



LOOK SHARP!

*7 WEBSITE AND COVER DESIGN TIPS
TO HELP SELL YOUR BOOK*

Brian Felsen, President, BookBaby

Today, content creators have to look professional

- Distribution is no longer the problem.
Getting noticed is.
- Content is commoditized, and attention is scarce.
- Readers browse, linger and buy by impression

Tip 1: Have a streamlined purpose

Is this site about an author or a book? Neither fish nor fowl.



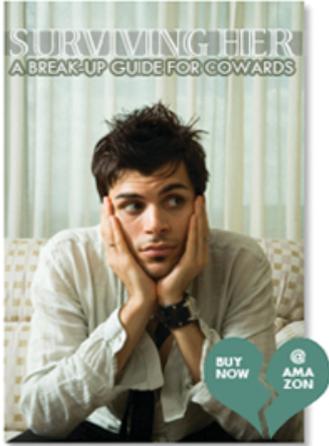
Assume the reader is drunk, tired, or distracted.

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SURVIVING HER

A BREAK-UP GUIDE FOR COWARDS

It's time to Man Up, broseph. This relationship isn't working for you any longer and, for whatever well-intentioned behave like yer mama taught ya reason, you've been sticking it out come hell or high water. But, hell and high water is all that's come in the last year or two, isn't it? The bed is cold, the spark is a smoking nub and the last time you talked about anything other than bills and whose turn it is to take out the garbage was...was... when was that anyway? No amount of blowing on the embers has brought this baby back from the dead.

It's time to move on, man. But how? >> [Read More](#)

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This book site cuts to the chase

Photoshop Elements 10

FOR FIRST TIME USERS

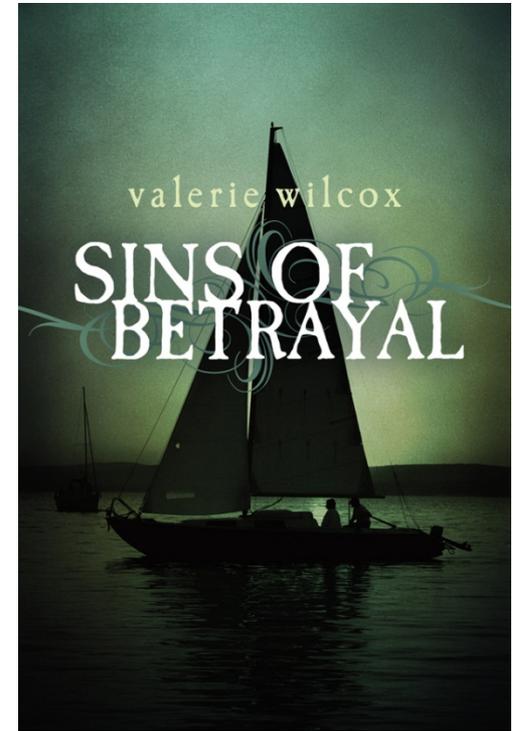
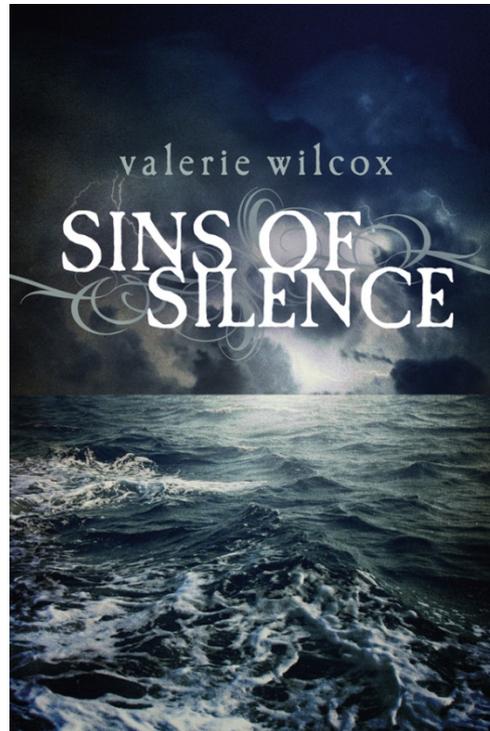
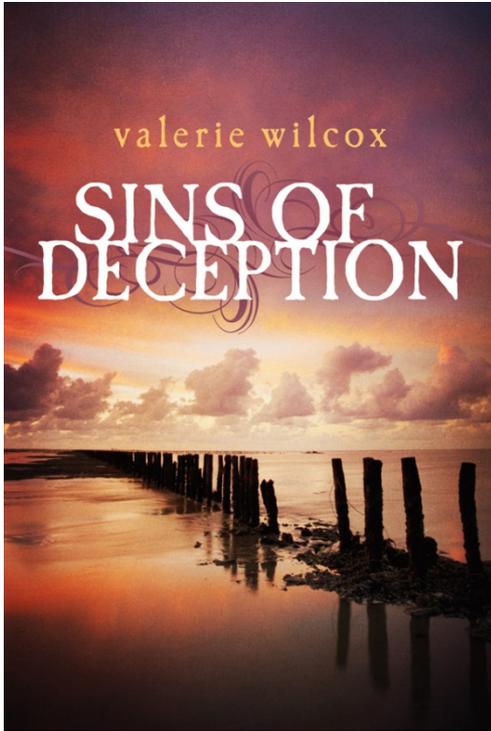


