

7 Tips for Creating a Successful Book Cover

- 1. Physical or Digital?** – (Or Both) This information is needed so you get the right size photos as well as know what size the finished cover will be. Artwork for a physical book will need to be at least 150dpi, 72dpi for digital. (dpi = dots/pixels per inch.)
- 2. How Many Pages?** – This is needed more for a physical book so that you will know what size you will need to make the artwork for the spine of the book. If you are creating a digital book it won't matter. What will matter on a digital book is that you will need to know the number of words, as there is a minimum of 2500 words for a Kindle book.
- 3. Who Are You Targeting?** – A very critical step in the whole process, because if you don't know who your book is for you won't know what words to use, what colors attract them or even where to market to reach them.
- 4. Does the Title Grab Attention?** – You only have a matter of moments to get the potential reader to decide yes or no to buy your book. Does your title make them want to pick up the book and find out more?
- 5. Will the Subtitle Complement the Title?** – Many times the title is just not enough. By adding a subtitle you can drive home what your book is about or intrigue them to want to know more about what's inside.
- 6. The 3 Foot Test** – Think about where your book will be placed. In a bookstore, Airport Kiosk, etc. If you're standing back 3 feet from your book does it stand out amongst the other books? Does it appeal to the reader to want to pick it up? Same for a digital book, using a thumbnail size, does the image make you want to click and find out more about the book?
- 7. It's For Them** – You are NOT your potential reader. Design your cover on what appeals most to what you've determined in step 3. It is always best, when possible, to have others look at your title, subtitle, and design before choosing the one you will publish.