

<http://www.bookcoverdesigner.com>

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10 Free Quick Tips  
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Editions: 2006, 2007, 2008, 2009, 2010

## Thank you for checking out the Karrie Ross Self-Publishing, Book Design and Web-Presence Tips.

I hope you find them a valuable resource.

Whether you are a first time or seasoned author, these tips will assist you in the design process. They are to the point and easy to understand. They are essential to getting your mind into the creative process to continue with the next step in your project.

My Book Design Services offer design of both your cover and interior. I also offer training on “How to Create a Web-Presence using the WordPress® free software that teaches you how to “set-up and maintain your own web-presence, buy your URL and if you follow the directions, will take you about 1-2 hours of your time”... and my consulting services offer further discussion into promotion and PR for you and your book.

As you choose to work with me, you are taking the first step to the dynamic book cover and interior you are looking for. Together we make the difference.

Remember, keep doing something everyday towards your book’s progress.

## 1. Determine your book size based on its category

Go to your local book store and the section your book will be in. eg: health, check out the other books on the shelf, are they 5.5" x 8.5", or 6" x 9" or all over the place. Use this exploration to help you determine the size for your book.

## The How To Of Knowing Your Audience Your Book Cover Design

When designing your book cover the first part of the puzzle is to know your audience. This is the first in a series of three articles based on creating an artful cover, motivating title, and return value-added information to increase the promotion for your books' sales.

Learning who the books' audience is and what's their focus is the first part of the information we put into the recipe of designing the cover. I look at each book cover as a puzzle and it's up to me, through questioning, to determine the correct fit for the pieces. Once you know the who, what, and where of your audience, you are able to write a title and subtitle that will fit their focus.

1. Who is your audience? This will be determined by the subject of your book. What you are looking for is, age, location, affiliations if any. Is there anything that is unique about them as a group?
2. Do you know what your audience likes? It helps if you have something in common with them, after all, you did write the book. Get into their shoes, what are the benefits to them from buying your book?

3. Where does their attention go? What are they looking to gain? What is their pain or joy? What are their motivators? Are there related subjects that can be created from the book? Can you create “come-back power” in extended material?

Once you have this information the process of brainstorming will be your best move. Begin with writing your answers to each of the questions. Looking on line, in niche magazines etc. are all good places to begin your research.

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*There is no one quite like Karrie Ross when it comes to book cover designing. She literally brought tears to my eyes when I saw the first cover she did for me. After months of being told it couldn't be done from other designers, there it was. Maybe I shouldn't say it, but based on inside information, I know that she does the job the big publishers do, for a fraction of the cost. As of 5/2005, I have sold 100,000 books off of the four covers she's designed for me.*



—Jerry Eicher, author, Hannah's Dream, Sarah, Sarah's Son, A Time to Live.

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## 2. Cover - look/feel, copy

Seems everyone has their own opinion about covers, as do I. I believe the cover is a “sell poster”. One that has to catch attention, convey your message, be tasteful, easily read and comprehended quickly so your prospective customer knows what the book is about. Short-to-the-point titles and not more than 10 words, less is best, titles and sub-head. Back cover is for extended sell. Start with a catchy headline, short descriptive paragraph followed by bulleted points and/or testimonials.

## Three Questions to Consider For Creating Artful Book Cover Designs

Book cover design is an art! The art of catching attention, enticing the viewer to pick up your book, buy it and ultimately read it! Taking the time and learning about this art can add to the impact your book will have, whether you plan to go the self-publishing route or are picked up by a major publisher. All of this equates into perceived value and the “know, like and trust” factor your cover creates for its market branding.

Your branding and graphic presence can make or break your book, service or company. With the onset of the computer age and everyone having access to a desktop publishing program, more and more authors are attempting to produce their own cover designs and interior formatting only to find out that their program won't build the proper file, export it in a usable format for the printer or, lastly, the unfortunate realization that their design looks unprofessional when displayed with other books in their category.

Good book cover design helps sell books! This is why we go to such lengths to have them professionally designed. I've been asked many times my professional opinion whether I thought a book cover was good or bad... to which I respond, they are different. Good or bad is subjective to the viewer. However, there are elements, when used or not used, that can be considered good or bad.

3 Questions to ask when considering what constitutes an artful book cover design?

1. What is its eye appeal? Selecting the appropriate color, typeface and image for your audience will increase pick-up value.

