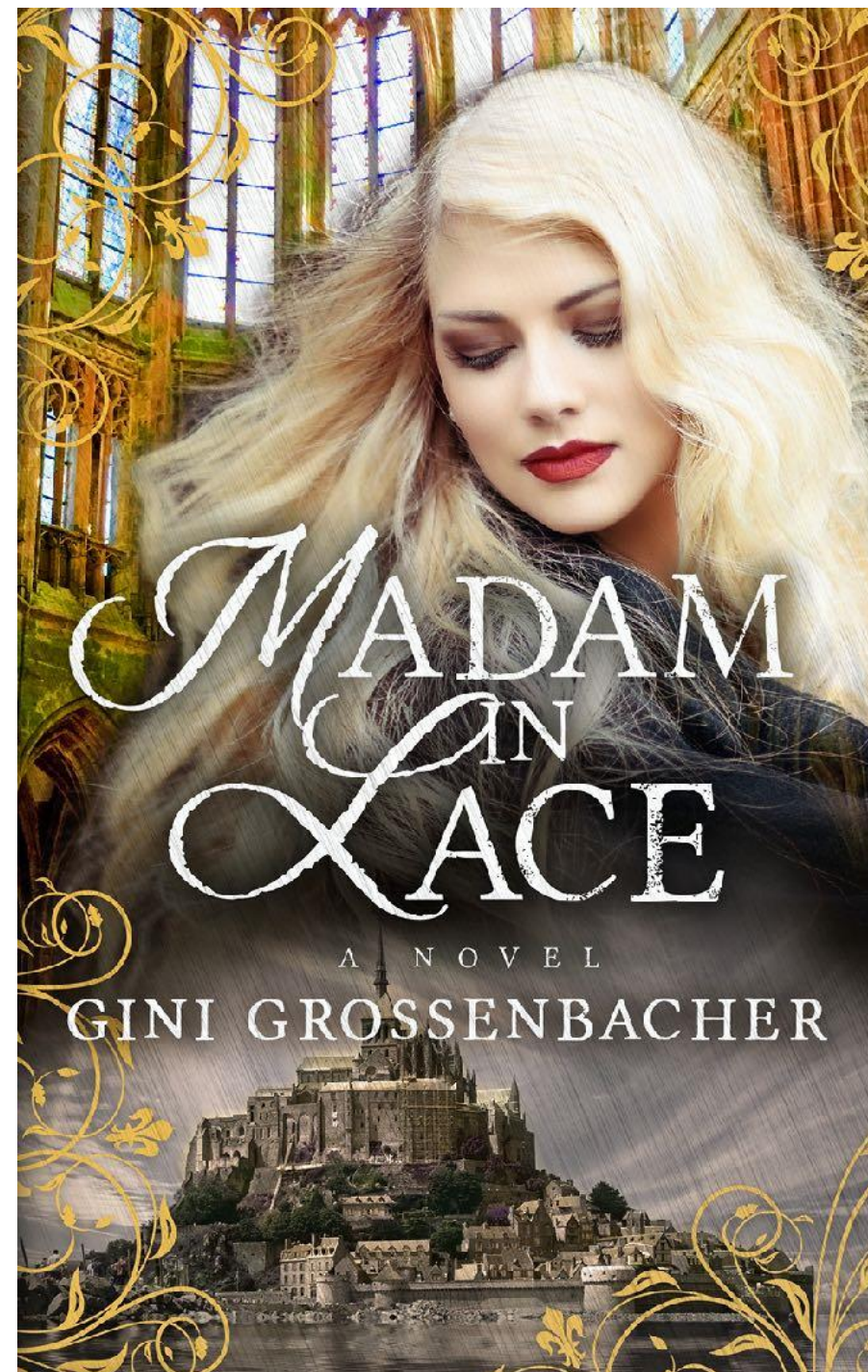
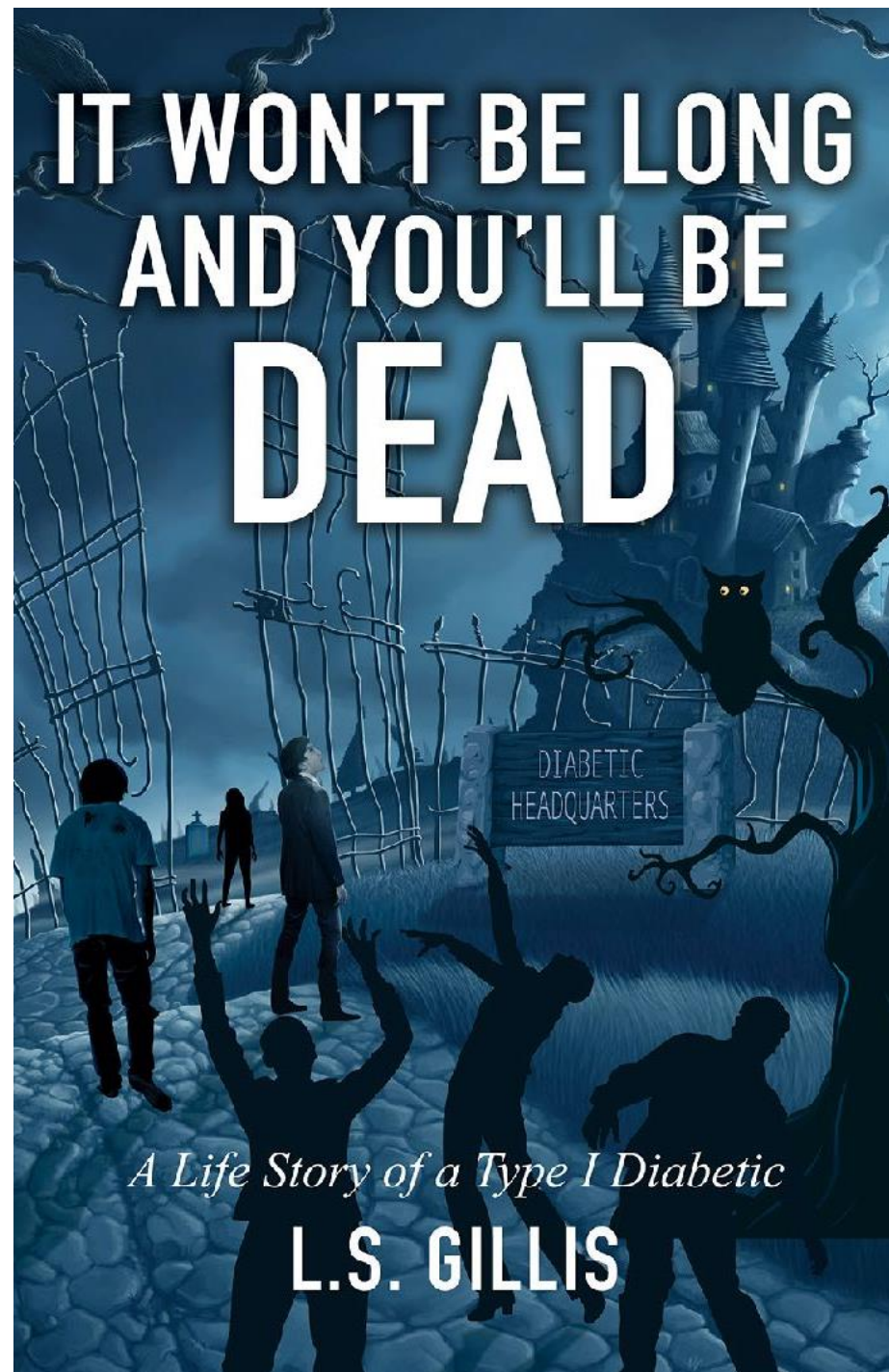
Cover Design

