

# 10 Things to Do Before Hiring a Book Cover Designer

*This is an extra resource to go along with the original article:  
[6 Elements to a Beautiful Book Cover Design: Tools for Writers Series](#)*

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1. Look at other book covers in your genre. You don't want to deviate too far away from the types of book covers that your target audience expects.
2. Look at book covers outside of your genre, too. Inspiration can come from anywhere. While you don't want to stray too far away from your genre, you can use other genres to source new ideas.
3. Make a list of 10 to 20 book covers that you like.
4. Write three reasons why you like each cover design. (Are you attracted to the font, the image, the color story, *etc.*?)
5. Research book cover designers before reaching out to them. Take a look at their portfolio, consider their prices, and compare with other designers that you like. But remember not to make a decision on price alone.
6. Explain to the designer what elements are the most important to you and why.
7. Be prepared to show the designer the covers that you really like. To make it easy on yourself, save the links in an email draft or add them as pins on Pinterest.
8. Save enough money to hire a good designer. A quality designer charges what they're worth. You may spend \$2,000 or more on a good designer, but remember that you're investing in the marketing of your book. If it sells, you'll get that investment back.
9. Create a list of questions for the designer so that you ask everything you need during your initial meeting. It's always better to be prepared than to leave the meeting and wish you had asked a specific question.
10. Be prepared to look through several design mock-ups. A good designer will offer three mockups of your cover design so that you can choose the best option.