2. Who is your audience? By knowing what your audience likes, where their attention goes, you are able to write a title and subtitle that will fit their listening.
3. Does your subject have come-back-power? An added value to your readers is if they can continue to learn from you over time.

So in the process of creating an artful book cover design, a professional book cover designer uses every bit of knowledge they can so that the cover has immediate appeal to the viewer. There are so many books out there today where the value of being transparent in our presentation and available to answer questions over a long period of time is considered a plus.

### 3. Interior - manuscript format, editing

Be sure to have your manuscript completely edited before you send it to be formatted. This will make the formatting and proofing process run smoothly. As most typesetters only allow for a minimal number of edit changes so this will help your budget out as well.

For the best possible formatting of your text, please save document as a MS WORD. No in-text hard returns, use returns only to separate chapter titles; use a single return at the end of paragraphs with a tab or set-indent at the beginning of each paragraph, also sometimes if you put two spaces after a (.) it creates too much space so be aware that may happen. Convert all inline text boxes into inline text separated from the other text with a rule or separate heading naming it as text to be boxed or specially treated. It is best to send a hard copy of the text if special formatting is required.

## What do I do with the Back Cover? Tell me please...!

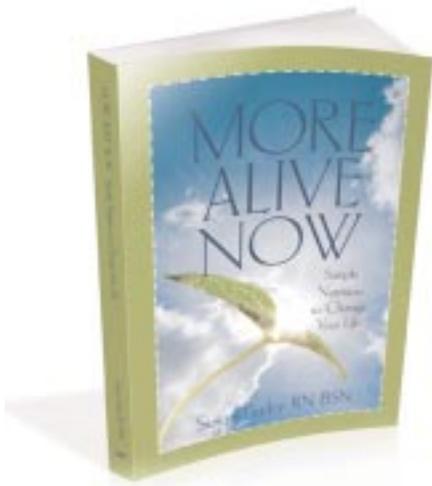
Book covers are just one part of the book design process. Ask yourself, what part does the back cover play in the sale of my book? It's said the cover design brings them in, it's the hook....and the back cover sells them. Here is a list of what's needed for the back cover.

[Parts to Your Books Back Cover: Use for fiction or non-fiction...](#)

the following points are mostly for non-fiction.

1. Category and price. This is usually the first line on the back cover.  
Price: This has several places on the back where it can be positioned.
2. Headline: What is the main benefit you want your readers to get out of your book.
3. First paragraph: is usually a descriptive short summary, collective of back up facts or statements.
4. Sub heading and Bulleted list: the sub heading leads you into the features, the bullet points.
5. The closing paragraph: one or two sentences to sum it up and call to action.
6. Author Photo and Bio: if there is room add a photo and short intro to the author or their company.
7. Testimonial: an endorsement from a well know person and what they think about your book.
8. Signature: company name and contact info, website and location if you want. Usually on the bottom left.

9. Barcode: The barcode is made from your ISBN that you get from bowker.com and it is usually positioned on the bottom right, although there is no standard placement. Try to always know what your book price will be before you make it so the price can be in the barcode.



*“Karrie Ross is truly an amazing woman. When you first encounter Karrie, your worries fortuitously lift regarding the uncertainty in the world of designing and formatting. You know you have met the right person for the job. As you work with Karrie, her personality unfolds and professionalism prevails, validating that auspicious first encounter. And now, you know you have been blessed with a gift.*

*You witness her creativity, experience her professional know-how, and realize her diverse understanding of the media realm. Your project is treated with respect and priority, no matter how busy she is. You are treated with professionalism and courtesy, no matter how inexperienced you are!*

*Karrie is a great communicator, timely, and will guide you through your designing process with ease.*

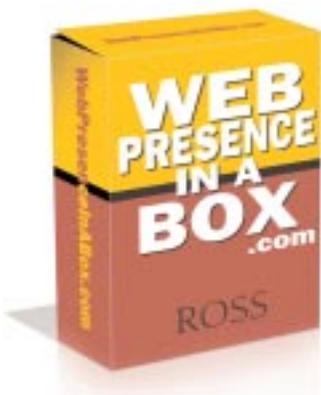
*I am so grateful to have met Karrie and will use her on all of my projects.”*

*—Susan Frailey RN, BSN; Book Cover and Interior Design*

#### 4. marketing - material handouts/leave behind

Everyone needs a leave behind. Bookmarks, business cards or postcards work well for book publicity. Having posters for book signings and overprints of your cover for media kits are good to have as well.

