**Author and/or Publisher Contact Information:**

**Phone: 001-347-828-0997**

**Email:** [sherrie@publishingarchitect.com](mailto:sherrie@publishingarchitect.com)

**Book Details:**

**Author:** Sherrie A. Wilkolaski (.JPG author photo attached, please clean up the background to be uniform behind the author’s head)

**Book Title:** Publishing Architect’s™ Blueprint

**Book Subtitle:** Self-Publishing Fundamentals

**ISBN#:** 978-1-941065-30-3 (.JPG attached) The ISBN must be placed in the lower right-hand corner on the back cover of the book to qualify for proper retail distribution. Please follow all design specs provided below.

**Number of pages**: Final page count will not be available for a few more days. I need to approve the final cover design work and then I will provide the final page count, so that the cover can be properly sized for print and distribution.

**Publisher:** Luxe Beat Media (.JPG logo attached)

**Book Dimensions and Format:** Paperback, 6” x 9”

**Cover Design Sizing Instructions for ALL distribution channels/print-on-demand printers:**

***PDFs of the final FULL cover will need to be sized:***

***Createspace:*** <https://www.createspace.com/ServicesWorkflow/ResourceDownload.do?id=1583>

***IngramSpark:***  Cover design template will be provided once final cover image has been approved.

**Espresso Book Machine:**

<https://ondemandbooks.com/images/submission_guidelines.pdf>

***Front cover image should be provided in .JPG format:***

Front cover only

3-D of book cover front at various angles

3-D of book cover stacked books

All source files (i,e, InDesign, etc. to be provided.)

**Detailed Design Instructions.**

**1. Front Cover Design Instructions & Details:**

I am an expert on the subject of independent publishing and marketing. I work on author cover designs on a regular basis. Working on my own cover design has been difficult, it is much easier doing the work for someone else. With that being said, I am open to the graphic designers interpretation.

This is a non-fiction “how-to” book targeting readers who are authors and aspiring authors interested in self-publishing their own work.

Please keep in mind this is a series and I am looking for a cover that can be easily recognizable AND replicated for other subjects. (i.e. *Publishing Architect’s™ Blueprint: Book Marketing* is the next title in the series, etc.)

A cover that utilizes all text would be fine. I am open to potentially using images, but I do NOT want any standard, everyday images of a book. That has been overdone with so many other “how-to’s”.

I’m more interseted in featuring the “architectural” part of the title.

Additionally, I will be writing about my experience with DesignCrowd and the book cover design process, which will be included in the final version of the book.

The graphic designer’s work that is selected for my cover series will be given credit on the copyright page of the book.

**Front Cover:**

The front cover should include the title and author name.

Publishing Architect’s™ Blueprint: Self-Publishing Fundamentals

Sherrie A. Wilkolaski

2. **Book’s Spine:**

Publishing Architect’s™ Blueprint: Self-Publishing Fundamentals

Sherrie A. Wilkolaski

**3. Back Cover Design Instructions & Details:**

The title of the book should be highlighted somewhere on the back cover of the book, either at the top of the back cover or in the middle...or however the graphic designer would like to incorporate it, I’m open. But it MUST be featured on the back.

Publishing Architect’s™ Blueprint: Self-Publishing Fundamentals

The book cover synopsis, which includes the author bio, these two elements will not be called out separately. This copy should be placed on the back cover of the book:

Sherrie Wilkolaski is a leading expert in the independent publishing market, having consulted with more than 15,000 authors throughout her career as the Publishing Architect™. A bestselling author, radio talk show host and content strategist, she has studied at the Yale Professional Publishing program and George Washington University.

The *Publishing Architect's Blueprint: Self-Publishing Fundamentals* is a no-nonsense roadmap to publishing success for the author and small publisher alike. Both fiction and nonfiction authors will utilize this book as their publishing guide for print, e-book and audio titles. It maps the most direct route to publishing success in the most cost-effective manner, providing the indie publisher with the skills and approach of a traditional publisher and marketing strategy of a bestseller.

Even if a book has already been brought to market, *Publishing Architect's Blueprint: Self-Publishing Fundamentals* provides pragmatic insights on how to strengthen a book’s publishing, distribution and marketing foundations.

[www.publishingarchitect.com](http://www.publishingarchitect.com)

**Images for the back cover:**

ISBN, author photo, Publisher logo. All images attached.

The ISBN image and author photo image are attached. Please clean up the background in the author image as it is not clean….thank you.