



Says

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

Choose the
right book
cover size.

Back cover
includes the
blurb about
book.

Reflects the
genre of
overall.

Create
contrast
between
background
colours.



Thinks

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

Book cover
design
increase
visibility by
50%

Create
layout
techniques.

Creates
Excitement.

Wants to
satisfy the
reader's
curiosity.



Set the right
tone.

Introduce
your
protagonist.

Have a
distinct
style.

Use
imagery as
an accent.

Makes a
strong first
impression.

Bold
choices with
typograpgy.

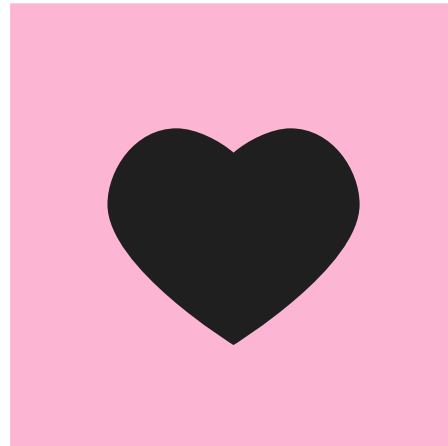
Make sense
for your
genre.

Make it
visually
appealing.



Does

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



Feels

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