Lately the addition of social networks such as LinkedIn, FaceBook, Squidoo, Twitter, Digg etc are adding another layer to the marketing opportunities available to authors.



**Do You Struggle With** the creativity associated with your book and question what the best way is to promote it using the internet?

I believe a web presence is a must for any business that wants to be profitable in today's economy.

A professional website makes you look good to your customers and is an important part of your brand.

Remember, your website has 7 seconds to make an impression.

**What are you doing to keep that magic alive and working for you?**

*Is your website having a good hair day today?*

*If not, contact me to see how it can look great everyday...*

You know it's important to have a website. It's one of the best promotional tools available and a direct connection between you and your audience. It creates a communication link and spreads the word about your work, attracts attention to your blog, social media sites like Twitter and Facebook accounts and helps you promote your services and sell books.

**YOUR WEBSITE is the information vessel that brands you, your product, service or book in the public's eyes**

So NOW there are no more excuses...you can have a website up and running in about 1 hour and from there you build and expand. Using WordPress, an open-source powerful website builder, you can create your own professional looking, content rich, website with SIMPLE TO USE software THAT YOU WILL MANAGE YOURSELF.. ANY TIME YOU WANT TO...no page limit, no limit to images posted or content created. YOU ARE IN CONTROL...and success is just around the corner.

Websites are your entry into today's business world.

- What is your current website telling your customers?
- Is it telling them you are professional and an expert in all areas of your business?
- Can you make changes whenever you want to it, keeping current with all events?

Your audience can sample the book before they buy, learn where you will be speaking, and even make a purchase from your website. And since you've written a book, you already have the main ingredient needed to build a successful website — great content.

**Call me at 310-397-3408 to discuss your website and web-presence.**

## 5. printing - Offset; Print-On-Demand (POD)

Choices. Offset or POD. Whichever you choose be aware of their differences. POD: their trim is sometimes off and you might need to allow for wider margins in the interior. POD is also good for short runs to determine if you need to change any content, or for PR review copies. OFFSET: usually allows for gutter, trim and bleeds in their set up. If you have lots of images, you might want to consider Offset, and it usually offers better pricing for larger print runs.

## 6. ISBN and barcodes

- Bowkerlink.com is where to begin with getting your ISBNs or ISBN.org
- Convert your ISBN 10 to 13 here: <http://isbn.org/converterpub.asp>
- I suggest you make the EAN barcode, after you have the price for your book. This will save you the possibility of having to create labels later for some retailers. You can make your own EAN at <http://www.createbarcodes.com> or usually, your book designer will make one for you.

Contact me for more information on how to market  
and promote your book, service or company on the internet.

[covers@KarrieRoss.com](mailto:covers@KarrieRoss.com)

## 7. proofing

Once your book interior is formatted you'll receive a pdf proof to print out and bind and begin proofing. It's best to do this carefully and try to catch everything the first time around, making the remainder of the process a cinch! Be sure to mark your changes in red or blue or colored ink and write clearly. Always allow plenty of time in your schedule for proofing and mailing.

## 8. computer software compatibility

Be sure to have the latest version of Acrobat Reader for reading pdfs. This is the most common and industry standard for viewing proofs.

## 9. charts, graphs

Most manuscripts I receive have the charts, graphs, tables already made exactly the way the author wants them so redoing them can be not only costly but unsettling. Most of the time they are able to be exported from MS Word exactly the way they were created and look good in reproduction.

## 10. photographs digital files, resolution, quality, -

Be sure that your images are scanned at least 300 dpi, color or grayscale (color can be converted to B&W), jpg, or preferably tiff and at least 5"x7" in size. Do not scan already printed images unless that is the only image available and then you might want to invest in a service to do it for you; 72dpi images won't work unless they begin as a large file in size ie: 22" so when they are downsized to 5"x7" & 300 dpi the quality will still be there; don't scan directly into MS Word, the printer needs individual digital files.

\* \* \* \* \*

I look forward to  
hearing from you when  
you are ready to take your book  
to the next stage... this is what I do  
and I enjoy IT!

310-397-3408

Karrie Ross

\* \* \* \* \*

*“Once we become knowledgeable in a subject,  
we begin to feel more comfortable with it  
and will proceed on with a new-found freedom of discovery.”*

I encourage you to contact me to discuss your book project in more detail and for us to find the strategy best suited for you and your book.