Examples



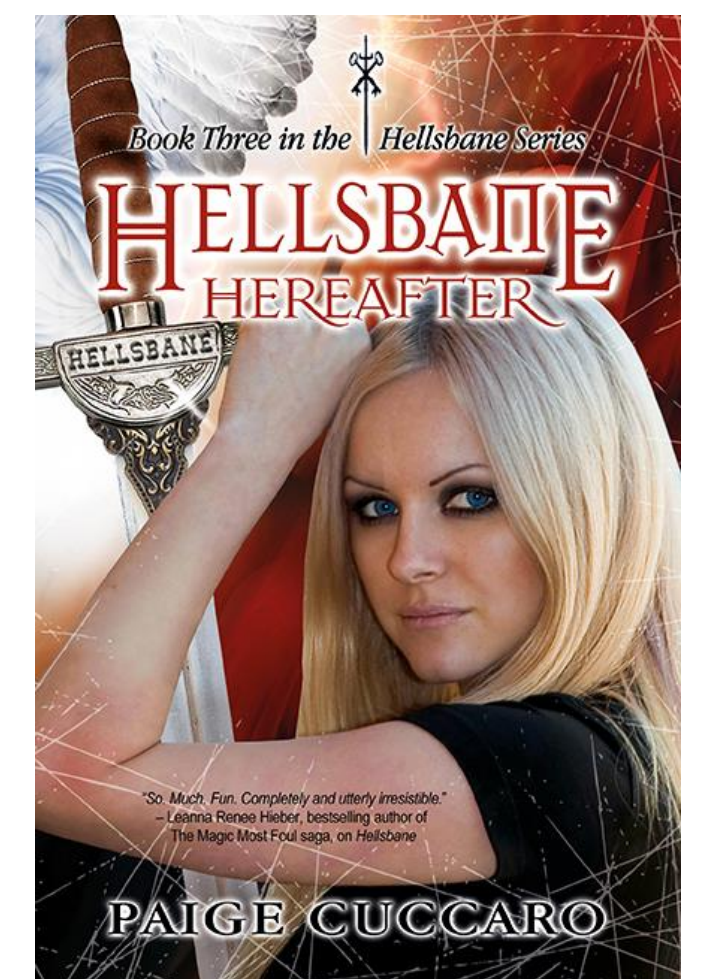
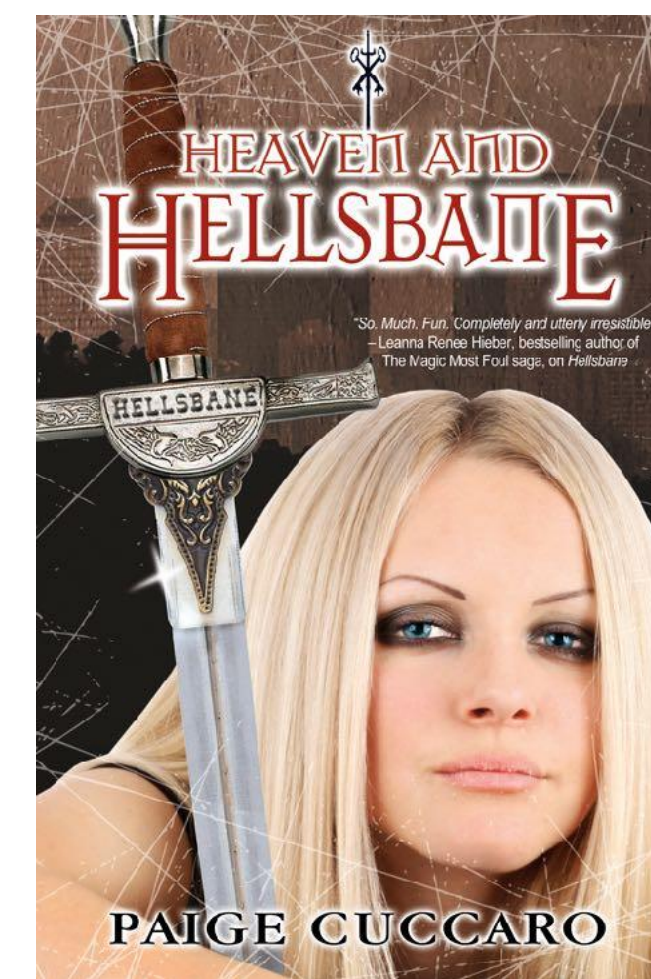
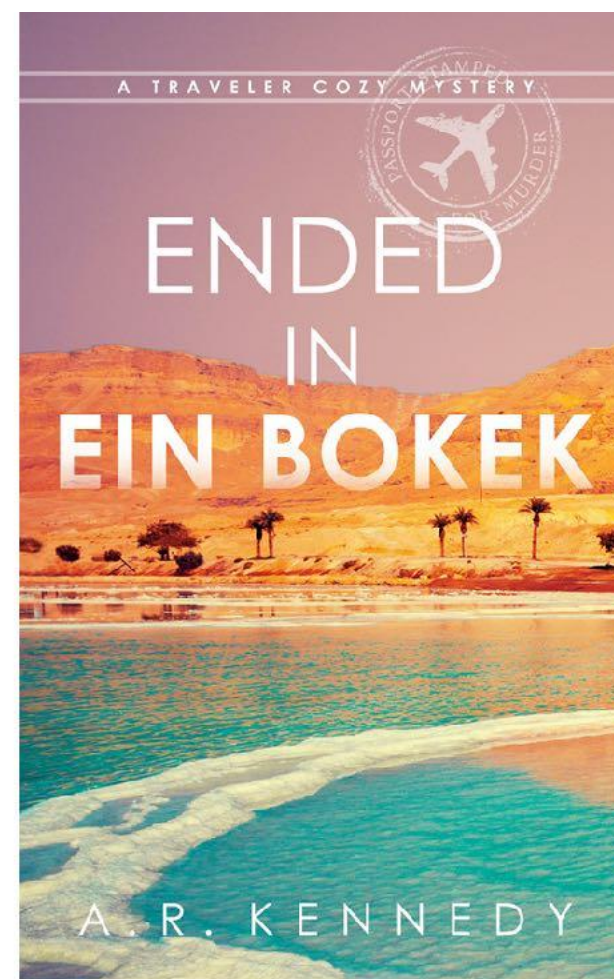
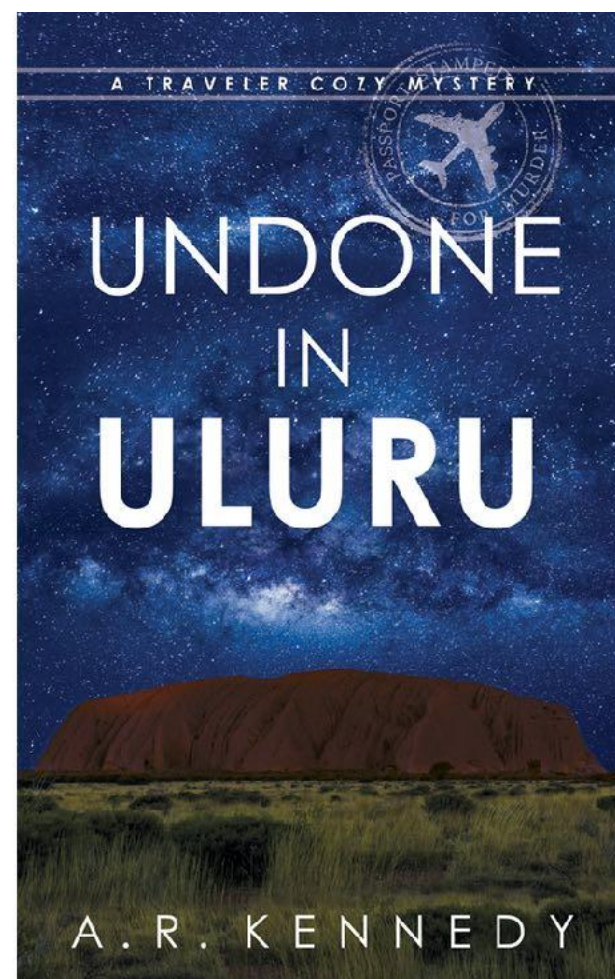
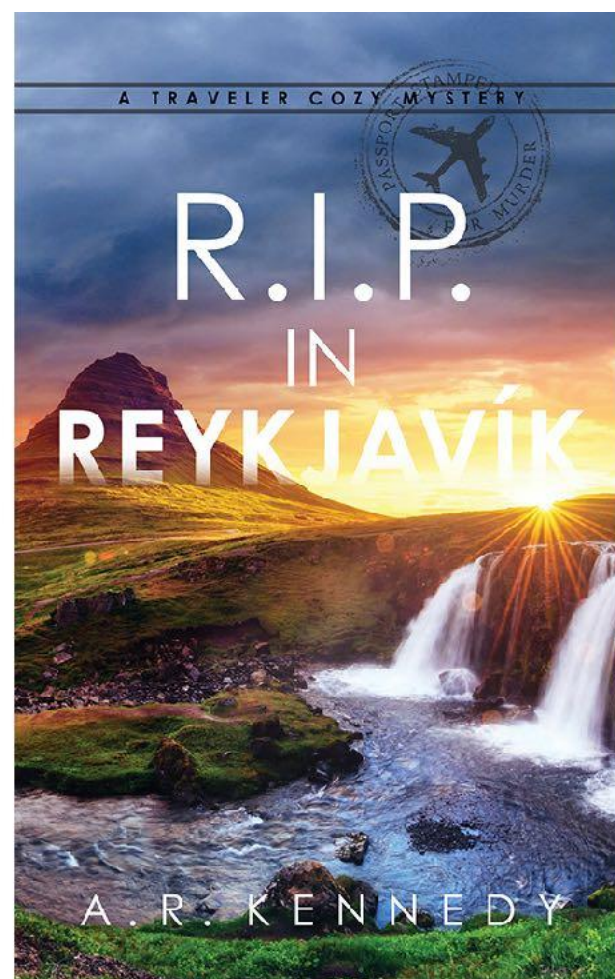
