



**OnFire Books**  
Helping world changers share their story

# **OnFire Books**

## **Book Cover Boot Camp Workbook**

Please read and complete this workbook to clarify and define goals.

The book cover is often estimated to be 90% of the sale decision of a book. It's your presentation. The very first visual your reader may see. The book cover represents you, and the content you're about to deliver. Is it fun, and frivolous or is it serious and determined? Do you want to deliver wisdom, knowledge, and credibility?

**Each one of these emotions and brand desires must be considered first.**

What's the most important aspect of a book cover?

Visual story:

A book cover must tell a visual story but also be visually appealing. It is like the curb appeal on your home. It's the one thing that determines if the buyer will buy.

No matter what's inside, if the exterior of the house doesn't look good is highly unlikely that anyone is going to want to buy it. It's the same thing with a book cover.

## **A book cover has 3 critical elements.**

### **1. It must not be confusing.**

What story are you attempting to convey? This is the psychological and visual element of a book cover. You do not get to explain your book cover when people do not understand what they are looking at. Therefore, it's important to create a cover that is visually appealing yet also tells the story. We do this by appealing to every personality type. This is a complex process and one of the most challenging marketing decisions in the world.

You need a clean and simple cover. However, you also need a cover that appeals to every personality type.

Reader psychology is human psychology. We deploy a cognitive model when coaching our OnFire Books authors through their book cover.

For this reason, it's important to understand the different Personality types. Most people develop a cover based on their own mindset, their own preferences, and their own color choices. Chances are that's not how the rest of the world thinks. **You are unique and since less than 1% of humans will ever write a book, you're not marketing to yourself.** This is the most important differentiator when creating your book cover.

The best covers tell you exactly what you're buying. You don't want your reader to guess.

## **2. The best book covers are social media and mobile friendly.**

In today's world every decision is made at a glance. It's a split-second decision! The covers that work in a bookstore when you can be live and hands on, may not work when someone's glancing at their cell phone on Amazon.com in the hot sun.

You have to test, test, and test it again on mobile. Then go outside, golf, and test it another time! Test everything.

## **3: Create a cover that ignites hope.**

Every book cover should deliver hope and inspiration in one way or another. Even if it's a corporate book on how to sell or close, we want the reader to see that they will learn

something they don't know. The gap between knowing and not knowing (the space they're in now) is hope. If it's a book about you and your brand you can still offer hope. Even if it's your image on the cover, you should still strive to provide inspiration, hope and clarity on what the book will deliver.

Human psychology.

Think before you create. Think of the one message you're trying to create.

Is it Power?

Success?

Prosperity?

The cover should reflect whatever emotion or need you're about to solve. A book provides wisdom and knowledge. Your reader doesn't want to spend their hard-earned money unless you convince them they need to. The book should provide solutions to their problem or concern. Maybe they don't have a problem at all but want inspiration.

Maybe they just want to know you and your business.

Ideally, your book cover will reflect your brand and your long-term goals perfectly.

Exercise:

Complete the questions below in the space provided. What message would you want your book cover to convey to the reader? Think of the best word that you feel defines your message or brand. Does this word stand the test of time? Will you want this word to reflect your brand in 5 years?

Examples:

A message that hard work is critical

A message of strength and empowerment

A message that they can become a millionaire

Teach the reader how to do something specific

Share entrepreneurial stories that make the reader think

**My brand is:**

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**My book cover messaging should be:**

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