I know you have many choices of book cover designers. I appreciate you taking the time to look into how my services will benefit the final image and promotion of your book's cover and interior and your affect on the world.

I welcome your input. Were these tips helpful? What other subjects would you like to hear about? Please email your suggestions/comments to [covers@KarrieRoss.com](mailto:covers@KarrieRoss.com)

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Call me to discuss your book project in more detail.

Karrie Ross

310-397-3408

California time; M-F; 9-6p.m.

Visit my website and the Self-Publishing Tips Blog for more information on the following:

- Cover and Interior Design
- Marketing and Promotion
- Website Design; eBooks and Mini-sites
- Logo / Collateral Design

<http://www.bookcoverdesigner.com>

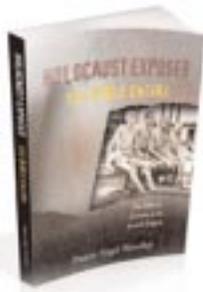
<http://www.bookcoverdesigner.com/blog>

**Testimonials on the next page:**

*“Karrie Ross, Be It Now!® book design services offers quality, creativity, attention to deadlines, striking designs and reasonable pricing partnered with conscientious business professionalism. She makes you and your book look great.”*

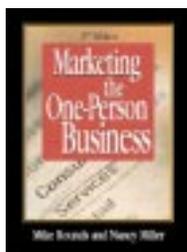
**– Dan Poynter, The Self-Publishing Manual, ParaPub.com**

“I have found Karrie Ross to be totally proficient and professional in her ability to design a top quality cover for my book “Holocaust Exposed: The Bible Enigma.” I was in a bit of a desperate strait when it was decided days before printing that my book cover needed a make-over. I found Karrie’s web site easily and received a reply to my querrie within hours. Within a few days Karrie had furnished me with a very good cover that now gives justice to the content of the book. I don’t hesitate to recommend Karrie Ross as the person you need for producing a high standard cover design for your book.”



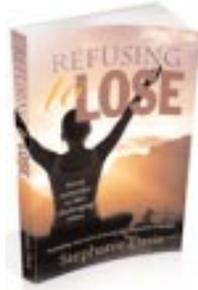
Pastor Nigel Woodley, New Zealand  
Book Cover Design

“The person who just designed the BEST cover we’ve ever had is: Karrie Ross She can turn it from a great book with an ‘OK’ cover into one that people will buy.”



Mike Rounds  
RoundsMiller.com

“Hi Karrie, Just a quick note to tell you how much I love the book cover you designed for my new book. It is absolutely amazing! The cover perfectly captures the essence and feel of the book. The feedback thus far has been phenomenal. I am so glad I went ahead and had you design the interior as well; now the book truly looks professional and “finished”. I wouldn’t do another one without you. Thank you again for the time you spent with me working. I learned a lot and am excited to work with you on my next one.”



Stephanie Davis author, Author  
Cover and Interior Design

“You did a great job for me Karrie. I had a very difficult and intense interior book design that required not only technical expertise but “patience” as well. Karrie, persevered throughout its development which produced a final product that was SUPERB! Indeed, I am grateful.”

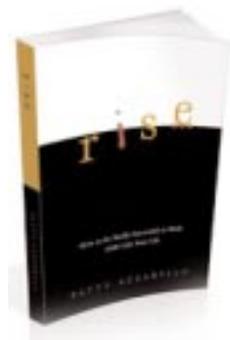


Mike Cessna, Author  
Cover and Interior

“Karrie Ross designed both the cover and interior for my book, and I was thrilled with the result!

Karrie is wonderful to work with. She has so much knowledge about what makes books more sellable and more readable. She is truly an expert in book design, and she is a gifted artist. Karrie was able to design a cover that conveyed my brand and my book’s purpose, and I love it. On the interior, I never appreciated how much the interior layout details matter. She pays attention to how the reader will progress through your book, and her design invites them to engage with your content —Your book becomes more readable and more enjoyable. Because of Karrie’s work my book looks commercially published, which was very important to me.

Work with Karrie if you want to make sure that it’s done right, and that your book design lives up to the value of your content. In fact, Karrie’s design actually improves your content, because each page is delivered to your reader with such expert thoughtfulness.”



Patty Azzarello, Author  
Book Cover and Interior Design  
www.AzzarelloGroup.com