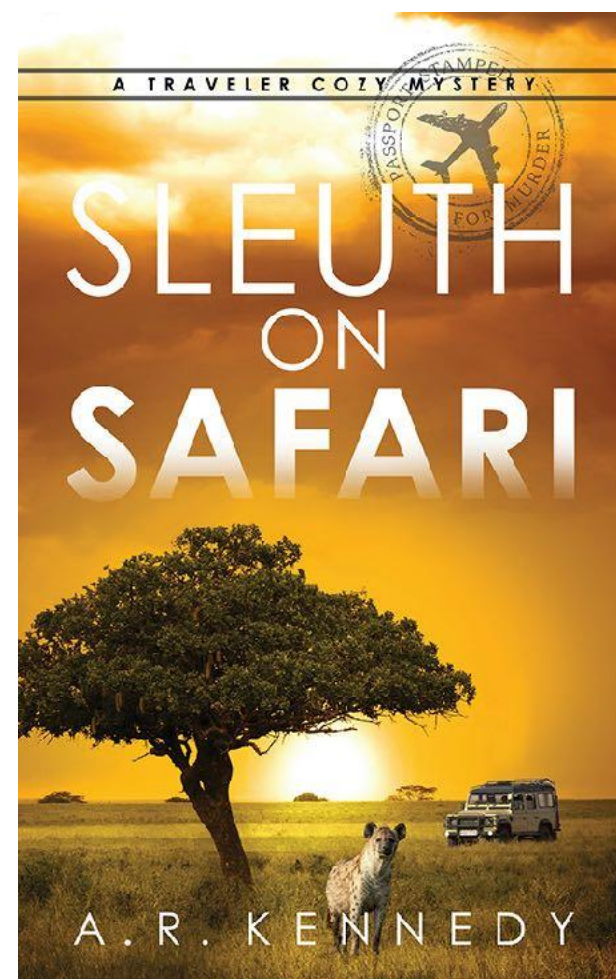
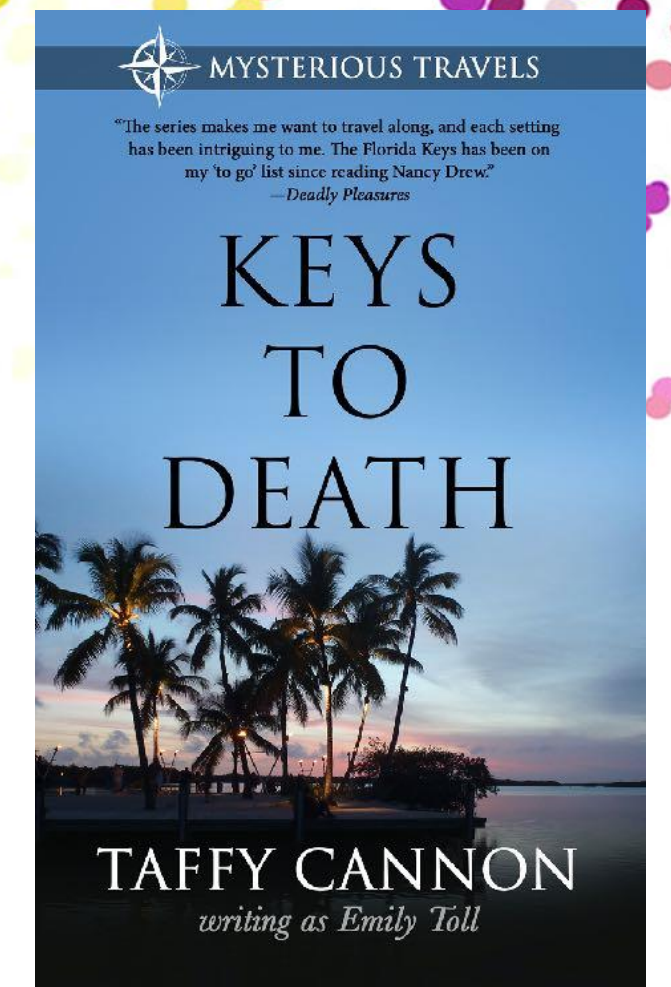
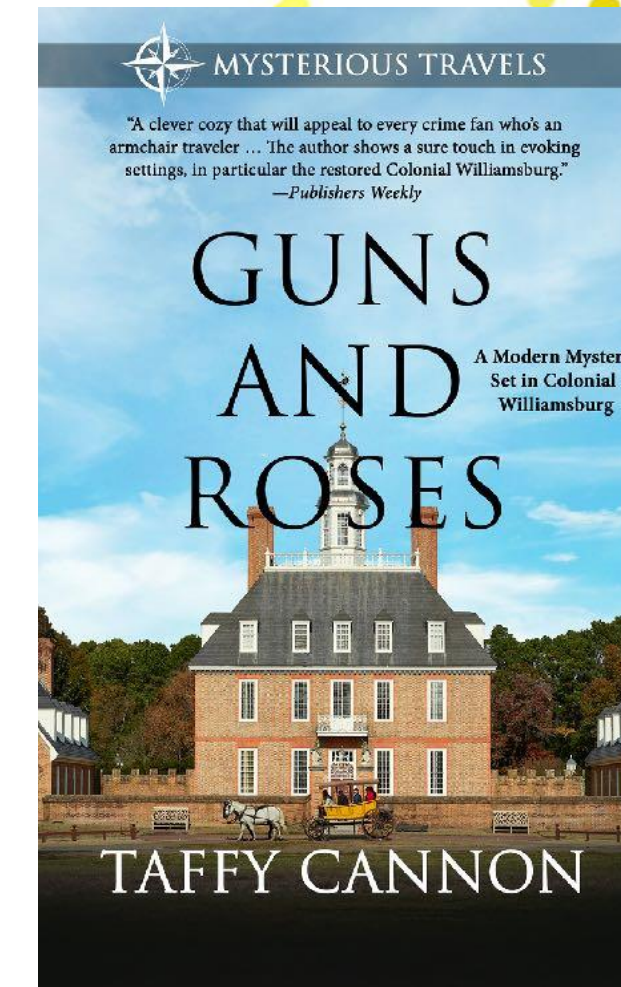
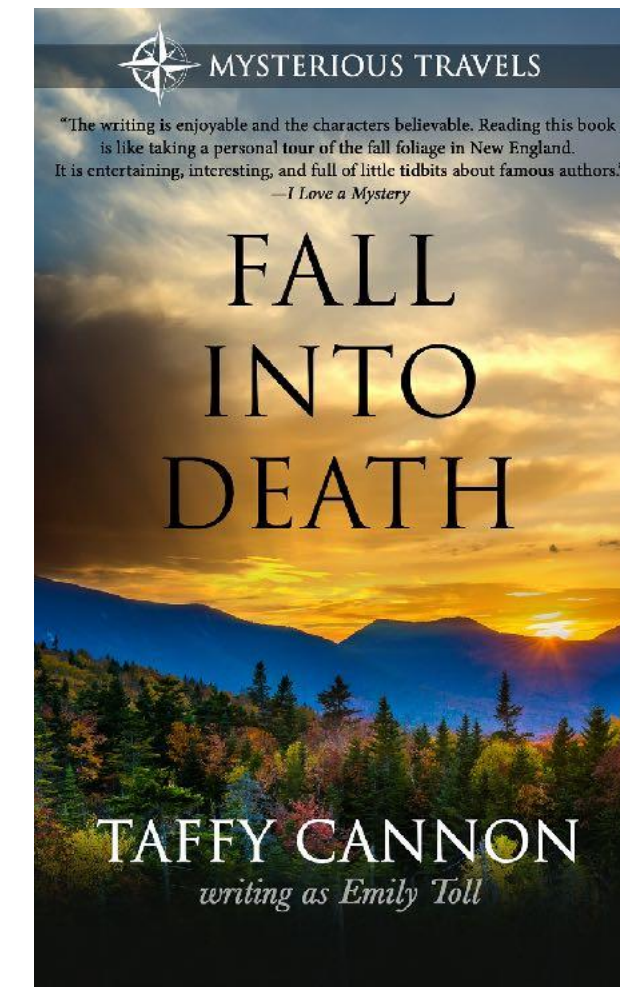
Cover Design

