



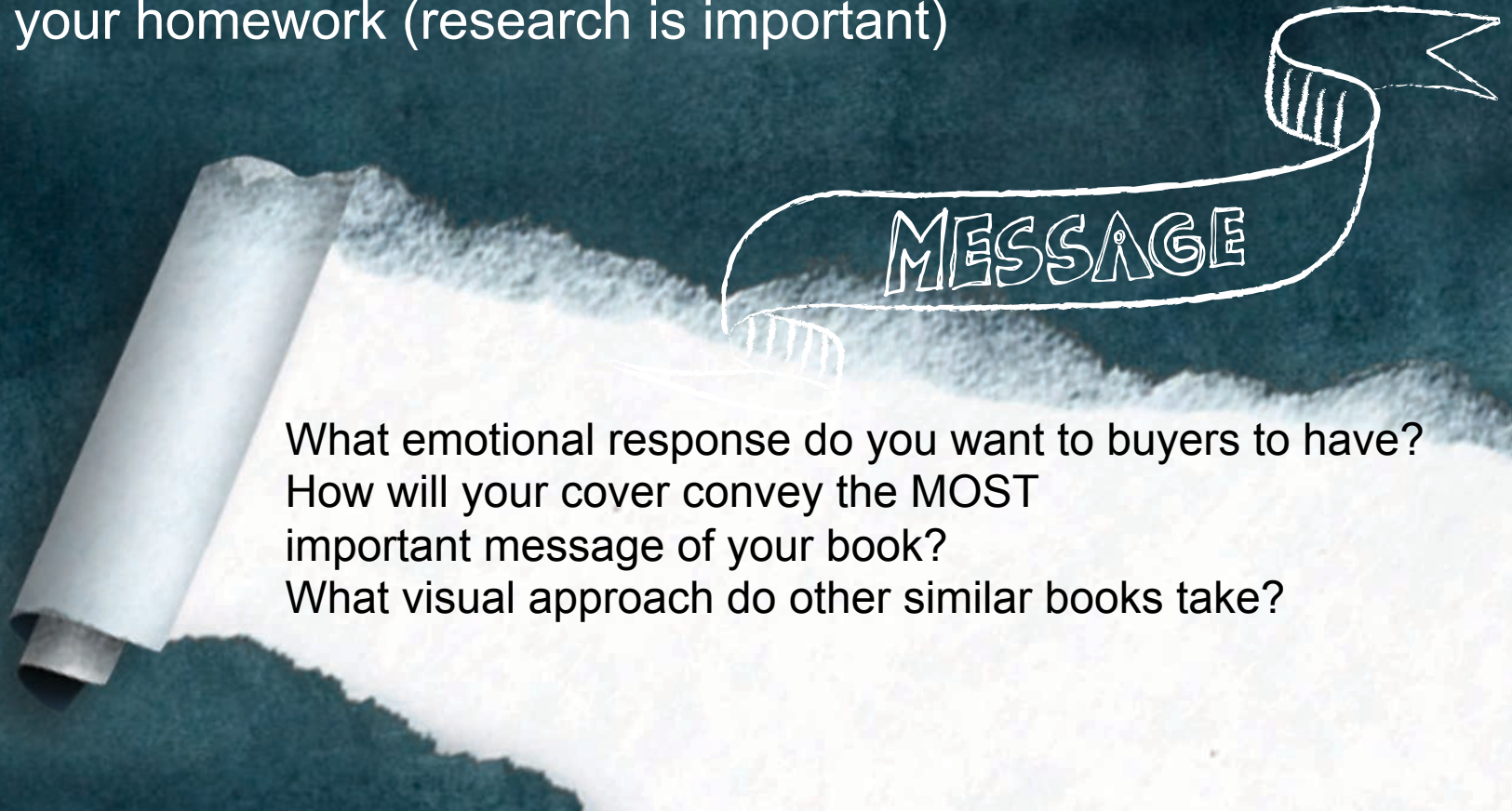
Over the last 30 years, Dr. Teresa Hairston has published millions of magazines, impacted thousands as host of the nation's #1 Worship Summit and authored three successful books. She is a media icon who can mentor YOU on your journey to success!

FIVE STEPS to creating a
BEAUTIFUL BOOK COVER
EVERYONE Will LOVE!

STEP #1

Decide on the message your cover should send...

Do your homework (research is important)



What emotional response do you want to buyers to have?
How will your cover convey the MOST
important message of your book?
What visual approach do other similar books take?



STEP #2

Stop thinking that You CAN'T AFFORD a Professional Designer...You CAN!

How do you get a designer who will deliver what you want?

1. Look at the designer's portfolio. Hire him/her ONLY If you like his/her style.
2. Set a budget and let your designer know what it is. Whether it's \$99 or \$1999; be honest.
3. Give your designer clear direction on the concept you want.





