



Says

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



Thinks

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

That`s because everything about tha anaomy of a book cover is controlled by the finel almost

Cover creation is the very last crative stop when publishing a book.

Edited version of the book the trim size,paper colorand number of pages all determine your cover` dimensions.

Note tha fornt cover back cover spine layout picture fonts and other elements of each cover.

Once you`ve completed your writing and editing and done your research you ard editing and done you research youare ready to ged sdarted on your cover design.

Book cover design is comprised of text and images. in oder to get the layout right` you need to think about the single message you want your cover design to communicate.



Persona`s name

Short summary of the persona

There is never a good reason to design the cover before the final draft is finished because doing so is likely to meanyou`ii need to do it again anyway.

Whether you`re self publisher you need information about what your target audience wants so you make sound data driven business decisions.

Before you start on cover design research 20 to 50 books in your genre dissecting each cover into parts.

What is tha one feeling or idea you want to convey/ whatever message you decide to feature meke sure every element form colo and image to typeface and text supports it.

Once you know your message think about how you can best convey it If you want toset a romatin tone perhaps the main design elment should be an image ewith double meaning.

If you`re going for mystery you might want yourclever title to dominate and a vague shadowy image to support .



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?