Examples



Cover Design

Examples



Cover Design

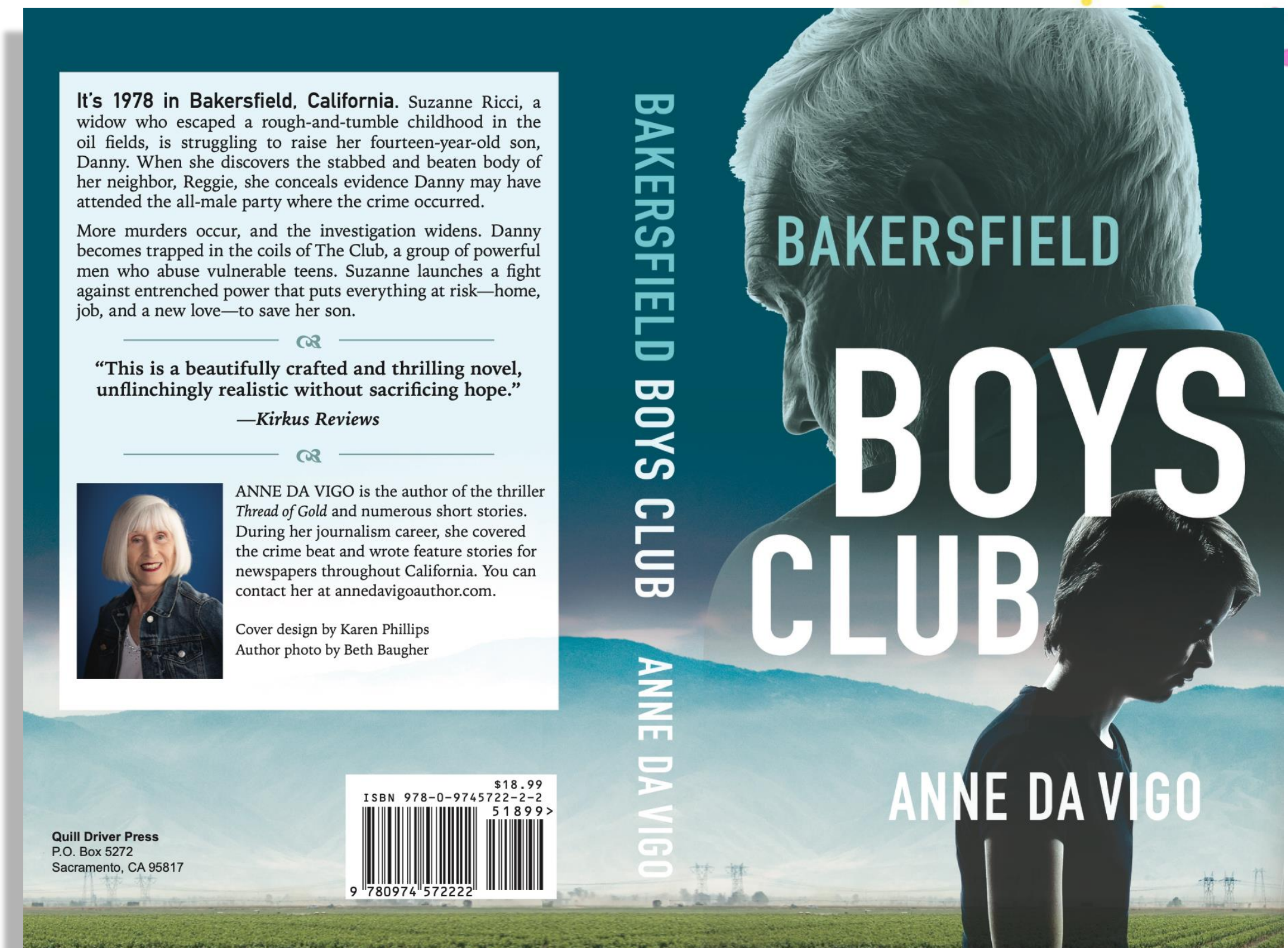
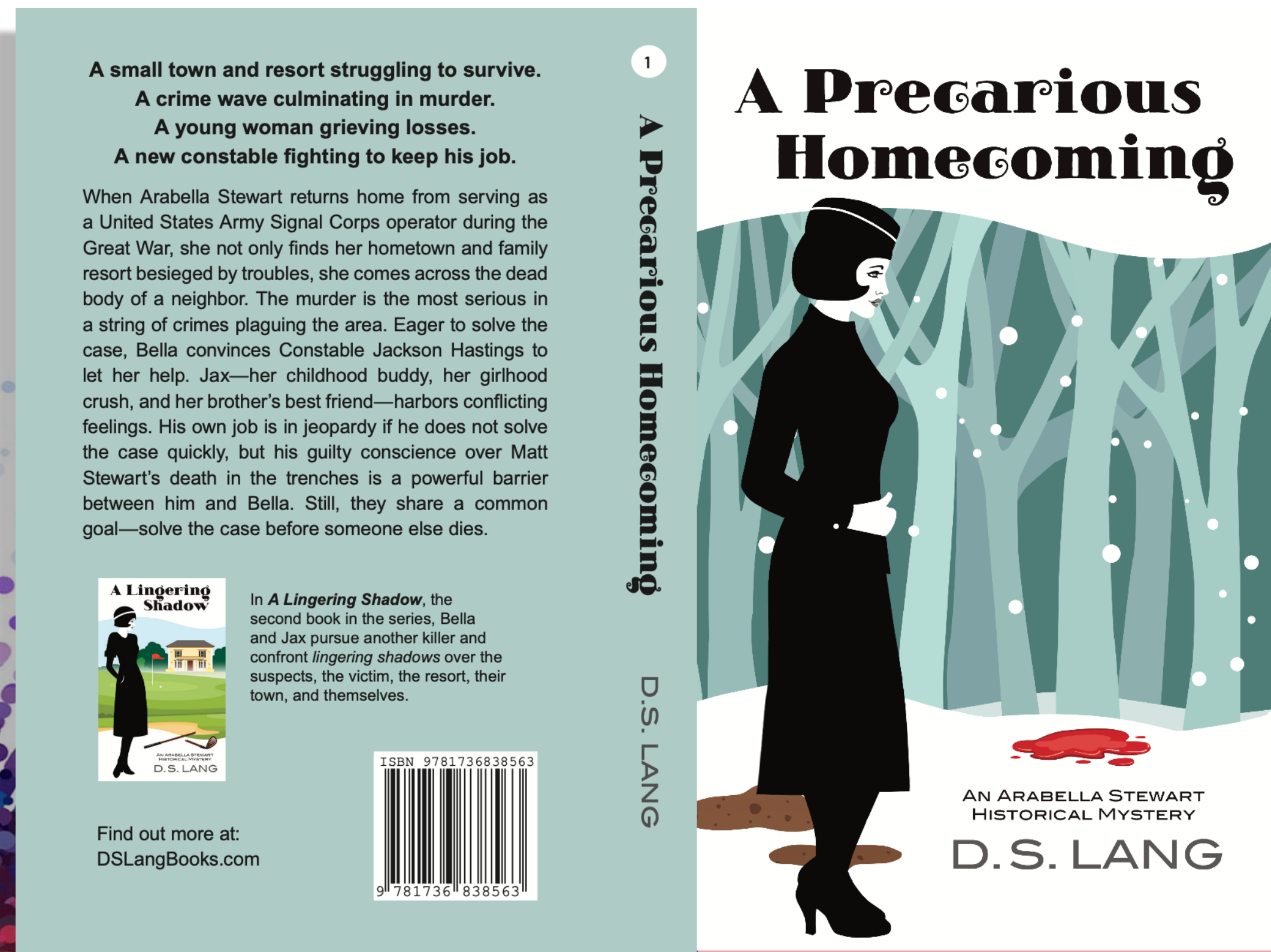
Print Book (front cover, spine, back cover)

- 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!

