

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Seven Compelling Reasons to Get Your Name on a Book Cover

By Michelle McGee-Jones

Seven Compelling Reasons to Get Your Name on a Book Cover

by: Michelle McGee-Jones

Have you ever considered writing a book? If so, maybe you've already established firmly in mind your exact purpose for becoming an author. Your reasons may match one or more of those below. Or perhaps you could add yours to the list. Nevertheless, with some 65,000 books being published in the United States yearly, there is overwhelming attraction to joining the ranks of authors.

Reason 1: Renown- Did you know that Martha Stewart ("Entertaining"), Harvey McKay ("Swim With the Sharks Without Being Eaten Alive"), and Tom Peters ("In Search of Excellence"), were virtually unknown until they became authors? It's no wonder. Authoring a book heightens your credibility, elevates your prestige and dubs you an expert. It could open the door to television, radio, and newspaper interviews. (You will, however, have to get out there and stimulate media attention). Having a book with your name on it may also attract public speaking engagements and other business opportunities. It affords you a chance to bask in the spotlight!

Reason 2: Wealth- Certainly not every book brings its author riches, but some do. In his book, "Damn! Why Didn't I Write That?" Marc McCutcheon lists 71 titles that sold 1 million or more copies, some many more, not to mention the multitude of books that sold tens and hundreds of thousands of copies. Yours could be added to the list. Of course it's going to take a hot topic, an attention-grabbing title, a well-written book and some strategic marketing, but the effort is going to be worth it.

Reason 3: Legacy- Depending on how good your book is, it may be read by generations to come. Your descendants, whom you may never see, may come to know you by your work. Family photographs are fine. They show the person. A book, however, shows what's inside the person: their knowledge, findings, experiences, and beliefs. Let your book be their heritage - and a legacy for readers everywhere.

Reason 4: Heroism- As a result of having read a book, people have saved their marriages, improved their health, fixed their finances, boosted their self-esteem, beautified their homes, gotten their souls

Seven Compelling Reasons to Get Your Name on a Book Cover

redeemed, lost weight, roared with laughter, become better lovers, developed their computer skills. Books have improved businesses, inspired dreams, polished parenting abilities, brought history to life, and incited million dollar ideas. The list goes on and on. Your book is undoubtedly going to make a contribution too and it's no telling the impact it is going to have.

Reason 5: Personal Fulfillment— God put each of us here on earth for a purpose. That is, we each have unique gifts and abilities for which we cannot truly feel complete until we have used them. In setting out to have a book written, you have almost certainly developed a passion about whatever it is that you want to communicate. Good. Your passions reveal something about what your talents are. But until you actually get those words out, you may continually have that nudging. You are a unique being with something that only you can say. Have a book written and you will be well on the way to fulfilling your life purpose.

Reason 6: Adventure— Even if you, as a collaborator, are only casually involved in producing your book,

the experience is an exploration into uncharted territory. It's quite likely that you and your ghost may come across amazing facts about your chosen topic that you were previously unaware of. You may unexpectedly meet people who could be valuable to your research or to the sales of your book. Even in the process of marketing a book, your tour may lead to exotic places. Being an author could very well be — in a nutshell — fun.

Reason 7: Economic Boost— Because a horde of people will be involved in the writing, publishing, sales and distribution of your book, you can take pride in the fact that your book is contributing to the wealth of the nation. That's especially significant in times of mass layoffs, rising taxes, and poverty. I applaud you!

There you have it - seven surefire reasons to become an author, a worthy investment in your business, your career, your life and the lives of your readers.

Michelle McGee-Jones is a freelance business writer, marketing consultant and workshop conductor. She is the author of "The Art of Hiring Someone to Write Your Book: A Step by Step Guide to Successfully Collaborating." The book is available for \$9.95 plus shipping by calling toll free 1-800-673-5771 or by ordering online at Amazon.com. Copyright © 2004 Michelle McGee-Jones. All rights reserved. This article may be freely reprinted provided this entire byline is included.

Does your Book Cover Pass the "Ignore" Test?

By Ovi Dogar – The CoversExpert

Your book cover is the first impression a potential client has with your book. The book cover design and message will determine if your book will be ignored or bought.

Go to your website and have a look at your current cover. Ovi Dogar has put together the ultimate book cover test. Learn if your book cover will pass or be ignored.

Seven Compelling Reasons to Get Your Name on a Book Cover

Color Test: Colorful covers can add to your professional image. Too much color can be detracting. Trash your cover if it has more than 3 colors unless it's a photograph.

Message: Your book cover should clearly tell people what the book is about and offer a meaningful benefit. Your book cover should include: title, author's name, main benefit and your website's URL.

Image Match: Your book cover should match your book's message. If your book is about marketing than the cover should be designed with that thing in mind. If your book cover is out of synch with your message, it's time to get a new cover.

Font Type: One client of mine thought that it is a good idea to use many fonts on his cover. I've asked him how many fonts he wants me to use? His answer was: "How many do you have?" :)

Well, needless to say: use more than three fonts on your book cover and it is doomed.

Font Size: Is your book cover crammed with information? White space (as in "less text") on the cover will make it easier to absorb your message. If you have a lot to say, just keep in mind the small image your visitor will see at your site. Is the text so tiny that it is unreadable? This one is going to be ignored.

Image Quality: Is your book cover of professional quality or is it unconvincing and cheap looking? Cheap covers are ignored.

You only have one chance to make a great first impression. Make sure you invest in the best book covers you can afford. The book cover is your introduction to a reader, for the today's low cost of professionally designed covers that is money well spent.

Ovi Dogar is specialized in the creation of virtual book covers that really sell. Check out some recent samples of his artwork at

Related Content:

Does your Book Cover Pass the "Ignore" Test?
Fly Fishing Secrets for the Novice as well as the seasoned Angler
Plain speaking -- 4 secrets for getting your book purchased
You Do Judge a Book or Ebook by Its Cover
Flat Tires, Slow Leaks, and Online Marketing

Read more Content at

Related Products:

Ebook cover Software
Instant Cover Graphics!
How To Find A Topic For Your Ebook
Organic Secrets

Seven Compelling Reasons to Get Your Name on a Book Cover

ScrollPops

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!