

## Deciding on a Title

Your title needs to be short and captivating - I would recommend 6 words or less. If you find yourself getting hung up on a super long title, considering breaking it up into a title and subtitle. Search your title name on sites like Amazon and Goodreads to see if any other books come up. If there multiple pages of books sharing the same title, it would be worth reconsidering yours. The last thing you want to do is blend in with hundreds of other books. Look for ways to stand out!

**Quick tip:** Create a poll on Facebook with your different title options to get opinions from your friends and family members.

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## Let's talk design!

Remember when we talked about author branding? Well, when you are creating your book cover, keep your author branding in mind with the typography, colors, and imagery.

People judge a book by its cover. I know this as a reader and as a publicist. That cover is your first opportunity to grab the reader! Stay away from cluttering your cover; keep it clean, and easy to read. Fancy fonts are no good if they aren't legible.

## There are three ways to create your book cover:

1. Design it yourself. I would only recommend this to folks who are familiar with design work and software.
2. Buy a premade cover (this is inexpensive, but then you are sharing a cover with other authors. I wouldn't recommend it, but lots of people do it.)
3. Hire a professional to custom create your cover!

My personal opinion is to choose number three if you are not a graphic designer. Next to editing, your book cover is the second most important thing you should be budgeting for.

**Quick Tip:** Stroll through the new release section of your local library or bookstore and check out the book covers in your genre. Think about what you like or dislike about the book covers. It's important to be informed on current design trends. It doesn't mean you have to lean that way, but educate yourself in what other authors are doing.