Cover Design

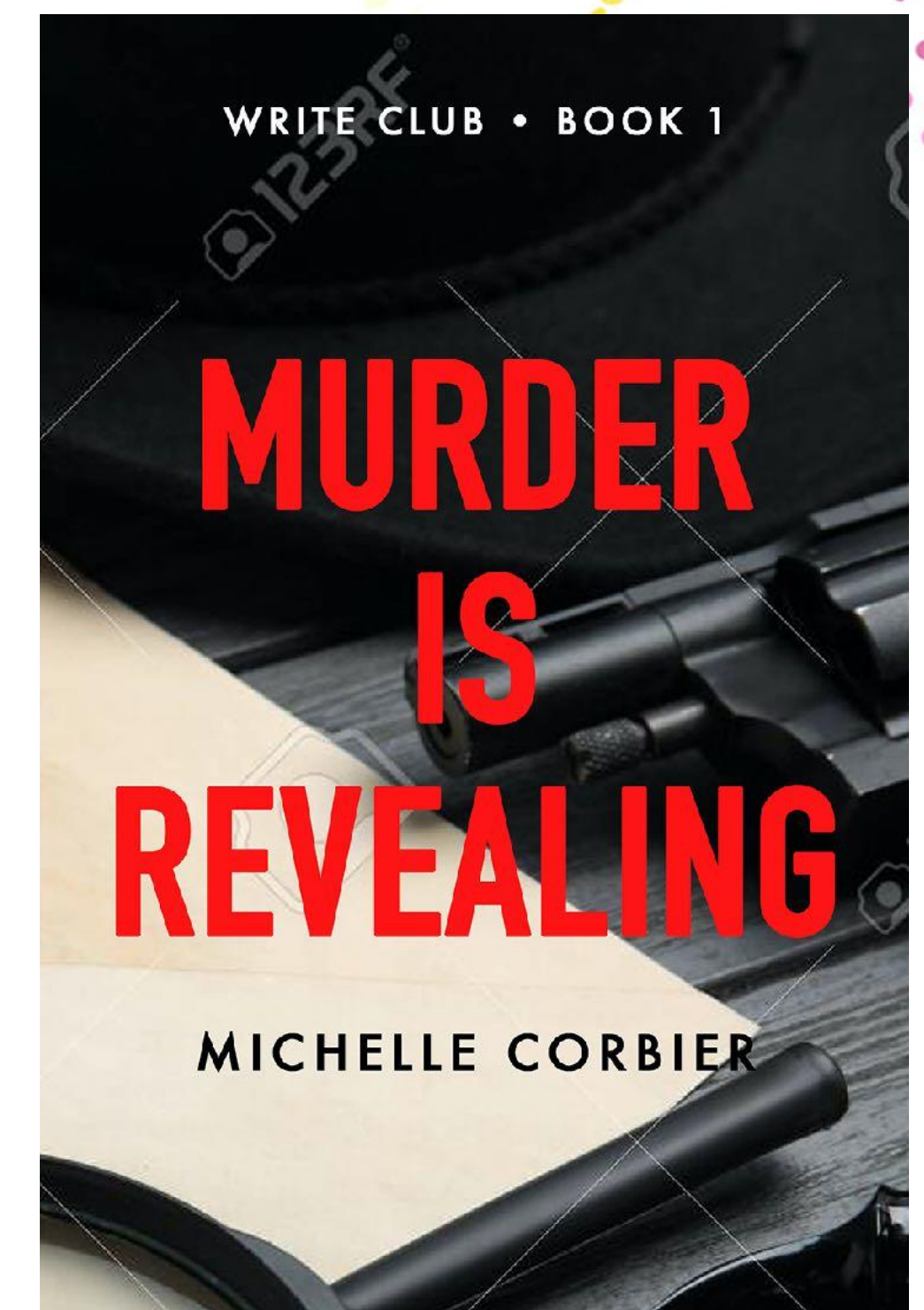
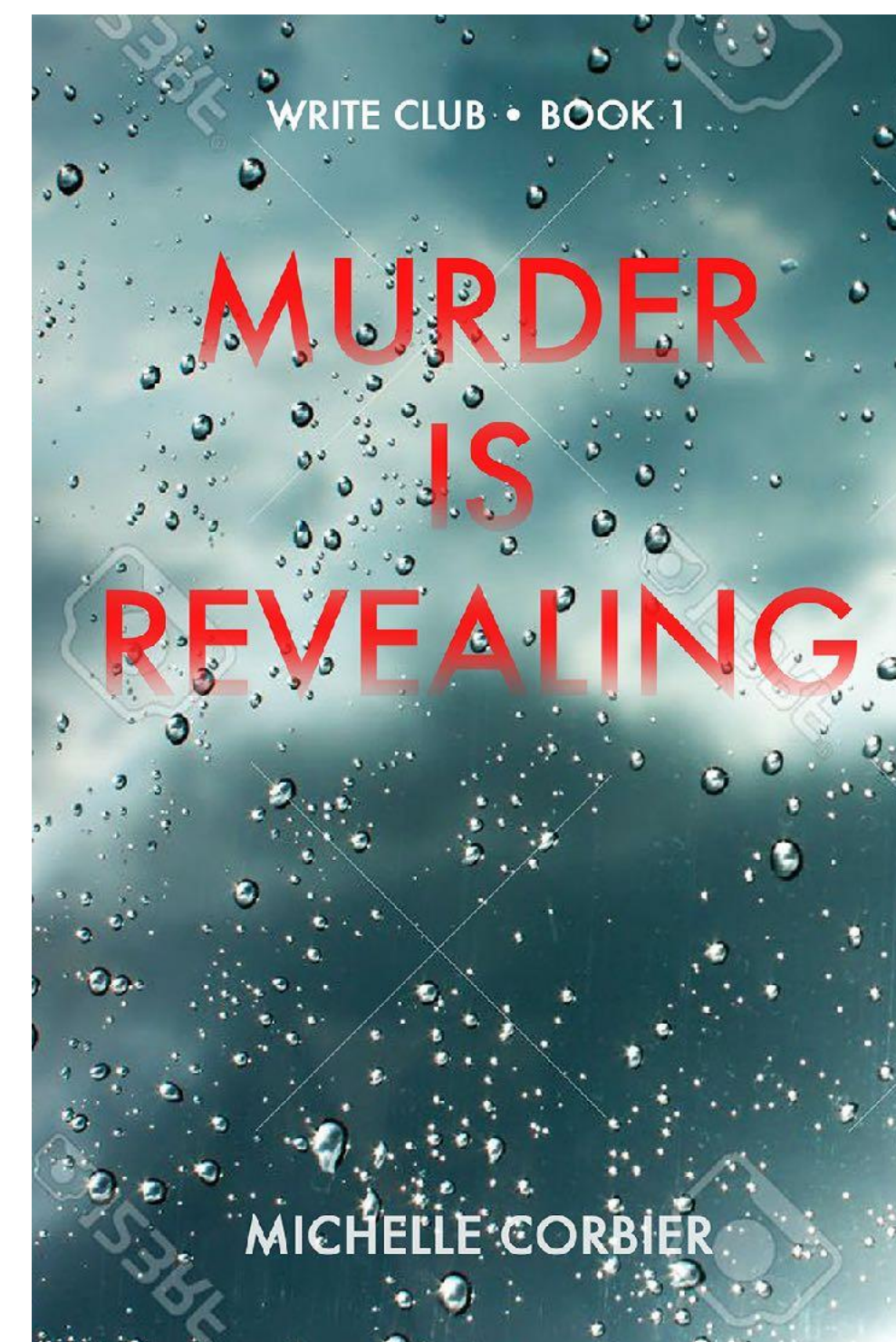
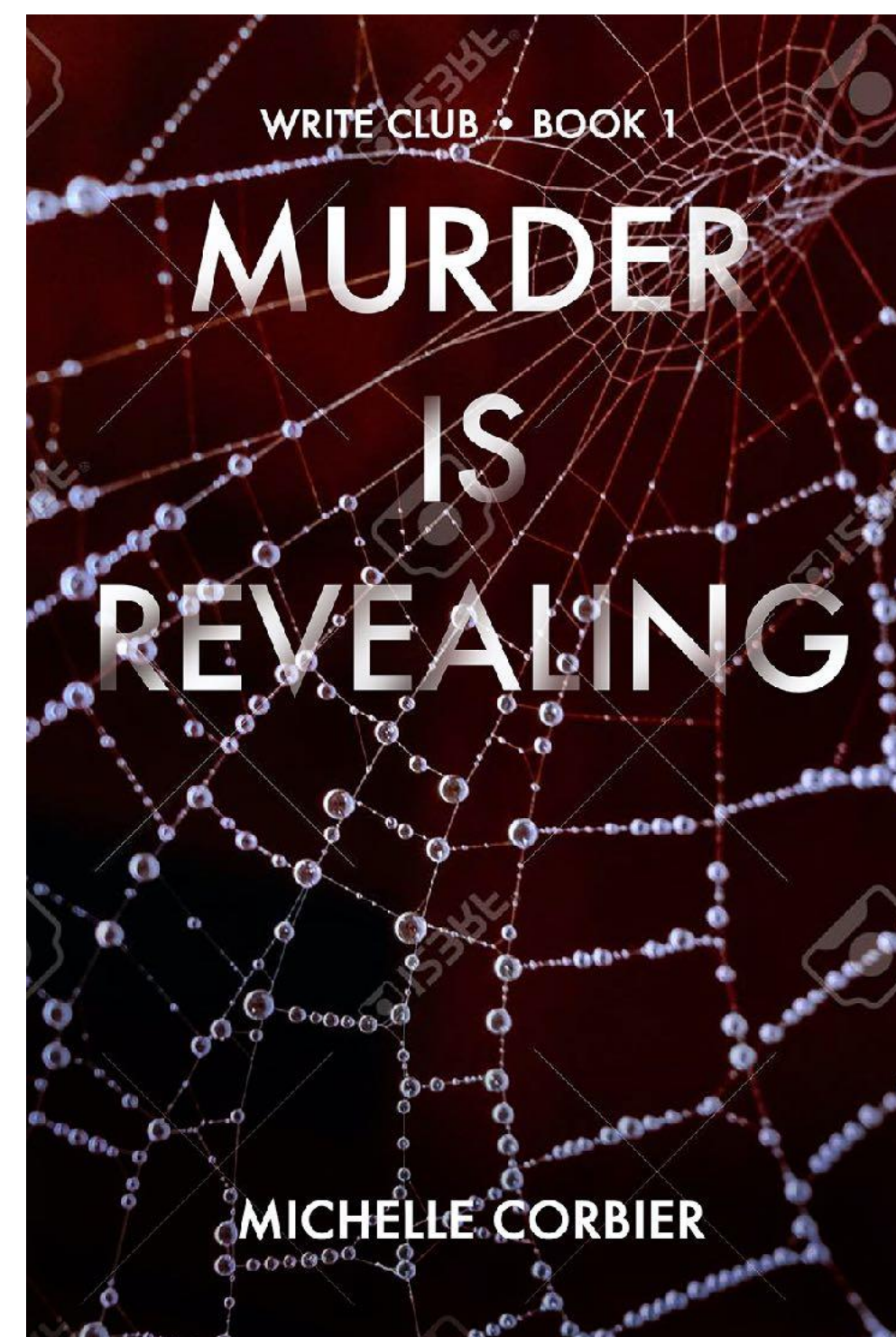
Examples

