

The Book Cover

*"Celia understood the value of manifesting her talents through others.
Her encouragement to those she interacted with to be all that they could be
truly made a difference as a successful leader."*

DAVID GLASS, former President & CEO of Walmart Inc.;
Current Owner & CEO of the Kansas City Royals

GRACIOUS *and* STRONG

How to Rise Above the
Unexpected Left Turns
of Life and Leadership



CELIA SWANSON

with Tammy Kling

FIRST FEMALE EXECUTIVE VICE PRESIDENT
OF WALMART INC.

A book cover is 80% of a book sale, especially online. Which means that visually the cover needs to make sense.

Your book cover is like bait. When you're fishing, the right bait matters, because fish are smart. A trout won't touch the wrong lure even in murky water. Trout look for a specific type of thing to eat and can detect a fake. A consumer audience is the same way.

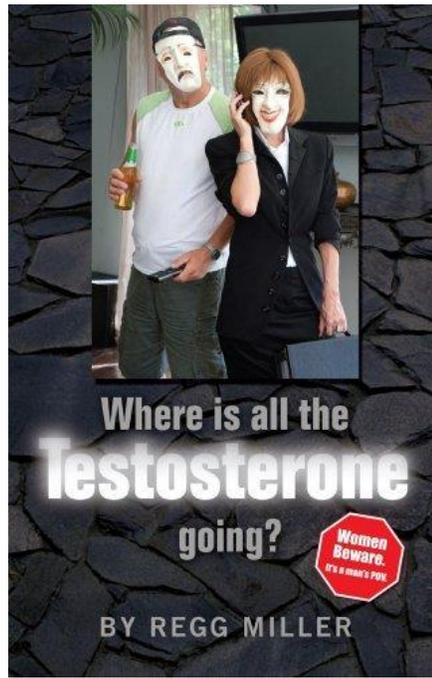
People say you can't judge a book by its cover but that's not true.

A book **is** judged by its cover.

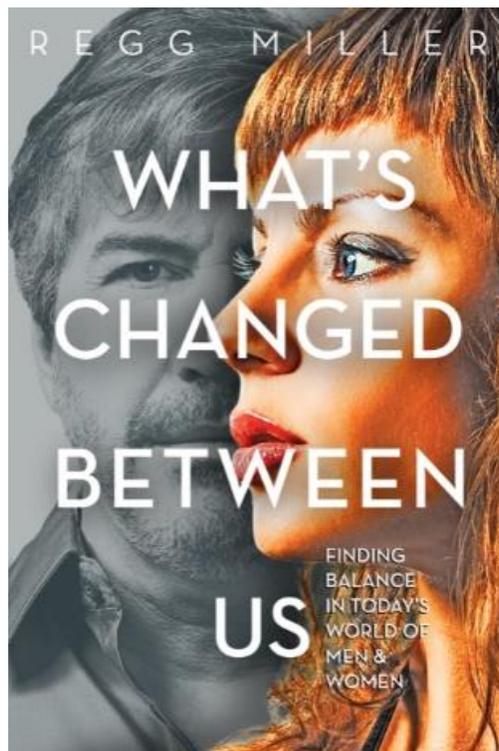
Your first step is to create a visually neutral cover to attract your buyer. A buyer will make an immediate judgement on your book when they see the cover!

Get as creative as you want but be neutral. The reader needs to interpret themselves in the cover.

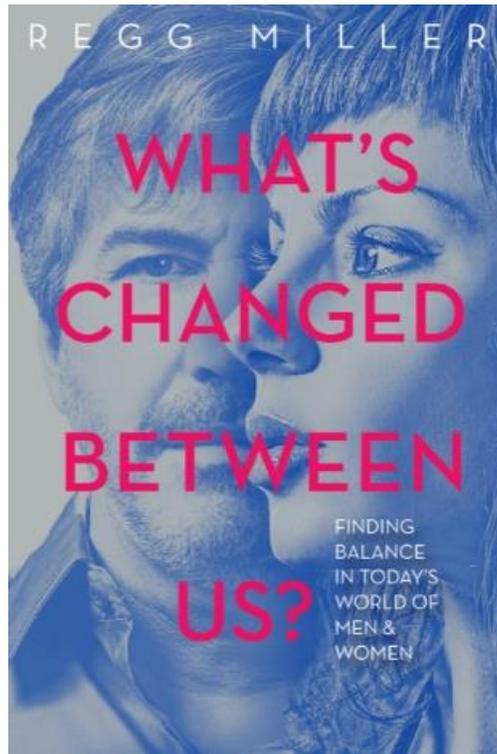
Here's an example of a cover design that we walked an author through. Here was his original cover choice. We had to talk him out of that cover. The masks are creepy and don't make sense.



Here's the new cover options that we presented to our client through our designer. Let's drill down into the two examples. At first glance, this colorful clear cover shows such clarity in the woman's face. Her eyes are blue.



However... we recommended this one, below.



Why?

Two reasons:

Reason 1: The blue offers shading

A reader must have a more anonymous focus on self. Instead of clarity in the faces, a reader is able to see a woman and man and center on the relationship. The book is not about the beautiful woman on the cover. The book is about the relationship between the two.

Reason 2: Reader Psychology

Every reader is an individual who makes subconscious judgements about what they see. We are human. We judge a book by its cover, and we judge people by the way they look.

In one instant a female reader, for example, might judge the woman on this cover as beautiful, having an affair with an older man, stuck up, sweet, or, fill in the blank. People make judgements. We want to prevent that because when people make a judgement they put the book back on the shelf, click away, or decide they don't want to spend money.

The blue shaded cover is the ideal because it allows the reader to see themselves in the title instead of a cover model or a woman and a man.

The cover at the top of this post, Gracious and Strong, is an example of clarity in a cover. The white offers simplicity.

Some might argue that it's boring, too white, or too clean but the cover isn't an abstract Picasso. Remember you aren't going for art. You're not trying to impress the world with an abstract painting you're trying to ignite the consumer - (lots of them!) to buy.

Good to Great, wasn't a confusing book cover or title. Good to Great was a bestseller because everyone wants to be Great.



OnFire Books
Helping world changers share their story