

will they reach for **your** book?
will they **buy** it?
make sure they do **both!**

As an **author or publisher**, your book cover is the greatest sales tool you possess. The front cover, back cover, flaps, and even the spine are your first and often *only* chance to make a sale to your target market—in bookstores and online! Why should they buy your book? What makes your book special? Your book cover says it all.

Save time, money, hassles, and possibly your sanity!

Listen in as four of today's leading book cover specialists show you how to create a bestselling book cover that will successfully launch your entire marketing campaign.

Learn first-hand:

- + 11 ways your book cover can make or break your book
- + 2 critical questions to ask yourself before you start
- + How to create a brand-boosting super series
- + 4 things your front cover writing and design can do for you in 7 seconds
- + 13 proven tips for coming up with bestselling titles and subtitles
- + The art of back cover copywriting—what to say and how to say it
- + The business side of ISBNs and bar codes
- + What you can do on your own and when to hire a professional
- + When to start and how long it really takes

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INTRODUCTION BY DAN POYNTER
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