**WHAT YOU NEED TO SUBMIT**

Hello!

This design contest is for a full book cover (front, back, spine) that will be printed via IngramSpark (Lightning Source), as well as published as an ebook on Amazon Kindle.

* When preparing this cover, please keep the requirements of IngramSpark and Amazon Kindle in mind. See the design brief below for format and resolution. I have also attached requirements for IngramSpark as a separate file.
* The size of the book is A5. Please see attached IngramSpark template for size.
* Please submit full book cover designs (front, back, spine) – just ONE image in flat form for each design. Feel free to upload multiple designs. Don’t upload multiple files of the same cover in 3D.
* The exact information to be included on the front, back and spine is outlined in this document.
* The chosen winner will need to provide full layered PSD or INDD files, plus high-resolution copies of any images used, plus font files.
* We may require minor edits to the chosen winners design before finalising payment.

If you have any questions, please ask in the comments.

Good luck!

**BOOK COVER DESIGN BRIEF**

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| --- | --- |
| **Book categories:** | * Saving/making money, investing, property, wealth. * Personal finances and investing. |
| **Tone of the book:** | * Professional. * “How to” (slightly motivational / aspirational). |
| **Target audience:** | * Australians (won’t be sold internationally). * Property owners with a mortgage. * Men and women aged between 20-60yrs. * Everyday people: singles, couples, families. |
| **Where the book will be sold:** | * Amazon Kindle. * Printed via IngramSpark (Lightning Source). |
| **Approximate # of pages:** | * 150 pages. |
| **Style preferences:** | * Serious / formal / professional / high-value. |
| **Design considerations:** | * Business-like, clean, organised, simple and bold. * Backgrounds must allow the text to be clear and legible, especially at smaller resolutions used on Amazon (90x135, 105x160, 165x250). * Text of title/sub-title should be easy to read, even at smaller thumbnail sizes. * Cover art with white or very light backgrounds can seem to disappear against the white background on Amazon. If the cover you design has a white background, please add a very narrow (3-4 pixel) border in medium grey to help define the boundaries of the cover. |
| **Typography:** | * Prefer modern, Sans Serif fonts. * Bold fonts that are clean and simple, easy to read. * All caps preferred for title (optional for sub-title). * No standard fonts please. |
| **Colour:** | * I’ll leave this open to your ideas. |
| **Format and resolution:** | * Amazon Kindle cover at 400 DPI, 2820px on the shortest side and 4500px on the longest side (height/width ratio of 1.6) * IngramSpark: 300 ppi, CMYK. See IngramSpark cover template for sizing of book cover (A5 size). |
| **Examples of covers I like:** | * n/a |

**FRONT COVER**

|  |  |
| --- | --- |
| **Title:** | * Approved! Financing Your Property Dream |
| **Sub-title:** | * The Smart Home Buyers Guide To Mortgages, Property, Investing And Making Your Dreams Reality |
| **Author/s:** | * David Phillips & Diana Gurunlian |
| **Other text:** | * n/a |
| **Images:** | * I am thinking the word “Approved” in the title should be a big red stamp across the front cover. See sample images uploaded. Not mandatory – open to your thoughts and variations. * You may also choose to include on the front cover the houses background in some way OR include/blend-in the image of the fish statues. Open to your creativity – use these or not. See sample images uploaded. |

**SPINE**

|  |  |
| --- | --- |
| **Include:** | * The title * Authors full names (or just surname if not enough space) * Business logo (provided as separate file) – just use the top part of logo without writing beneath. |

**BACK COVER**

|  |  |
| --- | --- |
| **Headline and synopsis:** | Everything You Didn’t Know About Property And Mortgages, But Wish You Did!  *Approved! Financing Your Property Dream* is the smart home buyers guide to mortgages, property, investing and making your dreams reality. This easy to read book will teach you:   * Five things you must know before buying a property and mortgage – don’t approach any bank or broker before understanding this. * How to maximise your chances of getting your loan approved – including help on deposit savings and working out how much you can borrow. * The mortgage and property process explained in six easy steps – with the five stressful mortgage mistakes to avoid. * Tips to getting smarter with your money – and how to pay off your home loan in record time. * The accidental investor vs. the planned investor – and why most Australians invest for the wrong reasons.   The Great Australian Dream of owning your own property, or starting an investment portfolio, can become a great Australian nightmare if you don’t have the right knowledge and team to support you and your dreams.  So before taking your next step, read this book carefully and get the insider tips to make confident decisions with your money and your future. |
| **Endorsements:** | *NOTE: please include at least one of these, and maybe two depending on your design and space available.*   * “David professionally guided me through the process of applying for my first home loan. He made what would normally be a worrying task into something enjoyable and stress-free. I found David’s knowledge and confidence in the home loan market impressive. Thank you for helping me make my first big step into a positive future.” * Allen Wait, QLD * “I can’t thank you enough for looking after us for over 10 years now and 5 loans later. No such thing as too hard basket for David, he will find a way to get you what you need. Professional, honest and reliable, with great product knowledge – and so friendly. An asset to have on your side when investing or buying your first home!” * Jo Hopcroft, QLD * “I was reluctant in the past to deal with a broker rather than a major bank. David has changed this. He is a totally professional, knowledgeable man – who is genuinely happy to deal with us. He worked hard to make us happy with the best deal possible. His help has turned us from having nothing to being totally financially independent.” * Ken Royce, Cairns, QLD |
| **Author headshot and bio:** | * Headshot image provided as separate file. * BIO: Diana Gurunlian bought her first investment property in 1995 and has never looked back. As Managing Director of Loan Select Cairns, she ensures all clients receive the highest level of personal service every step of the way, and enjoys helping people achieve their dream of getting into their own home or start investing. With three generations of one family as clients, Diana is driven to share her experiences in property and mortgages – so you too can learn the easy way and avoid costly mistakes with your money. * BIO: David Phillips is an award winning mortgage broker with Loan Select Cairns. With over 40 years’ experience in the finance world, he’s worked in virtually every area of banking and lending in over a dozen different locations throughout Queensland. Along the way he’s helped thousands of Australians secure finance for their dream home or investment property. No matter how simple or complex the challenge, with a world of insider knowledge and experience at his fingertips, you definitely want David to be on your finance team. |
| **Business logo and link:** | * Business logo provided as separate file. * www.loanselectcairns.com.au |
| **Barcode:** | * Leave a space for this in the bottom right corner. * Size of space required: |