Edition 5

Date: 21/12/2023

## INTRODUCTION

Welcome back everyone!

In this edition, I’ll speak about the progress of book 1 of the “Insignitis” series, subtitled: Destiny, and share tips I have discovered by researching aspects of how to do a Book Cover Reveal, and a book suggestion.

Once again, Joshua’s website is: [www.joshuagriffinart.com](file:///D%3A%5CNovels%5CNewsletters%5Cwww.joshuagriffinart.com). Please have a look at his work.

PROGRESS OF BOOK 1

As of December 12th (2023) I was provided updated versions of my front cover.

The changes Joshua has made are great. They have brought so many aspects into prospective. He truly has brought my protagonist to life!

I have finally been able to add the transparent titles to my manuscript. One includes my name, the other does not.

The one with my name is placed after the front cover, and the one without is placed before the front matter begins. This is generally where authors sign their books.

However, on 19th of December (2023), I received the low resolution images of the covers for all the formats my book will be available in. However, the audiobook won’t be available until a while after due to hiring professional, which costs. Sadly, I am unable to do it myself due to my speech impairment, and I do not have the tools and equipment to do so.

Every image Joshua has provided have been incredible from the simple sketches to the low resolution copies. I really cannot wait to reveal my book cover! But I shall be patient!

Once I buy the ISBNs, which are international codes that identifies said book(s), and generate barcodes using the ISBNs, Joshua will add them to the back cover.

ISBN’s can be provided for free, but it renders you unable to sell on other platforms, apart from the publishing company of your choice.

I know ISBNs can be expensive, but I recommend purchasing them for it enables you to sell your book(s) on any platform of your choice.

It is generally cheaper to buy multiples at once, however.

I have already seen the entire cover, including the spine, and I am very impressed by what Joshua has produced. He has even added an aspect I was surprised to see on the spine – my author’s logo!

Once finalised, I shall receive all the high resolution images in JPG format to use in my ebook, audiobook cover, print-ready softcover, along with the 3D mockup of my book, illustration, and the Advertising and Cover photos to use on my social media platforms.

Once all of this available to me, I shall be doing a book cover reveal, however, the process can take a while, which means you must be careful with timelines and deadlines. Hopefully, the tips I provide below will help you in your publishing journey.

COVER REVEAL

This is a process that requires a lot of thinking, and time. There are many different ways of doing a Cover Reveal – You-Tube videos (live or recorded), via social media using a “Go Live” option. Instagram via a partial reveal using the Story option. A post on social media platforms using the Adverts and Social Media images supplied by yourself or your designer. Or make a video using a media platform such as: [www.makewebvideo.com](http://www.makewebvideo.com).

**Disclaimer: I do not earn a commission from the above company for mentioning them in this newsletter.**

They provide a range of themed platforms, and it isn’t expensive. It is £12.00/AUD$ 22.40/USD$15.21) per video, but it can be free, if you choose, but they are SD, low resolution, and has a watermark, and are advised to use as testing.

I am going to be creating two countdown clocks. One for the book cover reveal video, and the other for the date of when the novel is available on **pre-order in ebook format. The novel will be able in print soon after.**

If you wish to be notified for each release date, you can do so via my website and social media links, and via the contact form.

**Also, doing a book cover reveal, it is advised that it is done well in advance of the book release date. This is due to being the second biggest time when sales are most likely to occur. Plus, it is also when its release is passed by word of mouth, which is part of marketing.**

Tips for a Book Cover Reveal

1. Social media – countdowns, teasers about the book such as character art, sneak peek of the cover, a snippet from the book, or the back blurb.
2. Talk about behind the scenes of making the cover as you lead up to the cover reveal. I do this via my Facebook Group Page – the link is: [www.facebokk.com/groups/203670016323593/](http://www.facebokk.com/groups/203670016323593/)
3. Share stories about the book cover, and its process of creating the final design.
4. Utilise your author’s newsletter – this is so valuable because social media isn’t fully controlled by the author, but a newsletter is. Also, only a limited few actually see your post. Using the **@everyone** option on Facebook does help.
5. Utilise your website. If you don’t yet have one, you can create one for free – I have used Wordpress, but there are others such as Wix.com. However, you can pay a designer to design your website, but this can be costly. Update the website **BEFORE** the book cover reveal.
6. Utilise Goodreads to enable readers to know you have a book cover reveal available. Utilise the General Update option on Goodreads homepage. You can do a blog post using Goodreads.
7. **Many newbie writers sometimes forget to do this step: Always include links, and as much information about the book as possible. Always add a pre-order link on any platform you use – you CANNOT add the pre-order link ON the book itself.**
8. Create a book trailer, but this is optional.
9. Utilise ICTV or other video producing platforms. However, You-Tube is generally used.
10. Create a cover reveal sign-up – it is generally a Goggle form where people can fill in their name, email address, or ask if they have read other books written by yourself, or are interested in doing an ARC reading, which can done via your website. I have a free **ARC management file** available for download.
11. Ask if interested in sharing the links you provide on their social media platforms.
12. If people have helped you to spread the word etc, you can create a folder full of graphics and images that they can use to share the cover. Or you can simply give them the cover, however, this is completely optional.

Further tips

1. You need the finalised cover, and ensure you give yourself buffer time because covers can take time to produce and finalise.
2. Cover designs can take weeks to months to design.
3. Once again, you **need the links** to the pre-order or google form, or wait list like a launch page: Would you like to know when my book release is? Sign-up here (**INCLUDE LINK**) using their name and email address.
4. Remember to give yourself enough time for pre-order links take time to become available. KDP can take 3-5 days to upload the book to be available as a pre-order. Ingram-Spark can take over a week or ten days, which has occurred to a few authors.
5. **Once done, the pre-order link is sent to you via email. DO THIS BEFORE THE COVER REVEAL!**
6. You can **upload the book a few days early**, but this is optional, but in my opinion, it is advised, because you may not have your pre-order link available to use.
7. Include the Goodreads link because you can ask friends if they want to add it to their TBR list: To Be Read list.
8. Cover reveal sign-up link, and link to the folder you provide, if you wish.

BOOK SUGGESTION

I have recently read this series. I enjoyed each story, which is connected to each one. It starts with a woman called “Alex” who has been arrested on the charge of being a witch – a life witch, which is rare.

However, before she was put to death, a man appears under the impression that she may be able to save his sister’s life from a disease that affects those with magic. This man is a dragon-shifter from the Six Isles where the wealthy live, whilst most live in the Undercity that suffers a lot of poverty.

If you like short stories involving shifters and witches that face a range of obstacles involving prejudice, struggle, magic, and a little bit of love, then read this series written by Lisa Daniels. 

FRIENDLY GOODBYE

It’s been wonderful to write this edition of my newsletter, and I hope, my fellow readers, writers, and authors, enjoyed reading this new edition!

Until next time: keep reading, and creating wonderful stories, and Merry Christmas!