*Step by step instruction to take
your photos to the next level*

GLENN FORREST

This cover answers: What's in it for me? Why should I care?

Tip 2: Make your branding consistent and authentic



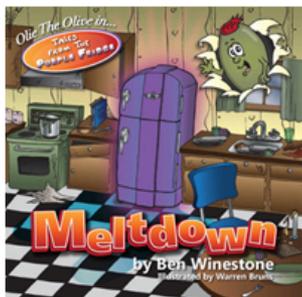
Among your products

PURPLEFRIDGE.COM

PURPLE FRIDGE ON...

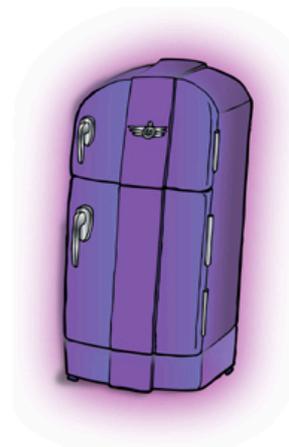
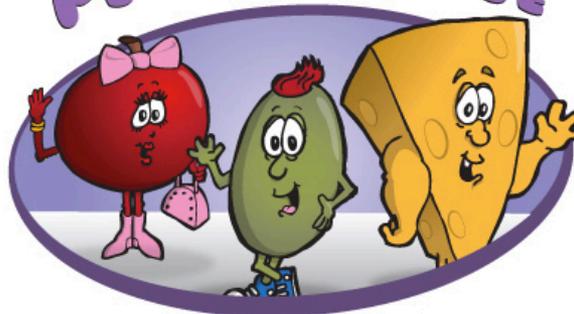


E-BOOK AVAILABLE!



Available for download on...

