## Says

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

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

It has to be designed to

look visually enticing to

attract readers. A good

book cover has several

design elements like

images, color, font, or

themes

illustrations to reflect key



**Thinks** 

A book sleeve provides a layer of protection that can help to prevent scratches, tears, and other types of damage that can make your books look worn and tattered over time

The front cover is the first of the physical parts of a book. It has one purpose: to sell the book by intriguing the right readers

The essential elements of a front cover include title and author name. Optional elements include the subtitle (if there is one) and photos, background images or graphics.

Book cover

using canva

The cover is the first thing a potential reader sees, whether it's on a bookstore shelf or in an online listing. A well-designed cover can instantly grab attention and intrigue, prompting someone to pick up the book or click for more information.

Yes, it protects the book since the inside pages are far more fragile than the cover

It needs to be exciting to them. It needs to tell its own story, and make its own promise about what the book will be about. For fiction, readers want a hint of the action they're about to experience. They want to be treated to a story before they ever crack open the

A book cover's image is a window into the story behind it. At a glance, the reader should be able to understand what the book is about without peeking at its description.

The crucial elements of a front cover are the title and the author's name, but those alone would hardly jump out at you from the shelves. Cover art, color scheme, and typography are just a few other elements that will make your book stand out to potential readers.

These key themes allow the reader to get the picture or a glimpse of what the book is all about.

it's essential that your cover makes a strong first impression and accurately reflects the genre and tone of your overall book design.

A book cover is any protective covering used to bind together the pages of a book.



## Does

What behavior have we observed? What can we imagine them doing?

cover.

Feels

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

See an example