

BOOK COVER DESIGN CHECKLIST

You already know how important book covers are to the success of your book. Use this checklist as a starting point to help you get one that's right for you.

Cover Design Process:

- Finalize your manuscript, title, book description and anything else you may want to include on the cover.
- Do the genre research using the process outlined in Your First Book Cover and come up with some appropriate comps.
- What's right for you? Custom design, premade cover or DIY?
- Future-proof your cover: will you need eBook only, Paperback, Audio?
- Figure out your branding (by author name, series, or niche).
- Hire a designer / learn software to do it yourself.
- Got your cover? Ask for reader feedback, or test it out.
- Keep a backup of: stock art license agreement; font license agreement; original stock image; any raw files you have of the final design (if available).

Final checks before publishing:

- Check for typos!
- Does it fit your genre?
- Is it legible? Even at a thumbnail size? What about greyscale?