



## The Importance of Book Cover Design and Formatting: For self-published authors

By JD Smith



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You've written, edited and perfected your book.  
You're ready to publish.  
You want a professional cover design to attract readers.  
You need this book.

Here are all the tricks of the trade from an experienced professional:

- How to select and work with a designer
- What works and why
- Where to find images
- How to make informed decisions
- Why formatting matters
- What branding means to you
- How to give your book the best chance of success

You've worked hard on the content. Now give the book the image it deserves.  
Not only a professional cover that sells, but one you love.

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