TALES FROM THE PURPLE FRIDGE



Olie the Olive in... Tales from the Purple Fridge

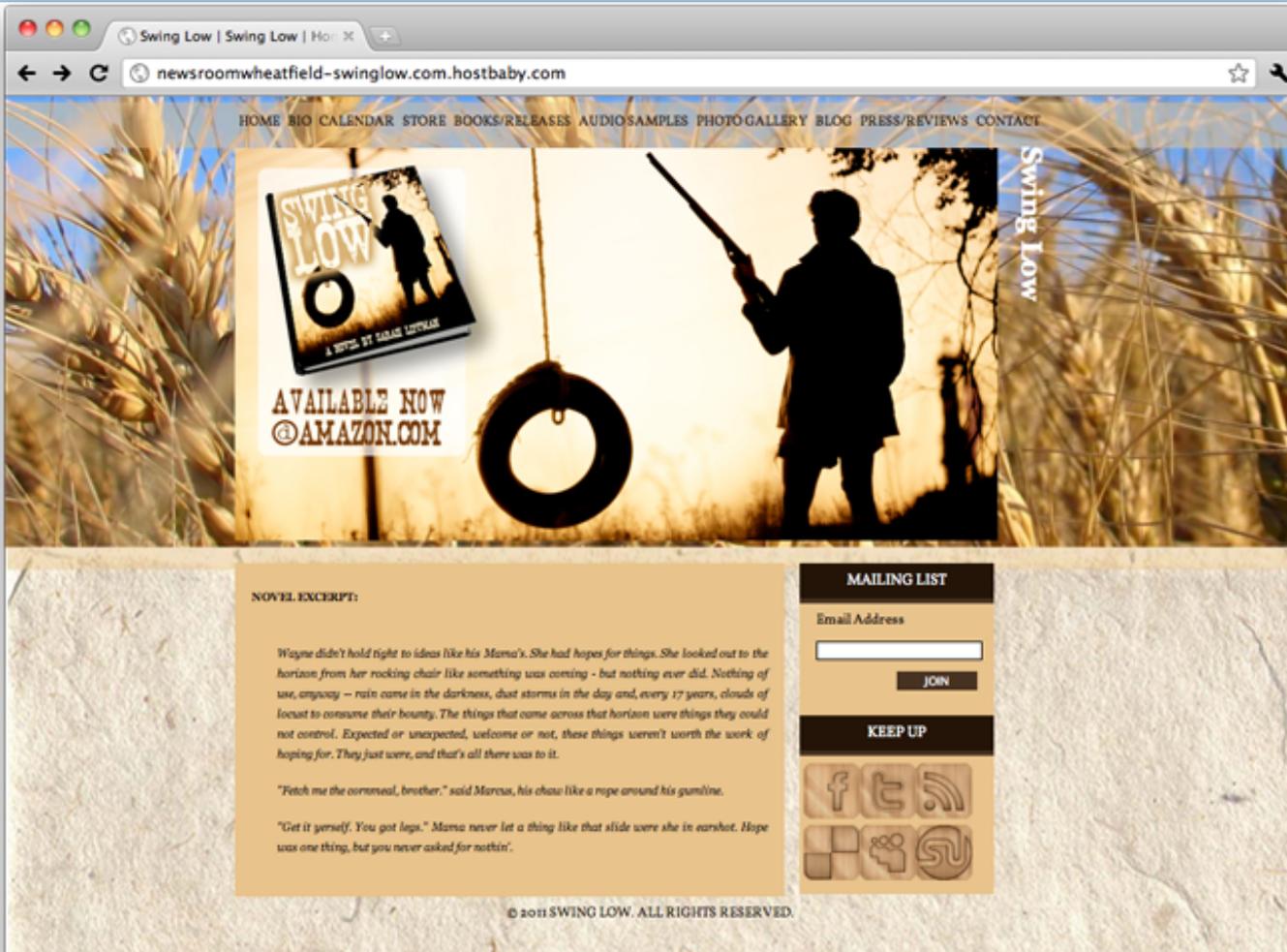
"Meltdown"

...Now Available!

The Purple Fridge is a magical place where your food comes to life and there's fun and

Between your site, title, products and brand

Tip 3: Have a strong call-to-action



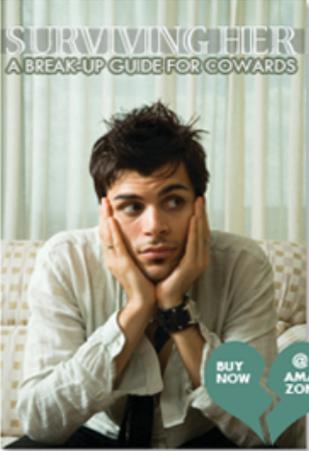
Vague calls to different actions

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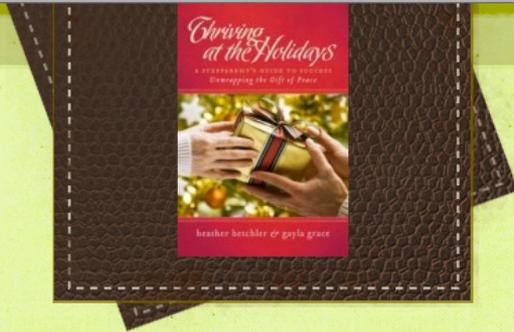
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State desired action and make it easy

