



## Says

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

Immature love  
says: "I love  
you because I  
need you."

Nothing is  
impossible,  
the word itself  
says "I'm  
possible!"

"In order to be  
irreplaceable  
one must  
always be  
different."

## Thinks

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



In order to get the  
layout right, you  
need to think about  
the single message  
you want your cover  
design to  
communicate.

Book cover  
design is  
comprised of  
text and  
images.

Whatever message  
you decide to  
feature, make sure  
every element from  
color and image to  
typsetee and text  
supports it.



In addition to giving  
readers a subtle  
preview of your plot,  
your cover should  
also clearly impart  
the book's genre.

Feelings are  
something you  
have, not  
something you  
are.

Just thought to an emotional  
certain phrase you could  
use a phrase that is  
emotional, powerful, unique,  
and not something you've  
seen. Remember, images are  
just as important as the  
text. It's a very important  
part of the art of your book.

It does not  
matter how  
slowly you go  
as long as you  
do not stop.

If a man does not  
keep pace with his  
competitors,  
perhaps it is  
because he hears a  
different drummer.

Act as if  
what you do  
makes a  
difference.

It does not  
matter how  
slowly you go  
as long as you  
do not stop.



## 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?



[See an example](#)

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