



Crystal Clear

DISCOVER THE WORLD OF PUBLISHING

WE'VE GOT YOU COVERED!

Your cover is more than a wrapper for your book—it is essential to sales. Actually, you need two covers: a front cover and a back cover. The front cover tempts the reader into buying. It sends a subliminal message that connects to the reader. The back cover seals the deal. Front Cover + Back Cover = Sales. This is an investment in YOUR book.

— See Elements of Cover Design on pages 2 & 3

Why would they have book covers if we aren't supposed to judge the book by them? It makes no sense. —Ingrid Weir



☆ Nephew Art ☆



"Luminous Animals and Other Drawings" by B. Wilton

Harry is in the plumbing business and owns a truck. One day, over a beer, he says to his friend Fred, "Fred, I figured it would be real nice to have a sign painted on the side of my truck... maybe a happy plumber or some tools, something like that, but I went to a sign painter and he wanted \$400, which is too much for me."

Fred says, "Don't worry about it. I got a nephew who is an artist and he will do it for twenty bucks. I'll call him right away."

And that's how you get Nephew Art.

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Upcoming events

- Evvy Awards, Aug. 25, Denver, CO
- Rocky Mountain Fiction Writers, Sept. 6-9, Denver, CO
- International Literacy Day, Sept. 8
- Moonbeam Awards, Nov. 10, Traverse City, MI
- American Book Fest Best Book Awards, Nov.

ELEMENTS OF A QUALITY BOOK COVER

FRONT COVER

ART

- Visual theme that conveys the message of your book
- Genre obvious
- Color that reflects theme and tone
- A striking visual element
-

TITLE

- Bold and readable
- Reflects the subject and tone
- Readable, even as a small ebook
- Use TWO FONTS max
- A series requires planning ahead
-

AUTHOR

- Large or small font
- Placement

SPINE

- Width determined by number of pages
- Author name
- Publisher's logo



GUEST COLUMN



Deanna Estes

Lotus Design, LCC



You've finished writing your book. Now what?

You need a cover. Where and how do you get one?

Graphic Designer

All graphic designers, cover designers, and layout designers are not the same (see Nephew Art, page 1). Do your research and get referrals.

- Ask what computer programs they use.
Correct answer: InDesign, PhotoShop, and Illustrator.
Wrong answer: MSWord.
- Make sure you feel comfortable with them. This is a collaboration between you and the designer. Don't be afraid to ask questions.
- Ask for a contract so the timelines and prices are set in stone.
- **Get a copy of All your files when finished.**

What should you expect?

A cover is an investment in your book. You should be prepared to make that investment.

Prices are all over the place and don't necessarily indicate the quality of work. You can get a very nice cover for as little as \$250. The \$1,000+ cover may or may not be any better. Ask for samples. Look at their websites.

Finding a student at the local university or a DIY guy on Facebook may not be the best idea.

BACK COVER

- Art flows from the front cover, or an element coordinates with the front cover
- Catchy header, not a repeat of the title
- Synopsis of book, two paragraphs
- Short sentences
- Justified text
- Short bio
- Professional photo
- Testimonials and reviews
- ISBN

Sites where you can buy art:

- Shutterstock.com
- iStockPhoto.com
- Colourbox.com
- Dreamstime.com
- Bigstockphoto.com
- GraphicStock.com



Featured Author

LT Garvin

LT Garvin is the pen name of Lana Broussard. She writes fiction, poetry, and essays and publishes a bog. An avid reader and long-time literature fan, LT has been writing from a very early age. She holds a Master's Degree in Library Science from Texas Woman's University, Teaching Certification for English/Language Arts, and a Bachelor's Degree in Business from Midwestern State University. LT's work has appeared in *Texas Writer's Journal*. LT resides in Wichita Falls, Texas where the weather is hot and sports competition is tough. In her spare time, she enjoys photography, jewelry crafting, genealogy, her assorted felines, gardening, antiques, and revamping a 1930s house.

GUEST COLUMN (continued)

What are our goals?

- To make you look like a seasoned author
- To create a cover that you love and that sells your book
- To go through the process with you step-by-step and make sure you don't miss a single detail
- To provide as little or as much support as you need to bring your book into the world when you're ready

Deanna Estes is a book designer who collaborates with authors to get their books branded like the pros. With her 20+ years of experience, she can give you the insider secrets and get your book into your hands!

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Call today for a FREE Book Branding Consultation!

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CALL FOR SUBMISSIONS

Crystal Publishing is now calling for 2019 publications. The schedule is rapidly filling. If you are interested in publishing, send us your idea, sample chapters, or pitch soon. Authors retain 100% of copyright.

We are looking for submissions of young adult and adult fiction. At this time, we are no longer accepting children and middle grade manuscripts. Those slots are already scheduled.

We are always looking for unusual and creative material. Submit to crystalpublishingsubmissions@gmail.com

Contact us and make your dream a reality.

The universe is made of stories, not of atoms.—Muriel Rukeseyer



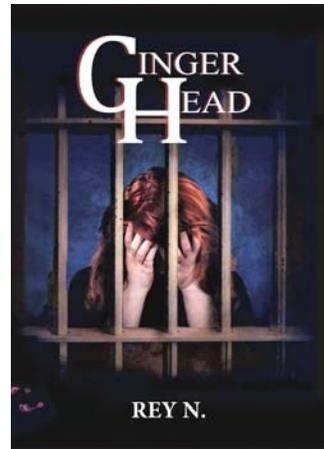
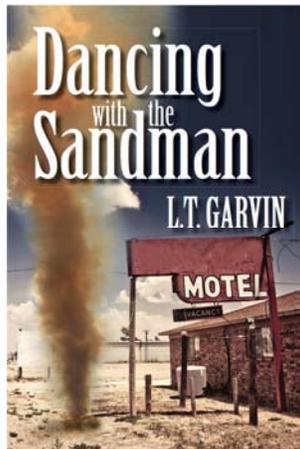
Patricia K. Landy

Publisher

International
Association of Women
Woman of the Year

AAUW
Outstanding Woman
of the Year

Phi Beta Kappa



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