**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:** |  |

**FRONT COVER**

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| --- | --- |
| **Title:** | * “The 7 *Easy* Steps To Mortgage Freedom”   NOTES:   * I like the “Easy” to be differentiated from the rest of the title, to emphasise that point. * Perhaps make the words “7”, “Easy” and “Mortgage Freedom” larger (e.g. Stephen Covey book) |
| **Sub-title:** | * “Revealed by a mortgage industry insider who did it in just 7 years” |
| **Author/s:** | * David Ham |
| **Other text:** | * n/a |
| **Images:** | * I do not expect there to be any images on the cover, but if you feel a particular image (photo, graphic, illustration, etc) enhances the cover – please include it, but only if you own the copyright to that image (or I can purchase a licence as directed by you). * I do NOT want any stock images that look cheap. I prefer that you design your own art if you feel the cover needs it. |

**SPINE**

|  |  |
| --- | --- |
| **Include:** | * The title * Author’s full name (or just surname if not enough space) * Business logo (provided as separate file) – use either full logo with text OR just the green triangle part. |

**BACK COVER**

|  |  |
| --- | --- |
| **Headline and synopsis:** | Stuck at work?  Financially stressed?  No end to your mortgage in sight?  Learn how to get off the financial treadmill faster… and finally start living life to the fullest!  The 7 Easy Steps To Mortgage Freedom will teach you:   * Never to pay a cent more than necessary… and exactly how to find a genuine low-cost home loan deal. * Why most people will end up broke… and the smart money tips you need to avoid becoming another statistic. * “Good Debt” vs “Bad Debt” – and why most people think about this the wrong way. * The millionaires trick to building wealth and financial security – that virtually anyone can do in almost any financial situation. * Easily avoidable, but costly mistakes many home owners and investors make… and how to avoid them. * The David Ham true story: mortgage free in just 7 years… and how you can too!   Australians are working hard, trying to get ahead. But it’s not enough; most are failing… because they don’t know how to get their finances working smart. Well it doesn’t have to be that way, because you’re about to discover the 7 easy steps to erasing your home loan fast – plus how to get smart with your money and secure your financial future once and for all! |
| **Endorsements:** | *NOTE: please include at least one of these, and maybe two depending on your design and space available.*   * *“As an extremely busy person, I simply do not have the time to digest and assess the numerous options for home and investment loans from every bank. Don helped me navigate this maze in an easy-to-follow fashion. And Don keeps us informed of new opportunities. I have absolutely no hesitation in recommending his services to anyone contemplating a home or investment loan.”*   **Professor Peter B, Lismore NSW**   * *“We phoned three companies who provide mortgage broking services, your response to our initial enquiry was immediate, you visited us at a time that suited us, you listened to our requirements, you responded swiftly and you delivered a suitable loan before the other two brokers even came back. Your service was hassle free, customer focussed and it was an absolute pleasure dealing with you and Mortgage Australia.”*   **Ed Geldard, Ferny Creek VIC**   * *“We wish to express our appreciation for the level of help and for the professional manner in which you gave it as a Mortgage Consultant. We are particularly impressed by your non-pushy, non-biased approach to your work; and also for your comprehensive knowledge of the banking sector and real estate industry.”*   **Mark and Mary Muss, Mullumbimby QLD** |
| **Author headshot and bio:** | * Headshot image provided as separate file. * BIO: David Ham founded the Mortgage Australia Group in 2000 to help home owners find the lowest cost home loan available. Since then his business and network of local Mortgage Australia Brokers has organised over $2 Billion in Home and Investment Loans and has over 6,500 current home loan accounts. Most importantly David practices what he preaches. Over a 7 year period from 2000 to 2007, he went from having nothing to owning a $920,000 home – completely mortgage free, while only making the minimum repayments along the way. David’s mission is to show you how he did it, so you can too! |
| **Business logo and link:** | * Business logo provided as separate file. * www.mortgageaustralia.com.au |
| **Barcode:** | * Leave a space for this in the bottom right corner. * Size of space required: |