

## JUDGE A BOOK BY ITS COVER

Hire a graphic designer to come up with a variety of covers, images, & fonts. Use the ideas from your brainstorming session to create more than one title.

### **STEP 1: Answer the question that is already on your reader's mind**

*"How do I win friends and influence people?"*

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### **STEP 2: Create a question that stimulates them to pause and think.**

*"Why do some things go viral?"*

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### **STEP 3: Create a double entendre or puzzle with words to get them to pause and solve it.**

*"Cooking with Poo"* (Google that one)

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