Tip 4: Own the interaction

- Your website can get you:
 - Blogging/chapters
 - Video and engagement
 - Sales
 - Branding and eyeballs
- Email is still king
 - A list gets way more response than “likes”
 - Your newsletters must look good



STEPPARENTING SUCCESS

HOME ABOUT US CALENDAR STORE BUY THE BOOK CONTACT

The holidays are a wonderful time of the year. Time for family & friends and counting our blessings. But what happens in a stepfamily when the holidays aren't so cheery? While this time of year can bring much joy and peace, it can also bring much heartache and frustration for stepfamilies as they seek to successfully navigate the holiday season and unwrap the greatest gift of all - PEACE!

In the new ebook: **Thriving at the Holidays: A Stepparent's Guide to Success, Unwrapping the Gift of Peace**, Gayla & Heather provide tools, tips, encouragement, inspiration and personal stories to help stepparents thrive during this time of year.

"Heather and Gayla want to help your family unwrap the gift of familial peace. From stepparents living in the trenches, the booklet is packed full of practical advice, encouragement and perspective for your holiday challenges. You already unwrapped one gift by opening this booklet, now start unwrapping holiday peace. Read on." Ron L. Deal, President www.smartstepfamilies.com

Available for purchase through **Amazon, apple store, Barnes & Noble and Sony e-store!**

RECEIVE FREE STEPPARENTING SUCCESS TIPS

Thrive don't just survive as a stepparent

Email Address

Do it!

LIKE US ON FACEBOOK

Find us on Facebook

Too wordy, but signup with benefit in prime position

Tip 5: Follow traditional design principles

- Layout
- Color
- Harmony of elements



Silence is the autobiographical novel of the life of 19 year old Chloe Benson. Born to blind parents and deafened at the age of 2 by a sudden fever, "Silence" speaks to Chloe's unique challenges at bonding and communication with parents who couldn't see to hear her, and ears that couldn't hear them speak.

language all their own.

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KEEP IN TOUCH



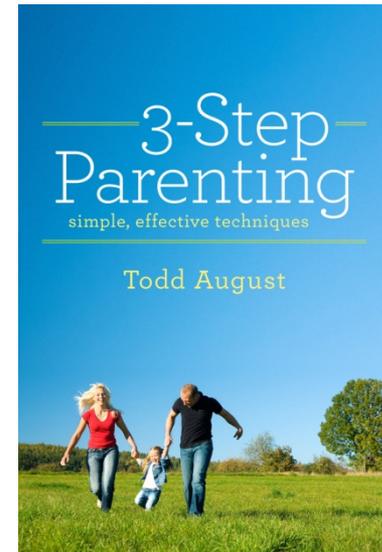
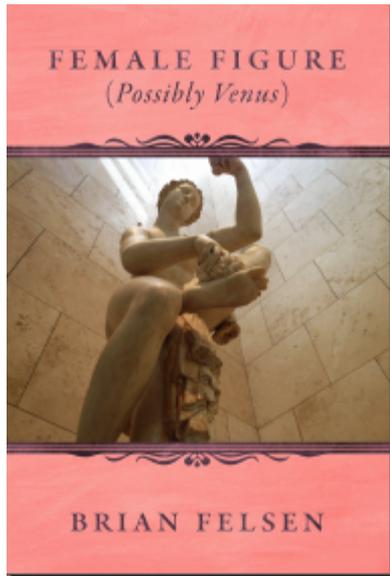
- Nice 2/c design matching hair
- Right placement
- Author one-sheet capture/follow/buy