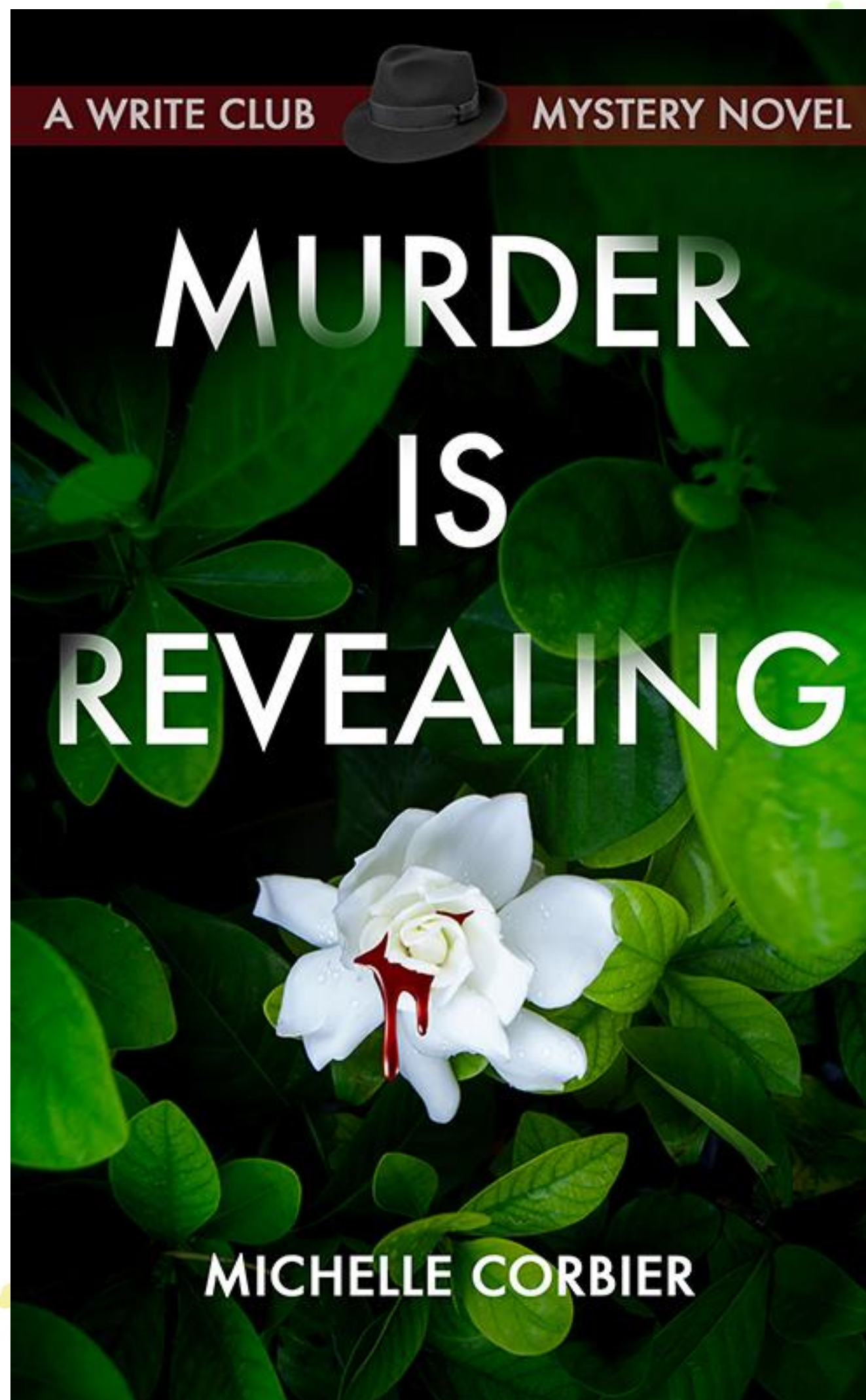


Case Study

Murder Is Revealing
by
Michelle Corbier

Case Study

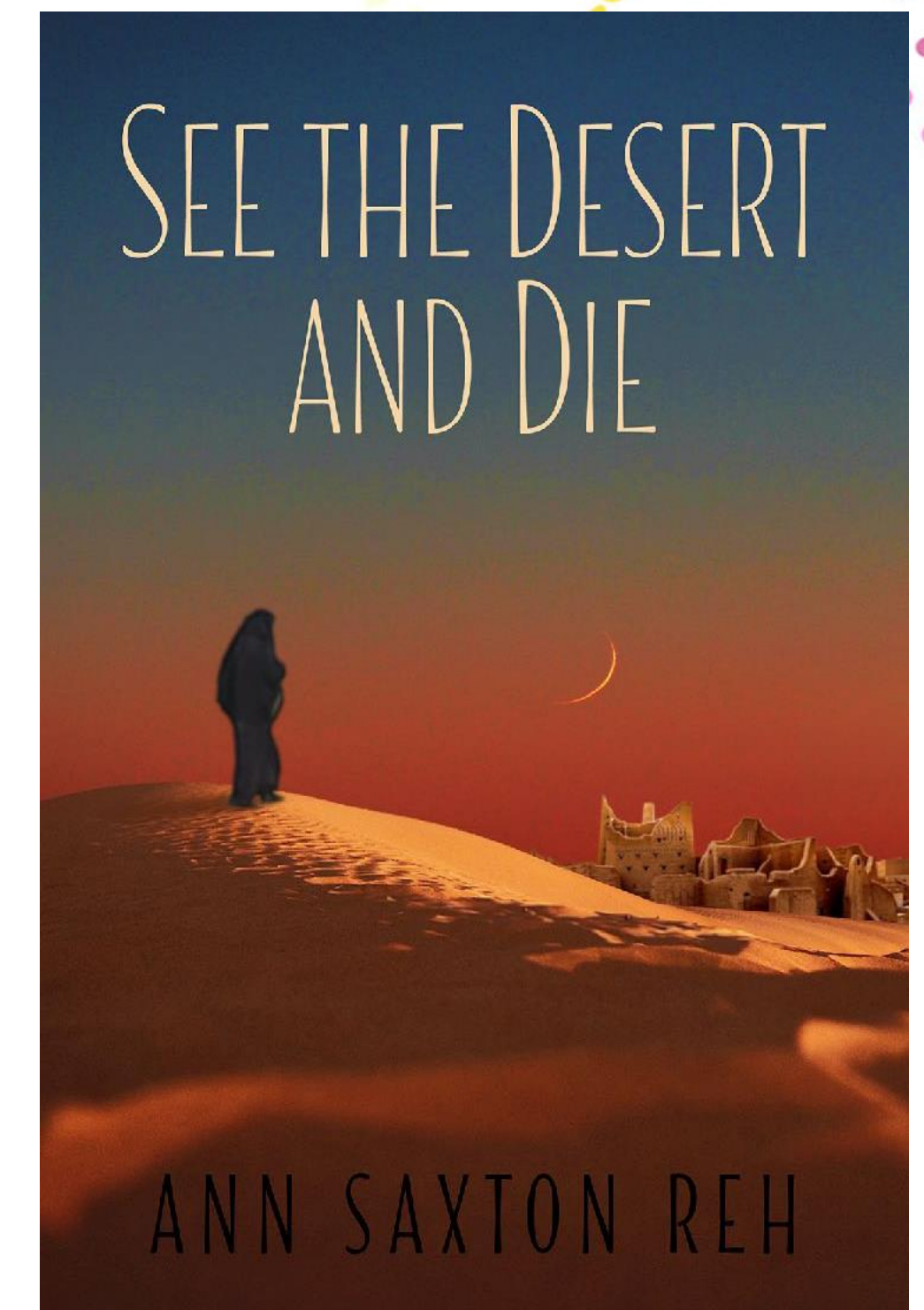
