

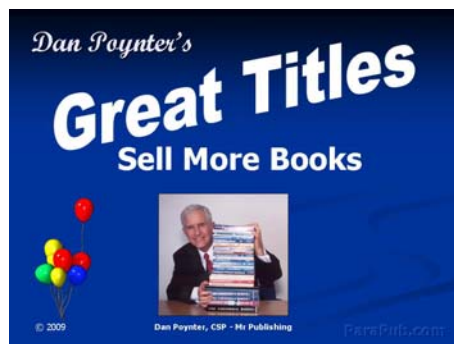
Dan Poynter presents

Packaging

Great Titles & Back Covers Sell More Books

The title of your book should capture attention.
The back cover of your book should sell the message inside.

Without fabulous packaging, your audience may never discover the contents. We've all heard you shouldn't judge a book by its cover—but everyone does.



Anyone who says you can't judge a book by its cover,
has never met the buyer from Barnes & Noble.

First impressions count. There are so many books to look at—and so little time. This very important decision—whether or not to buy your book—is made on just one thing: the packaging. A great wrapper will sell more of you!

Discover the inside secrets to great titles and design. Get the step-by-step plan.

Dan Poynter is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing. His mission is to see that people do not die with a book still inside them.



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