



## Says

What have we heard them say?  
What can we imagine them saying?

book covers  
amazingly  
simple even

you have the  
hard work and  
created and  
amazing book

they say a  
picture says a  
thousand  
words

book cover  
using canva

your choices for  
worldwide  
dissemination will  
range from social  
media

canva has a selection  
of excellently curated  
stock photos from  
a range of equally

we have a  
wide  
collection of  
high quality  
icons

have a  
distinct style  
stand out and  
be easily books

tell a story of  
the story inside  
capturing theme  
concept or  
design

the exist to sell  
the book by  
communicating  
expect

book covers  
aren't just  
there to look  
pretty

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

flat design is  
also an  
option

indicate the  
genre using  
designs familiar  
to the reader

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