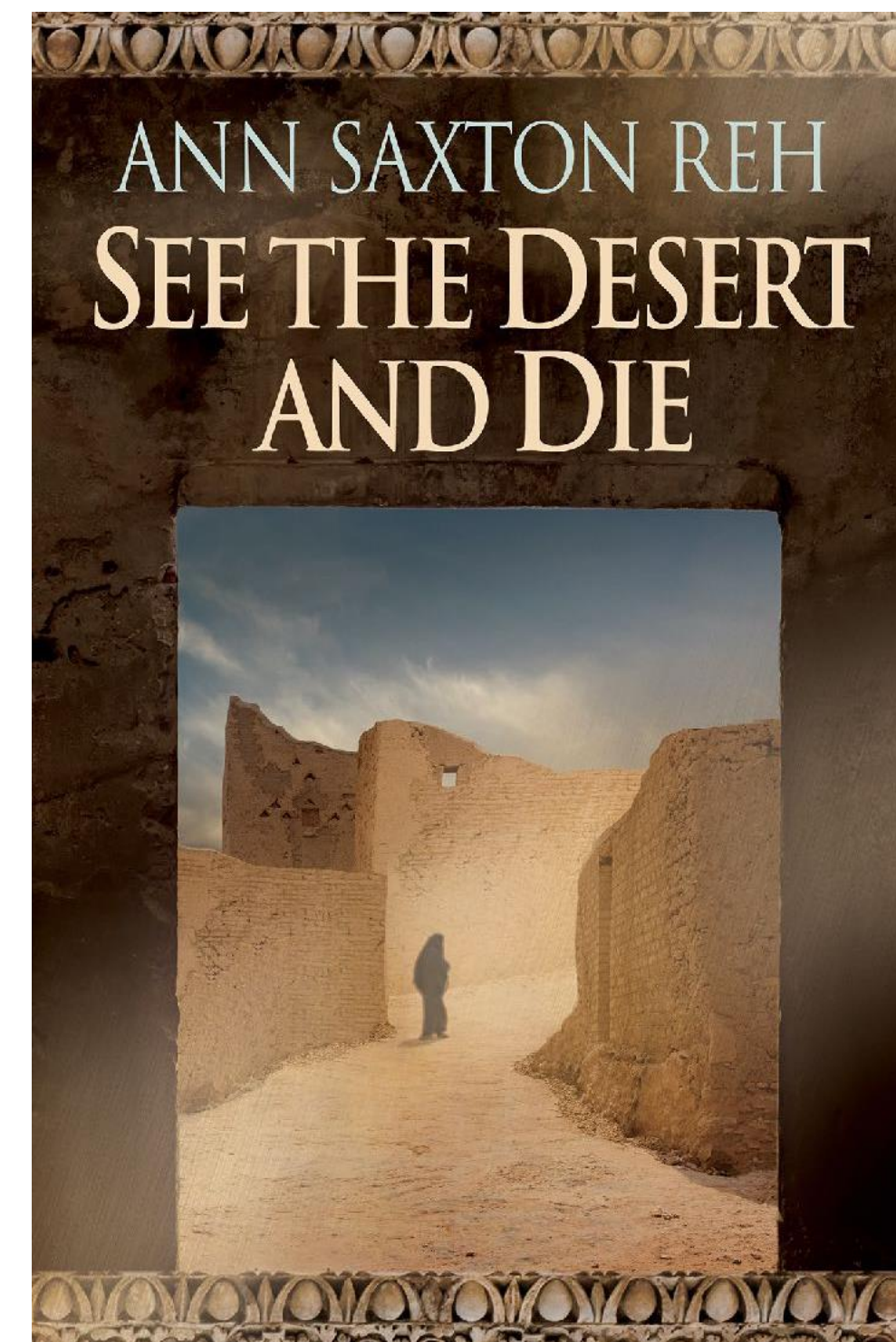
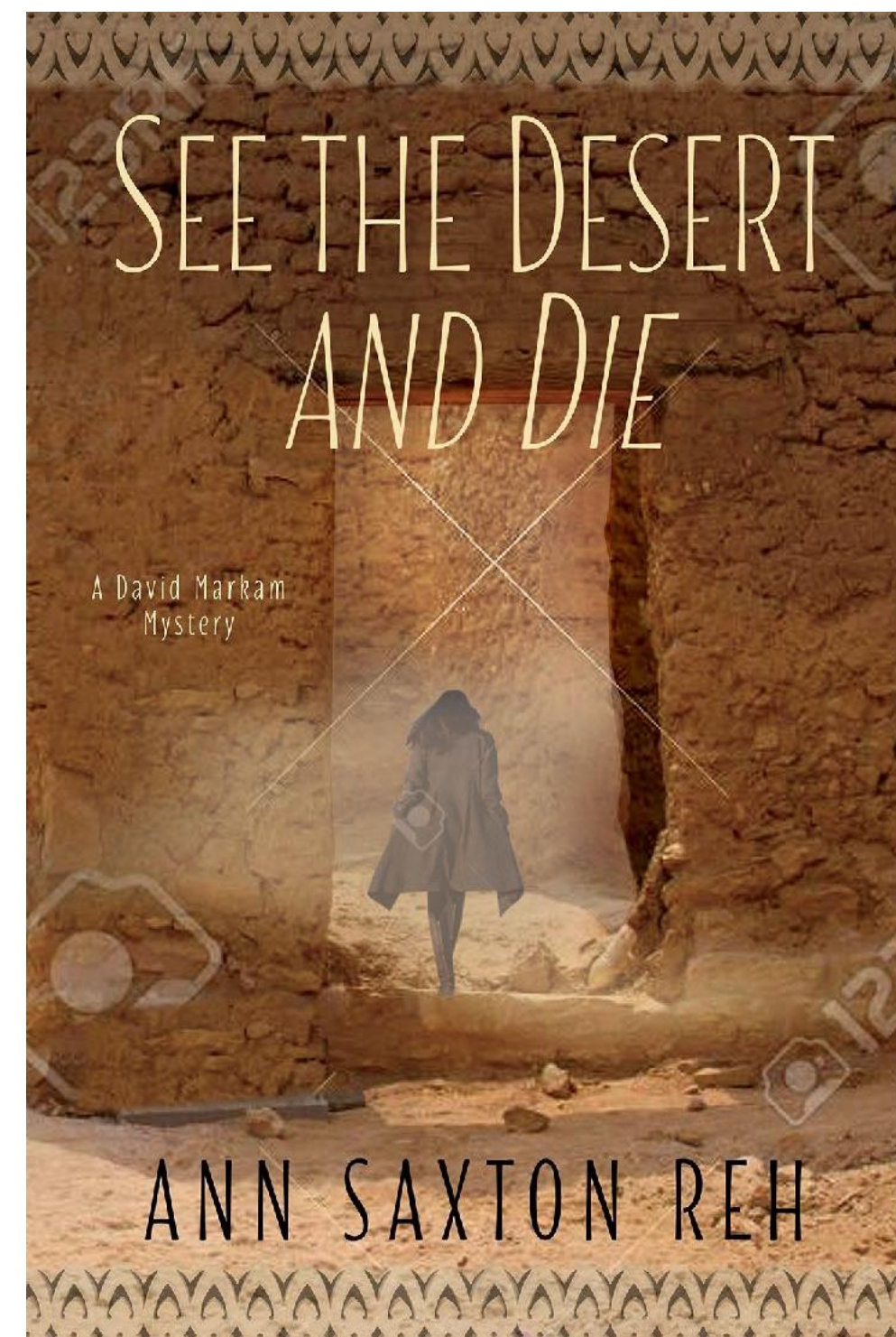
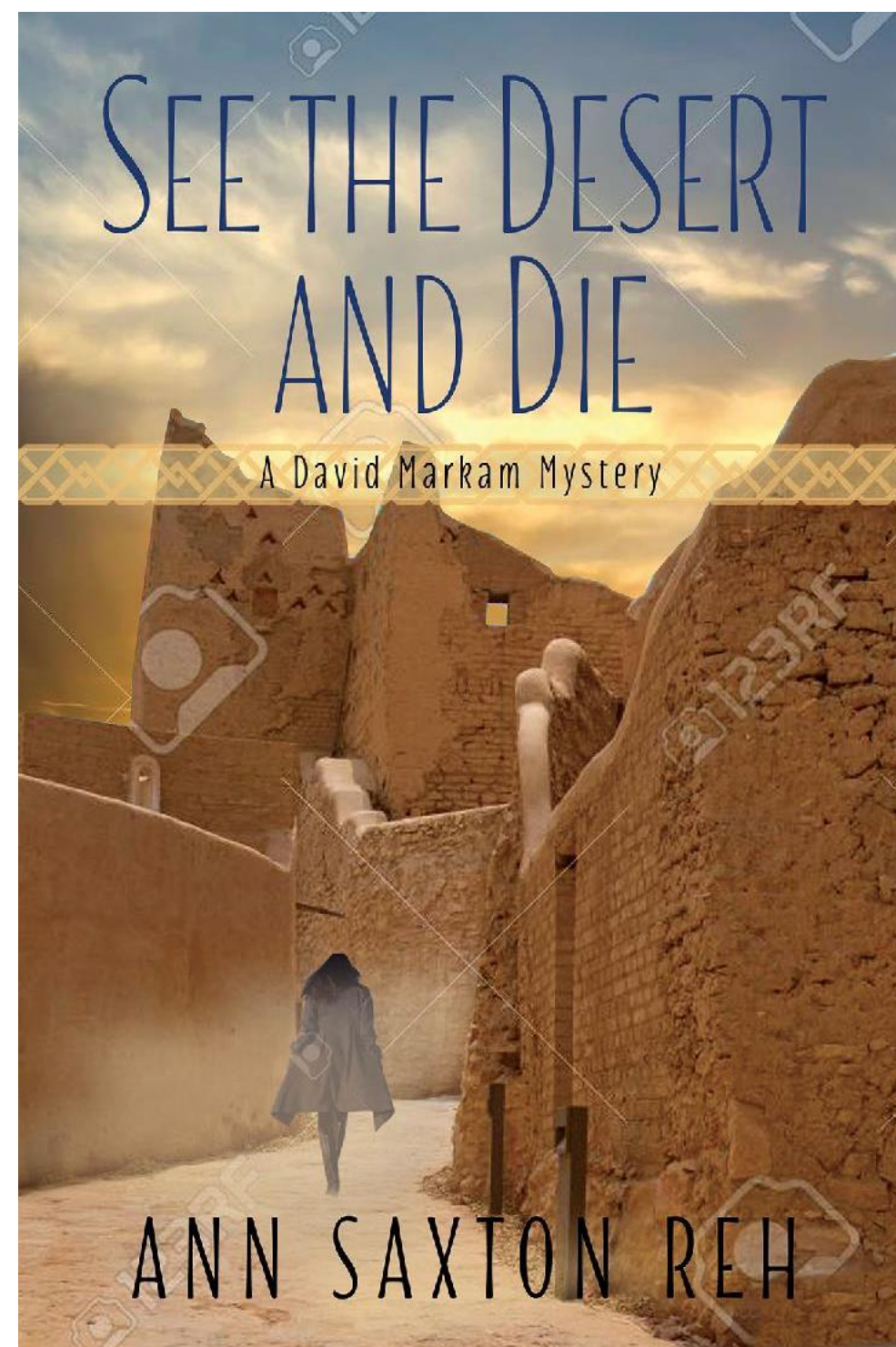


