

BOOK COVER CHECKLIST

STRONG OPENING STATEMENT: On top of the back cover, which contains your 'sales copy', use a strong statement or testimonial which offers a key benefit of reading the book.

SPINE DETAILS AND ICON: Book title, author and a symbol or icon you can use to represent you as a self-publisher, as the large companies do, e.g. Penguin.

BOOK TITLE: Keep it short, specific and familiar, so it is easy to remember. Include a key word people will use to search your topic.

SALES COPY: This section of the back cover speaks directly to the reader and tells them what they will gain from reading this book. Use some bullet points to highlight the key benefits.

You've been sitting on the fence, thinking about writing a book, read Smart Women Publish and you will find the motivation and the information to make it happen.

—Andrew Griffiths: international bestselling author, global speaker and entrepreneurial commentator

...business women are transforming their businesses and lives with publishing, but how you too can publish your own highly professional non-fiction book. Be part of a league of smart women – start attracting the clients you love to work with AND add an instant and lasting WOW factor to your life ...

ADDED INCENTIVE: Add another short statement, testimonial or offer to add weight to the benefits the book will bring to the reader.

Smart Women Publish shows you the steps to becoming an author, plus: why it's a canny business move, industry knowledge to craft your book into a quality product and how to get maximum leverage from your book

AUTHOR PHOTO AND BIO: Use a high resolution, professional close-up. Your bio should show why the author can be trusted as an authority in the subject matter covered in the book.

BONUS

14 business women share their author success stories – you'll learn how a quality book can elevate your business and transform the way the world sees you.



Bev Ryan is a trusted book coach and publishing manager, guiding business owners to enhance their brand and business by publishing quality books. She has established and marketed national print magazines for enterprising women, and worked with smart authors and books since 2009. Bev values creative, stylish, functional outcomes, and her greatest satisfaction comes from celebrating the impact her clients' books have on their readers, their own business, and themselves.

CONTACT INFORMATION: A website is sufficient

www.smartwomenpublish.com
www.bevryanpublish.com
BUSINESS | SELF-PUBLISHING
RRP AUS \$39.90



RECOMMENDED RETAIL PRICE AND BARCODE: Nominate a retail price (on the left) according to general pricing trends for similar books. Your barcode contains your ISBN, and both are available in Australia from www.myidentifiers.com.au.

ADDITIONAL CREDIBILITY: This may be an addition to the book or a testimonial from a credible source.

SMART WOMEN PUBLISH

SMART WOMEN Publish

Write the book that elevates you and your business



BEV RYAN

Foreword by Dr Lois Frankel, international speaker, author of *Nice Girls Don't Get the Corner Office*

AUTHOR NAME: Don't be shy. Place your name in large letters if it suits the cover design.

SUB-TITLE: This explains what is in the book and offers a promise or high-level benefit. (You can add a sub-sub-title with another benefit if you have enough room, but do not crowd the cover.)

SUBJECT CATEGORIES: This tells a bookstore, library and reader what general themes/topics are covered in the book.