

Best Practices for Designing the Best Back of Book Cover

This is an extra resource to go along with the original article:

[How to Create an Engaging Back Book Cover](#)

1. Keep the blurb to 200 words or less. Don't cheat by decreasing the font size.
2. Go with the standard spacing between the lines.
3. Carry the same design elements from the front cover to the back.
4. Choose sans serif text for its legibility.
5. Only choose one or two colors for the font text on your back blurb. Choose easy to read colors for the text.
6. Also, if choosing two colors, opt for contrasting colors. [Check out this link for more information on color contrast.](#)
7. Include plenty of white space on your book cover.
8. Add reviews/ endorsements from well-known outlets or personalities. Pick and choose the best.
9. Don't include too many reviews.
10. Include a professional headshot.
11. Consider using a subtitle to ask an engaging question.
12. Leave room for your 13-digit International Standard Book Number (ISBN code) barcode.
13. Mind the margins. Leave plenty of white space around the borders so that readers won't need to move their fingers to read your text.
14. Include thumbnails of your other books for marketing purposes.