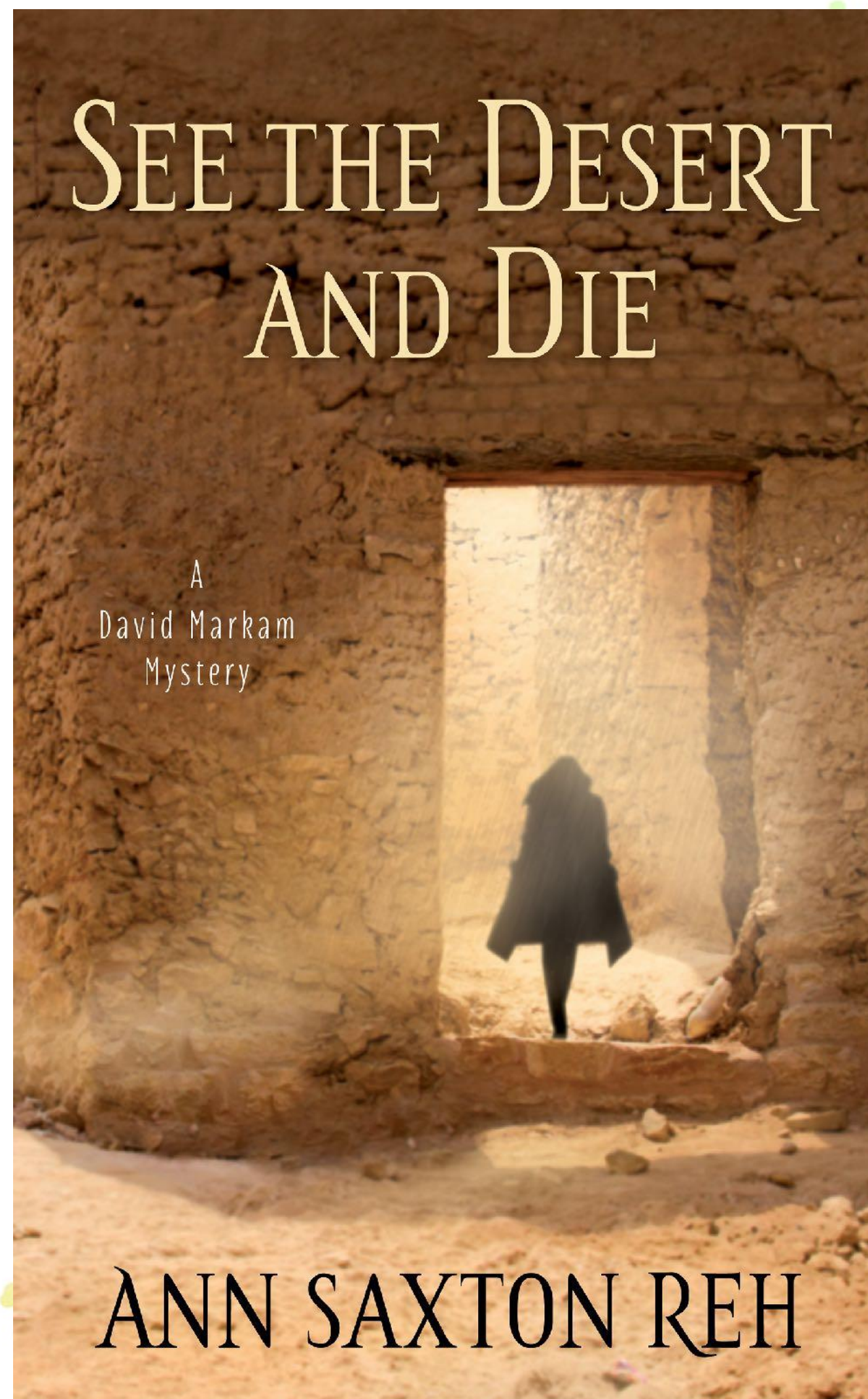


Case Study

See The Desert And Die
by
Ann Saxton Reh

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



Q & A

Thank you!

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