WOODEN HORSES
The Quest of Tom Reynolds
Curtis A. Parker

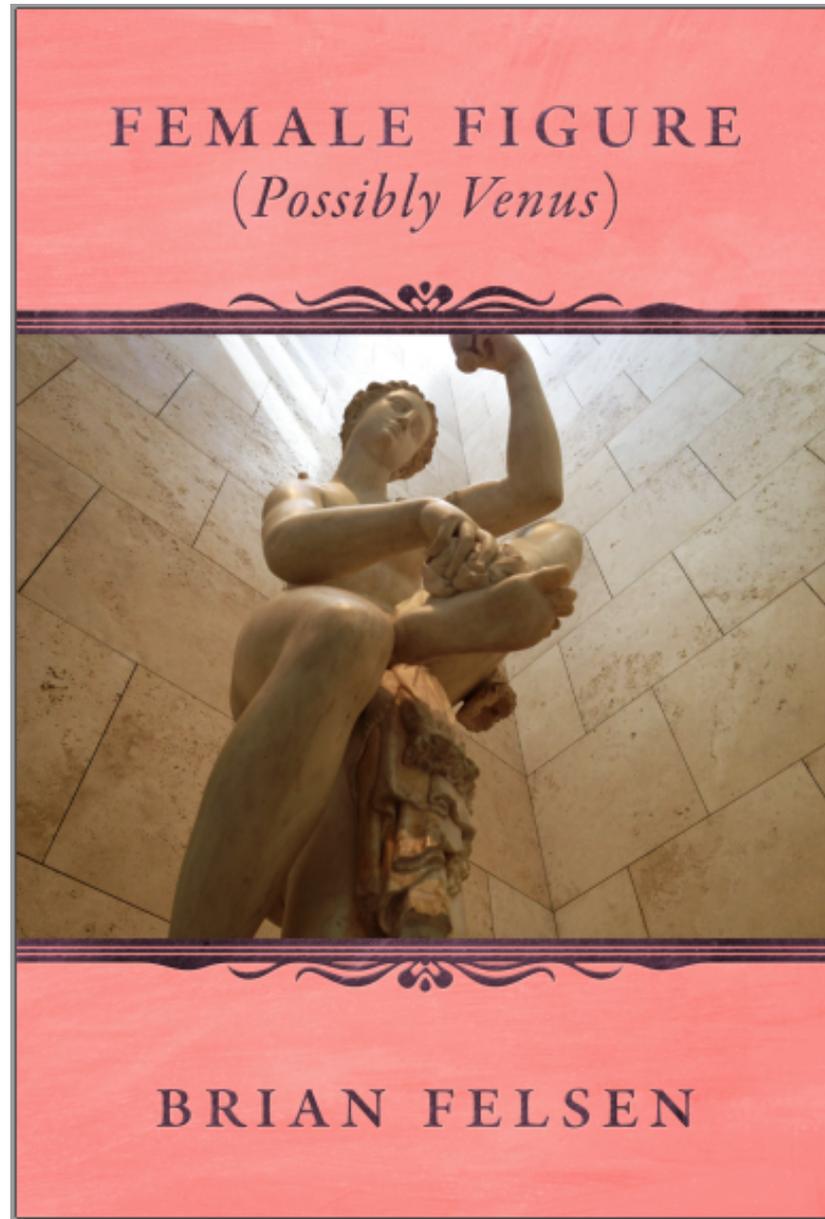


Tip 6: Make sure your visible

It must stand out when seen as a thumbnail on retail sites



Get proofs to test on different devices



Tip 7: Don't go it alone



- Use an author templating system
- Look sleek and clear
- Focus your time on marketing and writing

Goran Rodin
GR *travel* GUIDES



How to Travel in Europe?

TRAVEL SMART AND ON BUDGET

using super saving tips on car-rentals, cheap flights,
trains, busses, and tours.



- » Overview of top destinations: London, Rome, Venice, Barcelona...
- » Organize vacations on your own.
- » Do you really need a travel agent?
- » Do you really need a tour guide?
- » Save tons of money with super-saving tips.
- » Read this book in a few hours, save money for a lifetime.

2011



Experts can make your book look like what's in a bookstore

Help your book cover and website sell your book

1. Have a streamlined purpose
2. Make your branding consistent and authentic
3. Have a strong and simple call-to-action
4. Own the interaction
5. Follow traditional design principles
6. Make sure you're visible
7. Don't go it alone.

We're here to help.



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Brian Felsen, President, BookBaby

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