4. Find out how many revisions your designer will build into your agreement. Get it in writing! Normally three revisions are standard.
5. Confirm what type file your designer will provide, you'll normally need a hi-resolution jpg for the final artwork (300 dpi); but if you want to make any changes later, you'll need the psd (or source file) as well. (normally there's an extra charge for this format).
6. I recommend hiring a professional as opposed to "DIY" or a friend.
7. Make sure to choose the final size of your book (dimensions and page count) BEFORE you start the design process.

Step #3

MAKE sure your COVER tells an INTENTIONAL story!

What's the "Story" and "Feel" of your Book?

Make a list of words that describe (not define) you and your book...
what images communicate that mood?

WHAT DO YOU WANT PEOPLE
TO KNOW ABOUT YOU?

I'm a diva!

I'm a business leader.

I'm "single and on the prowl." (lol!)

Make sure YOUR COVER TELLS THAT STORY!

Be consistent with any other branding you have (online, etc)

Make YOUR
PRESENTATION
Excellent!

JUST KISS

Keep it Simple...



#4

Dos and Don'ts

- *Don't Clutter Your Cover
- *Don't use too many colors
- *Don't use ALL CAPS
- *Don't use too many fonts
- *Don't stack type vertically

- *Do have one or two words that stand out
- *Do put your most attractive, eye-catching photo on the front or back cover
- *Do put your bio and contact info on the back cover

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Hire a PROFESSIONAL Photographer
People will see you before they
“read” you!

Does your Photo make a
Positive Impression?

Exercise 3-5 times/week
Read (exercise your mind) daily.
Meditate/Pray Daily (peaceful,
confident demeanor)

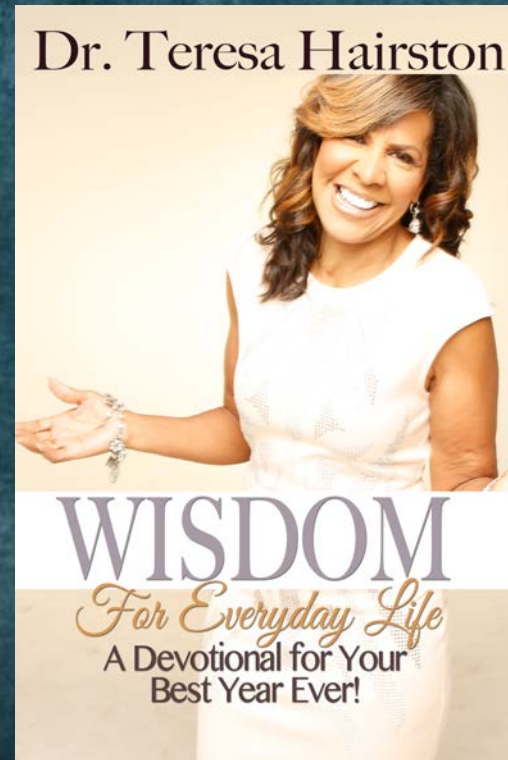
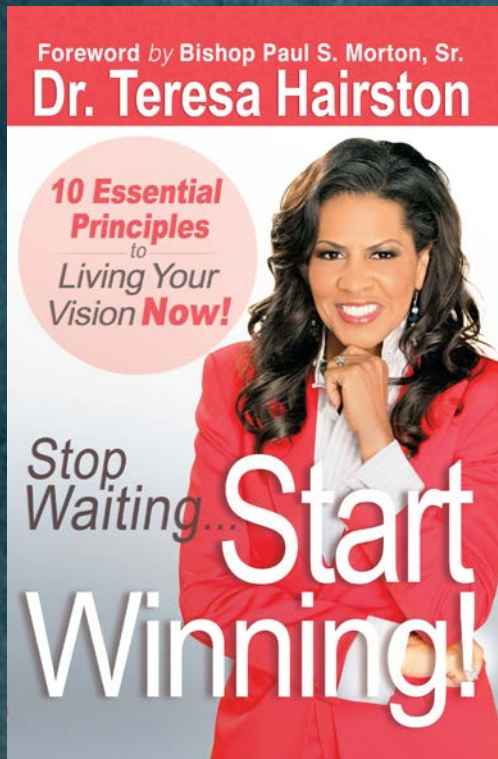
No Cleavage
No Heels too high
No more than one ring on a hand
No Dirty Clothes
No Raggedy Nails

Too Much Weave?
Over the top Wig?
Raggedy Braids?
Dated Hairstyle?
Distracting Hair Color?
In Desperate need of a Haircut?



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Steps to creating a BEAUTIFUL BOOK COVER EVERYONE Will LOVE!





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Email me today to schedule your FREE one-on-one Consultation...
If you're ready to take the next step to become a Published Author