



HOW TO WRITE A BOOK IN 90 DAYS OR LESS

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Module 11

People do judge a book by its cover. It is your advertising piece, and your marketing tool. The cover of your book largely determines whether a reader will notice it on the shelf, pick it up, or pass it by. Statistics show that a bookstore browser will spend about 8 seconds looking at the front cover and 15 seconds reading the back.

Stand about 10 feet back in a bookstore and notice which titles you can read or which book covers jump out at you. A cover is designed separately from the layout of your text. If you are going to self-publish, you will probably work with a graphic design artist to create it. If you are going with a publishing house, you may still have input as to how you “see” the cover looking and will definitely discuss that with them, but their experts will design the front and back covers. They have the ultimate decision-making power.

1. The font should stand out so readers won’t have trouble trying to read the title.
2. Too much text will also push your book to the bottom of the pile. Remember to keep it simple.
3. The front cover should reflect the contents of the book. Don’t waste readers’ time by making them guess what your book is about.
4. The back cover should describe the contents in more detail, but not too much detail.
5. The back cover may also include testimonials about the book content or you.
6. If the cover has a picture, remember that photographs are copyrighted material. You must have a release from the photographer before using an image. You can also purchase an image on www.gettyimages.com. Their pictures all come with releases.

1. Spend time envisioning the cover of your book and what you want it to say. Think carefully about what you want it to look like; the font type and size; the colors; the illustrations. Create your layout on paper.

If you are self-publishing, find a designer for the inside layout of the book and also an expert book cover designer. Don’t go with amateurs.

If you are sending your book to a publisher, visit their office and get an idea re: how they design their books, especially books like yours.



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Look at all the books on your subject in well-stocked bookstores and make notes about what you like and dislike about the covers.

3. Gather great testimonials for your back cover as well as for other marketing materials.

A. To gather testimonials before your book is published: Email the first few chapters to individuals whose opinion you value and ask for their response. Let them know you're gathering testimonials for your book and request their permission to use their responses.

In return for submitting a review, send an autographed copy once the book is published.

B. If you are writing on a certain issue such as health concerns, send copies to professionals and ask them to endorse your book with a testimonial.

C. Use awards you may have obtained in your area of expertise to be a form of testimonial and to lend credibility to your book.

2. If your book will be heavily illustrated and you have strong ideas about the interior design:

***Explain them in your proposal.**

***Do a sketch of a sample page.**

***Prepare two sample two-page spreads that show the format you envision and the relationship between text and illustrations.**

3. Find 3 colors you particularly like that will represent your book well. Speak to a graphic designer or book designer about colors that will sell your type of book.

These same three colors will be on your website, your logo, your book cover, your media kit, your products, etc. This is branding and helps consumers remember who you are and which book and materials are yours.

Additionally, your branding "look" should be on all brochures or promotional materials such as buttons, flyers or t-shirts.

4. Obtain an International Standard Book Number (ISBN) by going online to www.isbn.org. This number registers your book in the United States and is required. Each number is unique and cannot be used twice. You will pay a minimal fee for this number.

You will need an ISBN number to create a bar code. This is mandatory for retail marketing. Make sure your printer is able to create and/or print a proper barcode.

You will also need an ISBN number in to apply for a Catalog in Publication Record (CIP data) in the United States or Canada. This CIP data includes the library cataloging number and makes your book more appealing and credible to libraries.



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