

Tips for Creating Sell Sheets

The Book Title

Try to make the title large enough to read and make sure that it stands out. Try to avoid crazy fonts and fonts that are hard to read. Traditional san-serif fonts work best for titles. You should also include the sub-title, but it should be smaller than the title.

The Book Description

The book description should only be a couple of paragraphs. The Description should give the reader an idea of what the book is about without giving the story away. It should also lure the buyer in, get them excited, and make them want to read more.

The Author Bio

In this section you will want to provide a brief background on the author, list any qualifications, the city and state where the author is from, and social media accounts, blogs, or websites.

Book Data

It is important to include all of the book data and that all information is correct. The basic data you will need to provide is: ISBN, Format, Trim Size, Number of Pages, Retail Price, Number of Illustrations if any, Publication Date, and Category

Marketing and Promotion Information

The marketing plan is important for the buyer to see the promotional efforts of the publisher and to see what they doing to make the book a success.

Cover Image

It is important to have a large clear high resolution photo of your cover.

Format

It is a good idea to design your sell sheet so that the information is easy to read and that it is organized.

Distribution Information

It is important that your sell sheet contain your distribution information so that buyers know how and where to order your book.

All books distributed by cardinal Publishers Group should have the following information on their sell sheets:

{Your Publisher Imprint Name Here} is distributed by Cardinal Publishers Group

800-296-0481 (voice) • 317.352-8202 (fax)

www.cardinalpub.com

 Examples of sell sheets <a>