

# **Indie Publishing Lecture #4**

## **Cover, Title, and BCC**

Amy Deardon: amydeardon@gmail.com

www.ebooklistingservices.com

Colorado Christian Writers Conference

August 27, 2021

You have only seconds to capture your potential buyer's attention before he or she turns away to find another book. What is a potential buyer looking for?

- Cover
- Title
- Back Cover Copy (BCC)

What a coincidence we're talking about those three elements today!

---

## **COVER**

- Ideally your cover communicates what your book is about in a single image.
- Keep your cover within the conventions of your genre or topic so reader knows what to expect.
- Understand the standards of your genre or topic so you can make your cover stand out while still being identifiable.

### **How Do I Get a Cover?**

#### **Pre-Made Book Covers**

Unique cover for not much money (~\$50-\$200). Search "Pre-Made Book Covers" online.

### Hire Someone

**www.fiverr.com** — Cheap (~\$10-\$25). You do best to supply images. You may need to try a few times to get a good cover.

**www.99designs.com** — Affordable (~\$300 + images cost). Premier site for spectacular designs.

### Do It Yourself (DIY)

**www.canva.com** — can help with design.

Make sure you have rights to use images and fonts.

Free images: **www.pixabay.com**

Free fonts: **www.dafont.com**

### Amazon Resources

**www.kdp.com** — nice templates, fonts, and royalty-free images.

## **Formatting Cover**

Hire someone on **www.fiverr.com** if you can't do this yourself.

## **Template Generators**

KDP Publishing: **https://kdp.amazon.com/en\_US/cover-templates**

Ingram Spark:

**https://myaccount.ingramspark.com/Portal/Tools/CoverTemplateGenerator**

## **Print Book/EBook Dimensions**

Remember that print book cover is 1.5 times as high as width. EBook is 1.6 times as high as width. You'll need to stretch print cover to fit ebook. Hire someone on [www.fiverr.com](http://www.fiverr.com) if you can't do it yourself.

---

### **TITLE**

#### ***Fiction***

You've put a lot of work into writing your book. Make sure you take time to give it a good title.

Fiction titles need to be distinctive but not distracting. They can be intriguing or even mysterious. Sometimes they have a double meaning — the reader interprets the words in your title differently once he or she has read your story.

Some tips to write a fiction title:

- Can be a quote from classical works such as Shakespeare or the Bible.
- Sometimes title is within the prose of your manuscript.
- Use precise nouns and impactful verbs.
- Keep it short (four words or fewer).
- Make a list of five or more possible titles. Ask your friends what they think.
- Look up each of your titles online to see if other books or movies used it.
- Reflect for a few days or longer before deciding on a final title. Don't make a hasty decision.

- Make sure your title actually fits the story.
- Unless it's super-clear from cover and title, use "A Novel" as the subtitle.

### **Nonfiction**

Nonfiction titles are often in the form of *Intriguing Title: Clear Subtitle*.

*Barbed Wire, Barricades, and Bunkers: The Free Citizen's Guide to Fortifying the Home Retreat.*

*Dumbing Us Down: The Hidden Curriculum of Compulsory Schooling.*

*Property Matters: How Property Rights are Under Assault and Why You Should Care.*

When in doubt, err on the side of clarity. It is better to bore than confuse.

---

## **BACK COVER COPY (BCC)**

Don't just slap your BCC together. You must intrigue your potential buyer or he/she will walk away.

Some tips to write BCC:

- Keep BCC short: 100-250 words at the most. Your potential buyer wants to read normal-sized print and grasp your ideas quickly.
- Go on Amazon and grab several BCCs of comparable books to use as a model.

## **Your Power Sentence**

This is a one-sentence summary of your novel or nonfiction book. Take some time to craft this, then memorize it. Use it when someone asks you what your book is about. Put it at the top of your BCC to quickly key in your potential reader. Tips below.

### **Fiction**

#### **BCC**

- Take a few sentences to identify your hero(es) and the challenges they face.
- Remember this is not a synopsis so don't give away too many plot points. Write to intrigue.
- End with a cliffhanger.

#### **Your Power Sentence**

- Describe your hero in two-five words.
- Write down the change in circumstances (inciting incident).
- Describe hero's ultimate story goal that can be answered with YES or NO at the end of the story.
- Take a few words to describe what horrible things will happen if hero fails.
- Put it all together in 15-25 words.

*The Wizard of Oz: A farm girl is transported to a magical land and must find her way home.*

*The Lord of the Rings: A hobbit must destroy a magical ring of power before it destroys his world.*

*Romeo and Juliet: Two teenagers from warring families fall in love and must overcome family obstacles of hate to stay together.*

*The Count of Monte Cristo: A wrongfully imprisoned young man gains freedom and a fortune that he uses to wreak an elaborate revenge.*

## **Nonfiction**

### BCC

- Every book solves a problem.
- Identify your target reader and the problem he/she wants to solve.
- Describe your book in bullet points that describe how each characteristic will help the reader (benefits, not features).
- Finish with a call to action for the reader to buy your book now!

### Your Power Sentence

- Describe your reader's problem and its distressing effects.
- Describe how a reader will be happy if he/she solves the problem.
- What might be holding the reader back from implementing a solution?

- Describe how the information in your book can break through to help the reader solve the problem.
- Put it all together in 15-25 words.

Donald Maass: *Writing the Breakout Novel: Insider Advice for Taking Your Fiction to the Next Level.*

*Learn how to write a novel that rises above obscurity and hit the best-seller lists.*

Brené Brown: *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead.*

*Dispel the cultural myth that vulnerability is weakness to learn how it is actually our most accurate measure of courage.*

Popular Mechanics: *How to Fix Anything: Essential Home Repairs Anyone Can Do.*

*For any home repair, big or small, homeowners can turn to this practical and portable reference.*

Dale Carnegie: *How to Win Friends and Influence People: The Only Book You Need to Lead You to Success.*

*Absorb rock-solid, time-tested advice that has carried countless people up the ladder of success in their business and personal lives.*