



How to Package Your Book to Sell at First Sight

With Janeen Ippolito

Why this is an excellent idea: it saves you time, money, and yields better long-term results, aka, reader connection and sales.

1.) Find your ideal reader:

2.) Know your target genre:

3.) Get those key words:

4.) Cover design essentials:

5.) Nail that book blurb:

6.) Uses for a tagline:

7.) Online and in-person placement: