

# KingdomCovers

Custom Book Design: Covers and Interiors

[KingdomCovers.com](http://KingdomCovers.com)



## Congratulations!

You've completed your manuscript. That's a tremendous accomplishment and you should celebrate that success! That's amazing!

You're now ready to prepare your manuscript for publication, and turn it into a book.

And you've found Kingdom Covers.

I'm so thrilled that you're here and are considering Kingdom Covers to take your edited manuscript and transform it into polished, professional, upload ready files for ebook, paperback, and hardback.

This guide will help you understand how I can help you polish your manuscript until it shines with a professional cover design and an integrated interior design for a cohesive and elegant final product that gives added perceived importance and significance to your words.

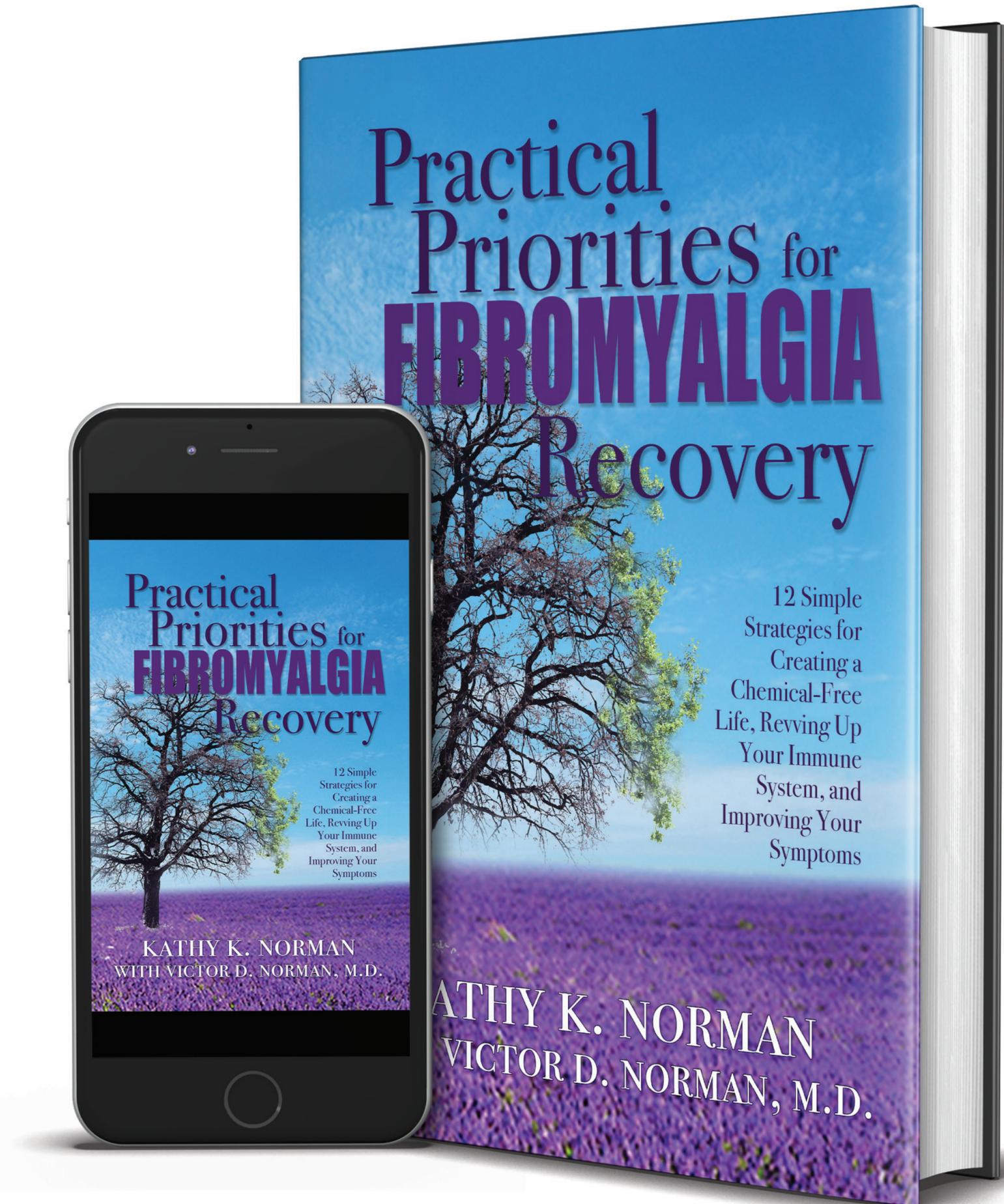
I welcome you and look forward to serving your publishing needs.

Alice Briggs

# What's the Process?

I'll cover each step in the pages to come, but the process is:

1. **The Brief** - this includes the formats you desire and information about your project so I can create great initial concepts.
2. **Cover Concepts** - I send concepts for your cover based on your brief and my market research.
3. **Interior Concepts** - I send concepts for your interior based on the brief and your unique cover design.
4. **Design** - I adjust your cover and interior based on your feedback and desires, giving guidance according to my professional expertise.
5. **Proof** - I provide your completed design for a full review.
6. **Final Polish** - I make changes from the proof step, and complete the final design polish.
7. **Final Files Delivered** - I send your upload ready files for you to download and the upload to your desired platforms for publication and distribution.



"I highly recommend Alice as a Book Cover Designer, having the privilege of working with her in the creation of three of my own book covers, as well as a book cover for a colleague. Alice combines her diverse artistic talents with a keen perception of market strategies to produce front and back covers that will catch the eye of potential readers. She is well versed in the technical specifications demanded by self-publishing companies and can guide any novice through the process."

-author



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## The Brief

A brief is the information-gathering process that enables me to create professional and marketable designs for your project as quickly as possible.

### My Timeline

- 1-2 business days upon receipt of payment

### You'll Receive

- A comprehensive intake form so all the information for your project is readily available during the next stage.
- Consultation via email, phone, or zoom if needed to answer any questions you have, if needed.

### Your Responsibility

- Fill out the form as completely as you can.
- Do your research to choose your categories and/or genre carefully and accurately

# Cover Concepts

I will review the brief and do market research on the best-selling book covers in your chosen categories and/or genre to create unique designs for your consideration.

## My Timeline

- 5-7 business days upon receipt of your brief

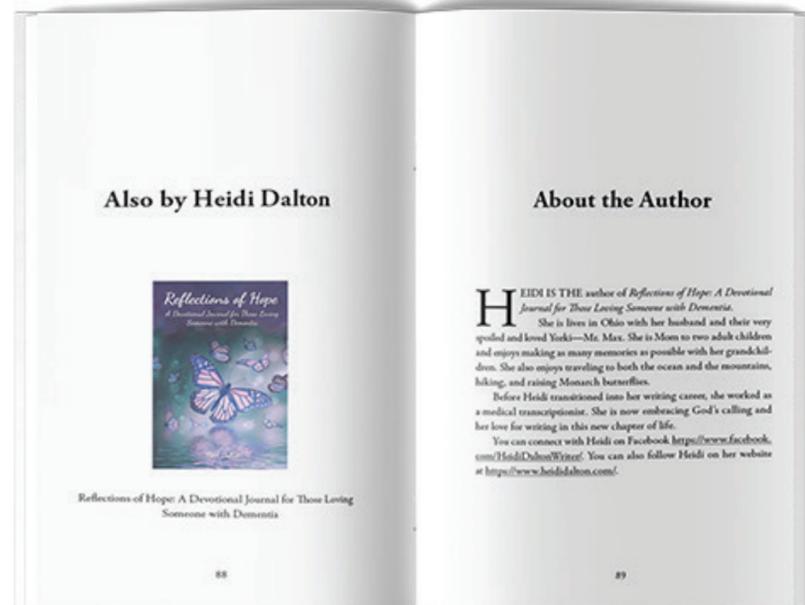
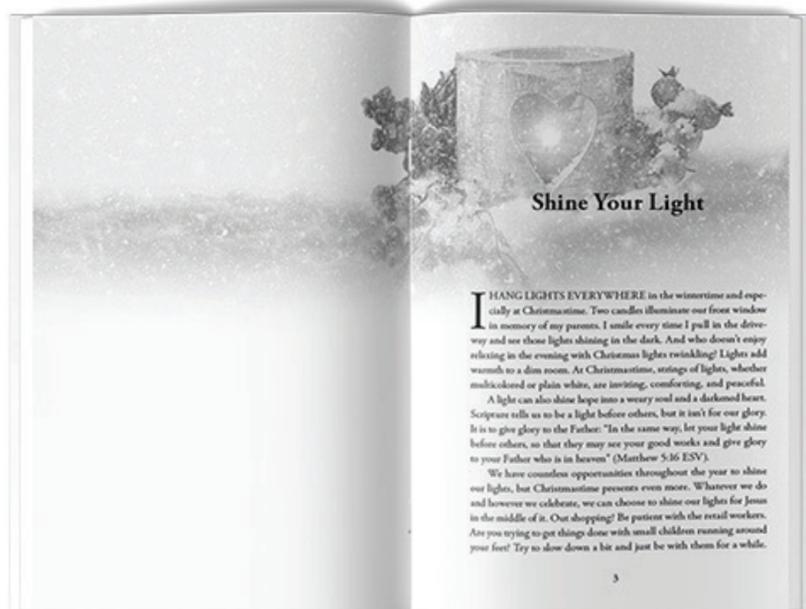
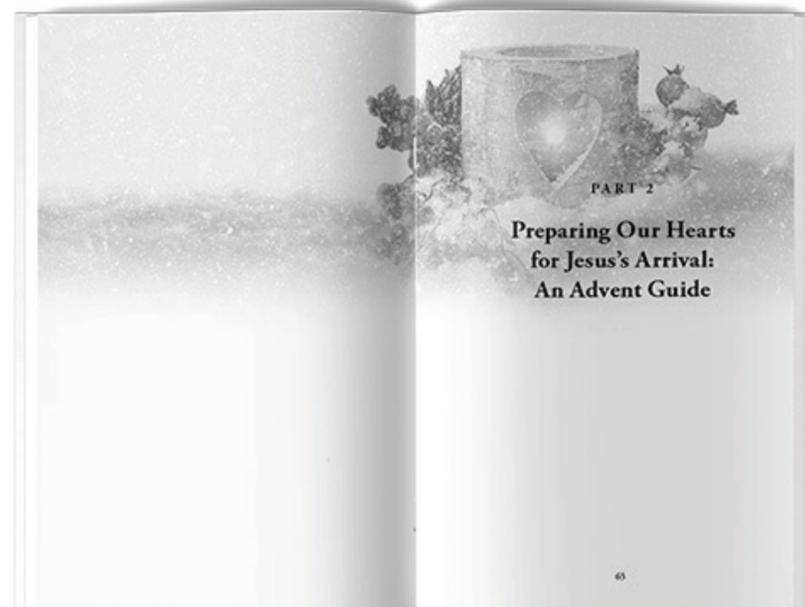
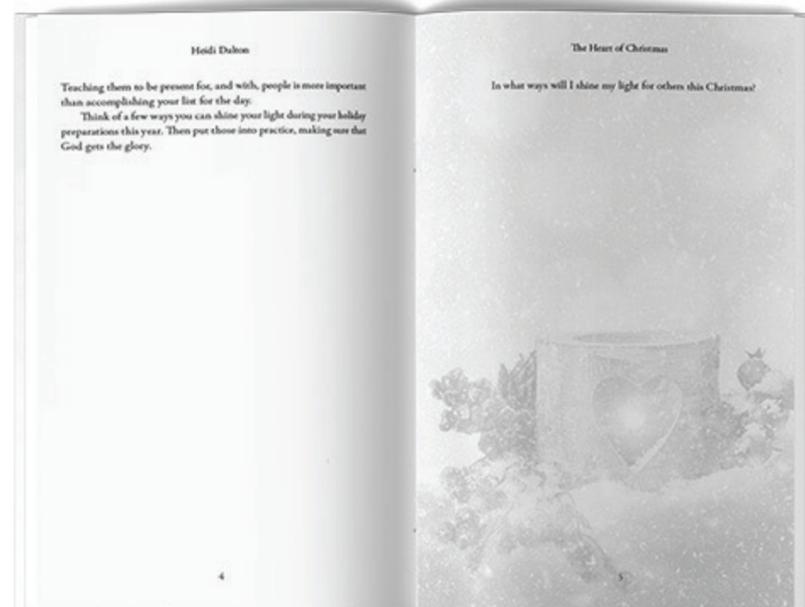
## You'll Receive

- 2-3 concepts to review, front cover only

## Your Responsibility

- Get back to me as soon as possible with comments or changes desired





# Interior Concepts

I will take elements from your cover, such as fonts and other design elements I feel will give your book that extra polish and cohesion of a well-designed final product.

## My Timeline

- 5-7 business days upon agreement of your cover design

## You'll Receive

- 2-3 concepts to review, several pages only illustrating our proposed options

## Your Responsibility

- Get back to me as soon as possible with comments or changes desired

To the left, note the elements from the cover used in this series to make the interior design really stand out. The typography of the cover has also been used as the title page.

# Design

I will revise your preferred concept at your request or give guidance as to better options given publishing convention, current design trends, and genre/category expectation. This is an interactive process, and I encourage questions.

## My Timeline

- 1-2 business days for each round of revisions for cover or interior

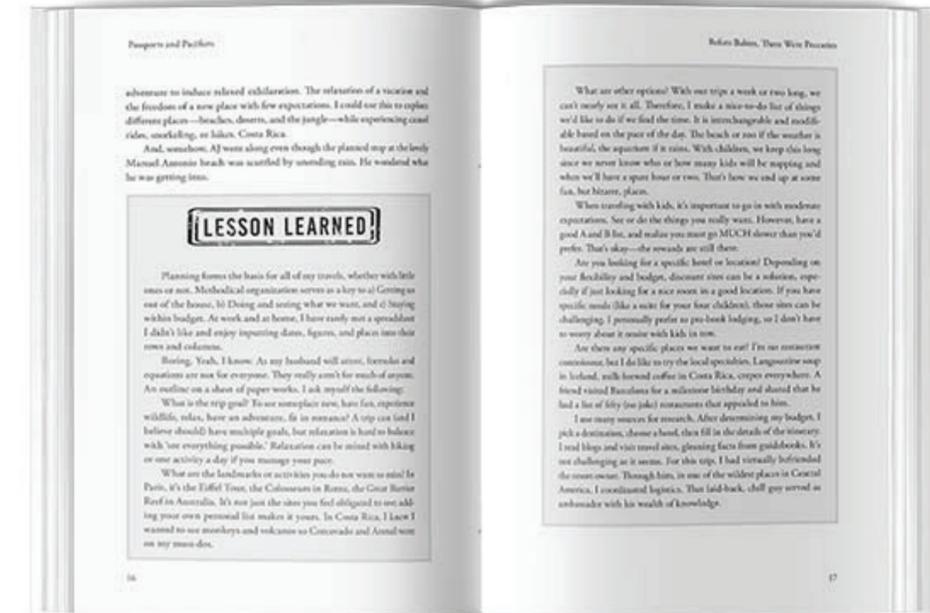
## You'll Receive

- Changes made to one concept

## Your Responsibility

- Quick responses and decisions will expedite the process for timely completion of your project

To the right, note the elements from the cover used as the "Lesson Learned" headers, and section breaks.



"I loved working with you and will  
be back when I've finished my next  
book."  
-author



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# Proof

Once you give final approval of the design and I complete it, you'll have one last step to proofread your cover and interior to catch any typos or errors missed during the drafting, editing, and design process. Often, seeing your words in a different font and format will illuminate errors you've been unable to see until now. I recommend you review your cover and interior carefully. Some prefer to hire a proofreader to eliminate as many errors as possible.

## My Timeline

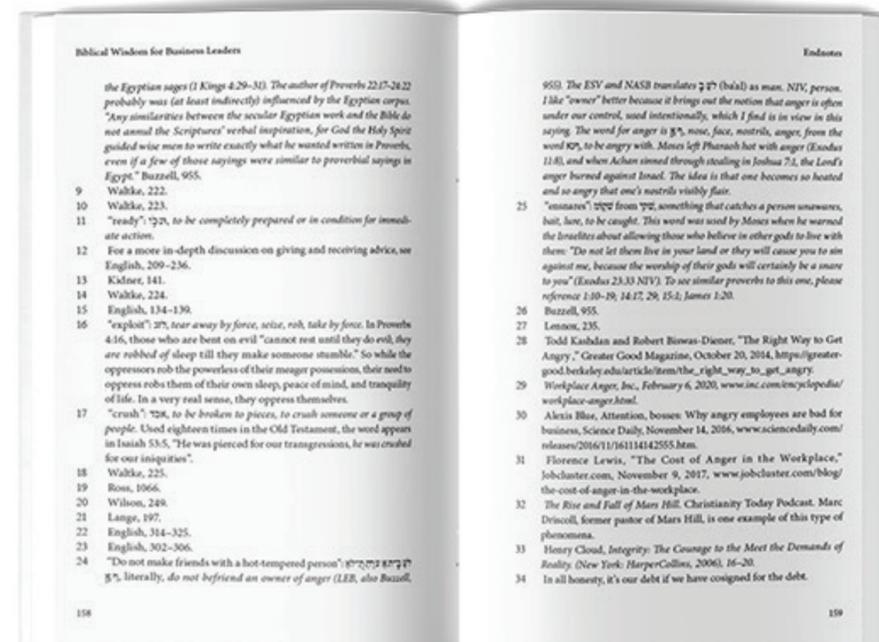
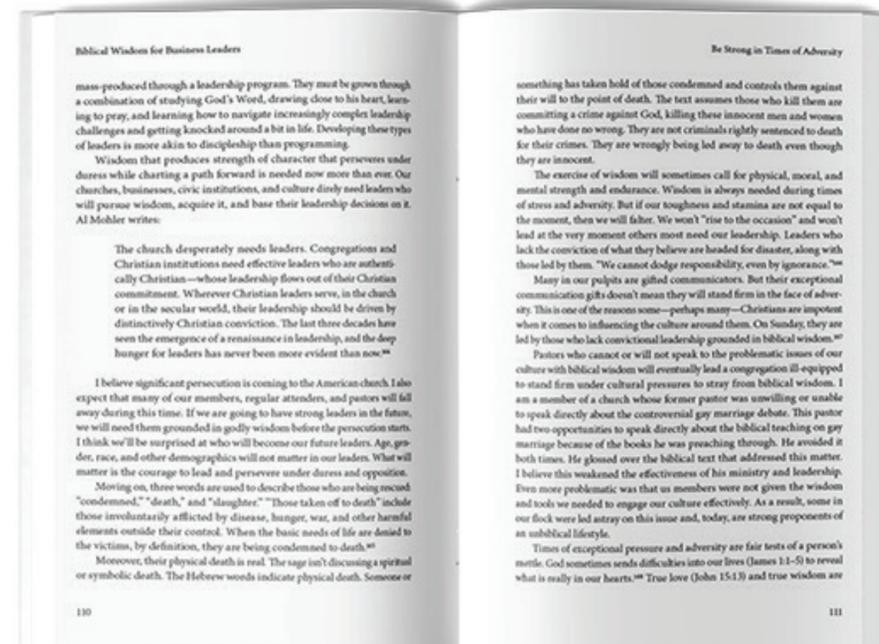
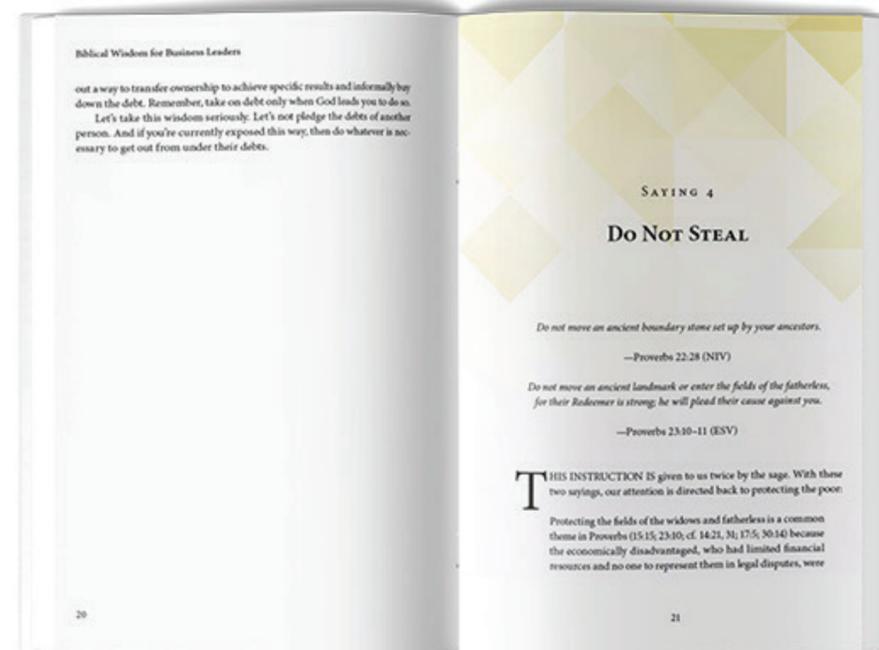
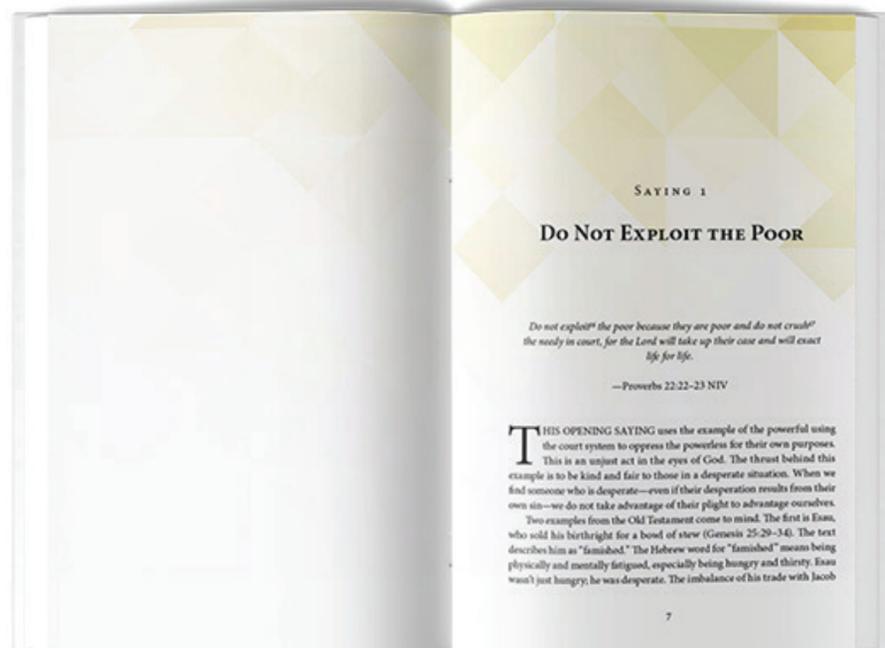
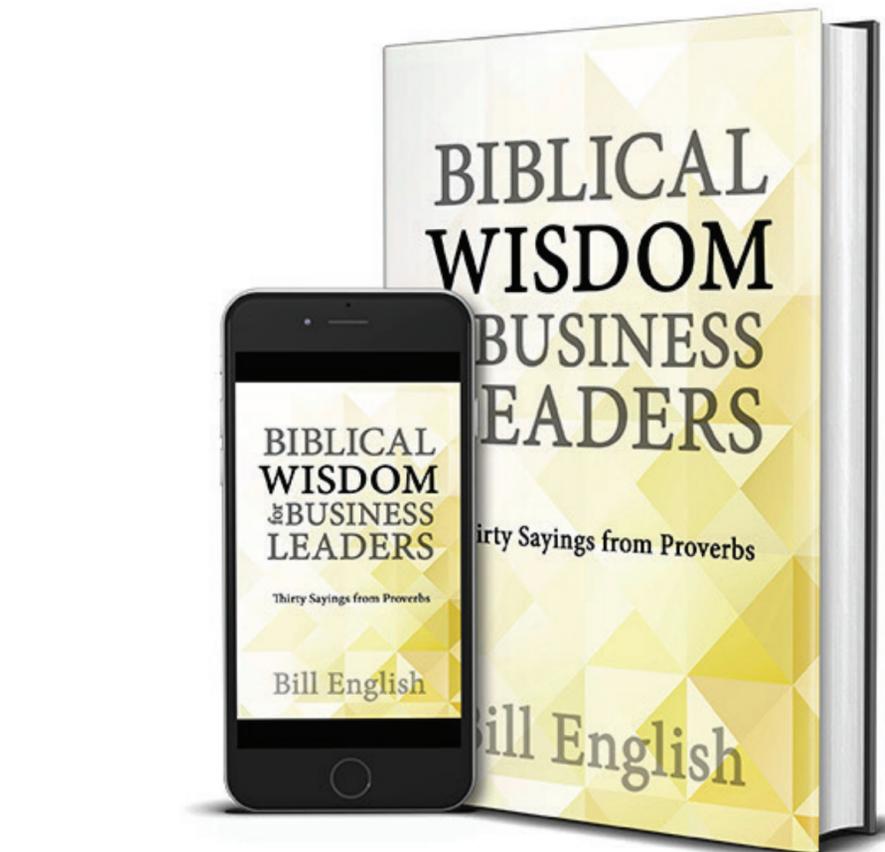
- 3-4 business days upon completion of your design for covers
- 5-7 business days, or more, for interiors depending on length and complexity of the design

## You'll Receive

- Full cover and print interior PDFs

## Your Responsibility

- Complete your proof as accurately as possible.



# Final Polish

Once you've completed your final proof, and send me all changes desired, I make those changes, and then create the final print-ready files for print. I then begin the ebook conversion process.

## My Timeline

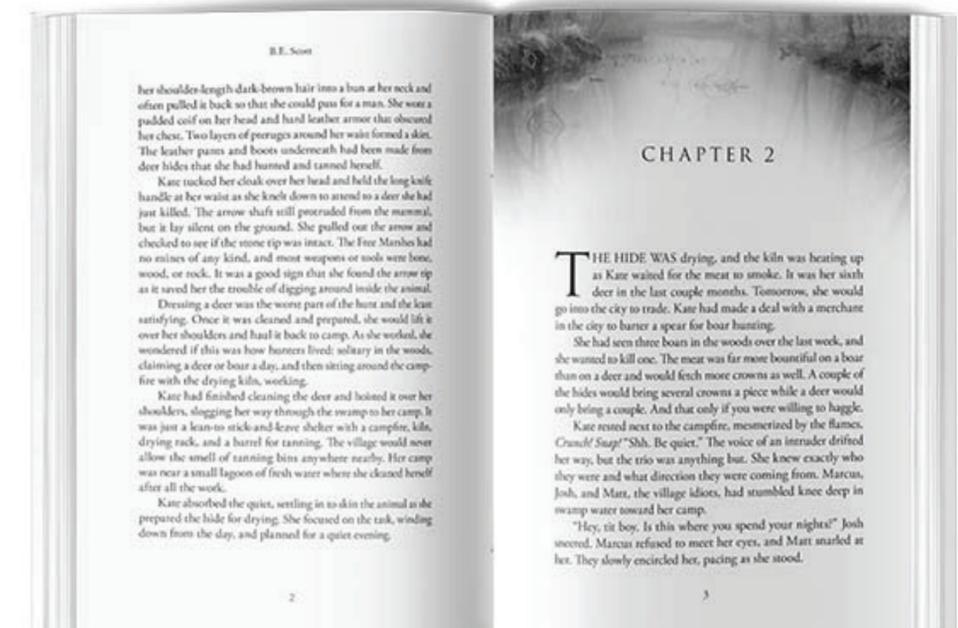
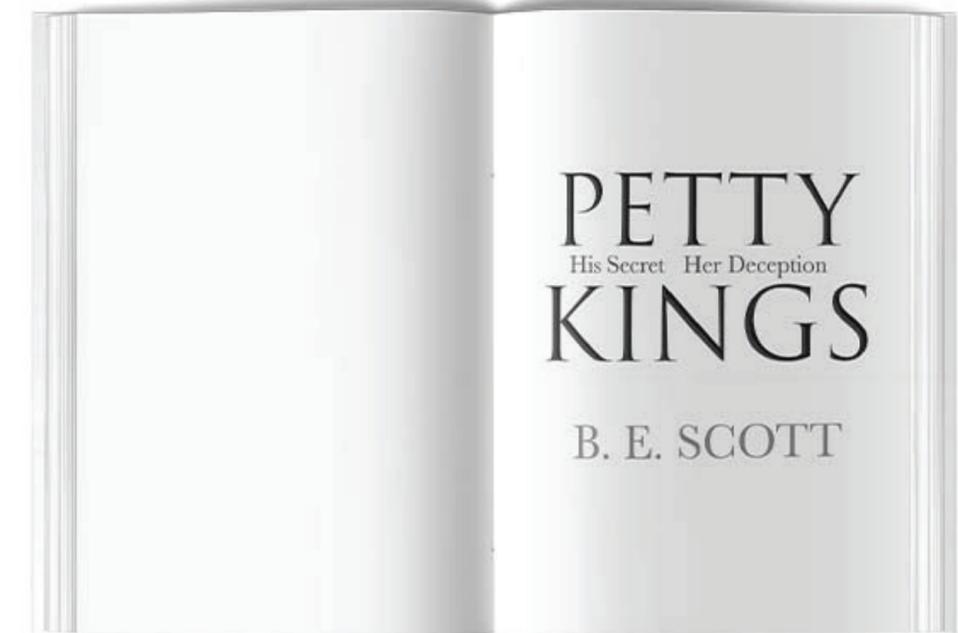
- 3-4 business days upon completion of your design for covers
- 5-7 business days, or more, for interiors and ebook depending on length and complexity of the design

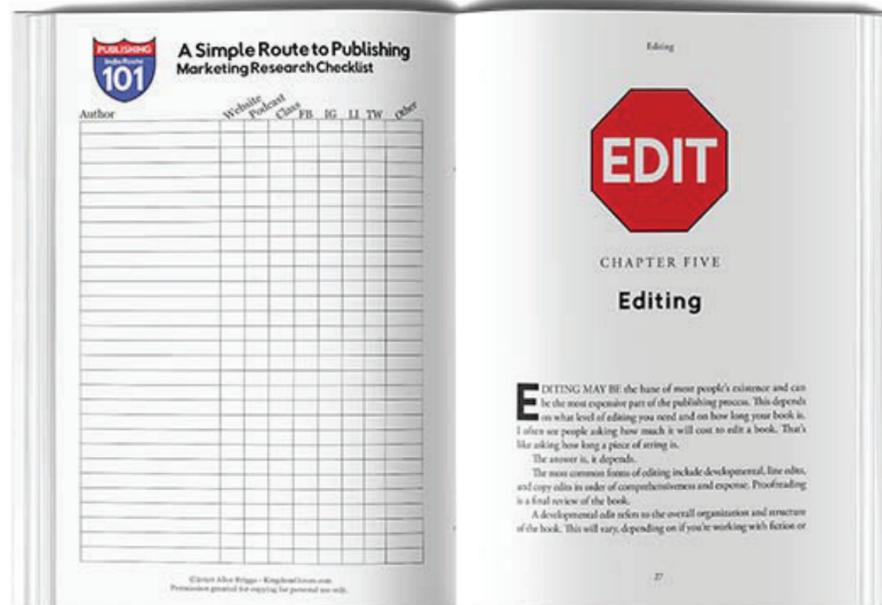
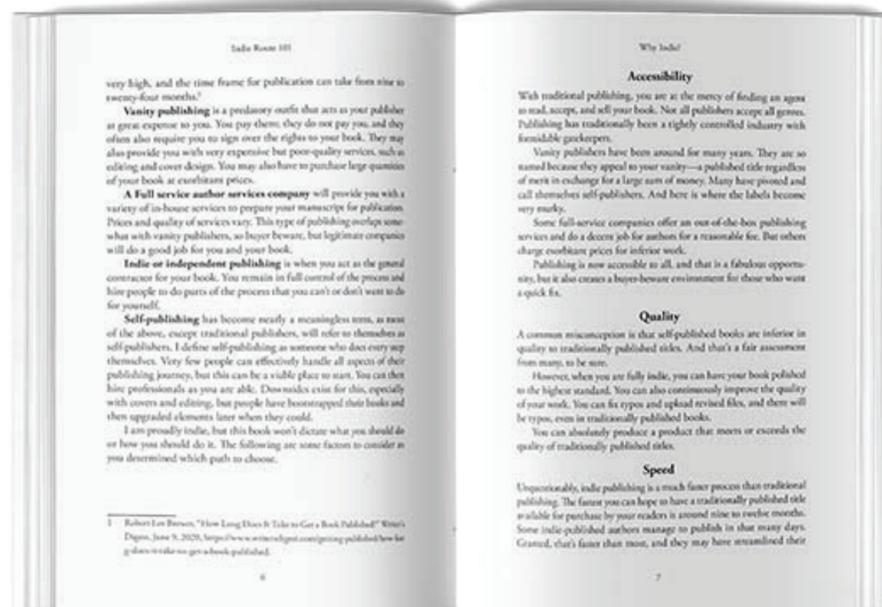
## You'll Receive

- Print and upload ready files as JPG, EPUB, and/or PDF depending on the formats you've chosen.

## Your Responsibility

- Upload your files onto your desired distribution platforms.





# FAQs

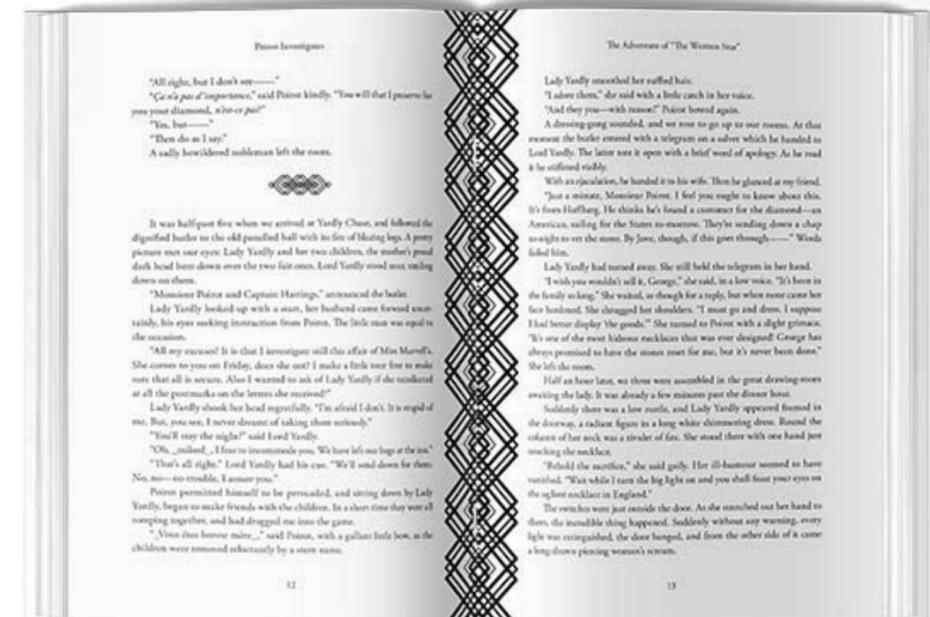
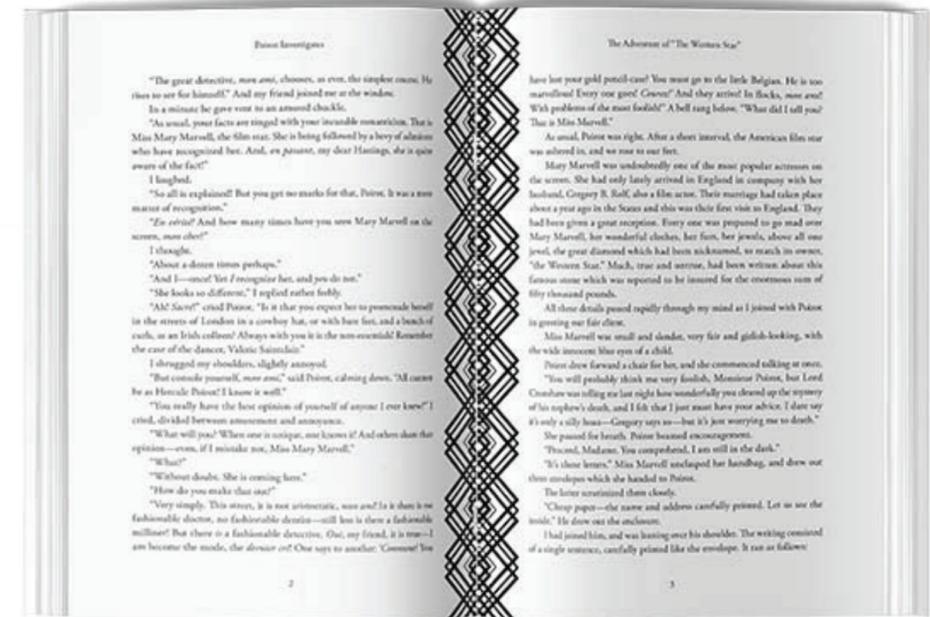
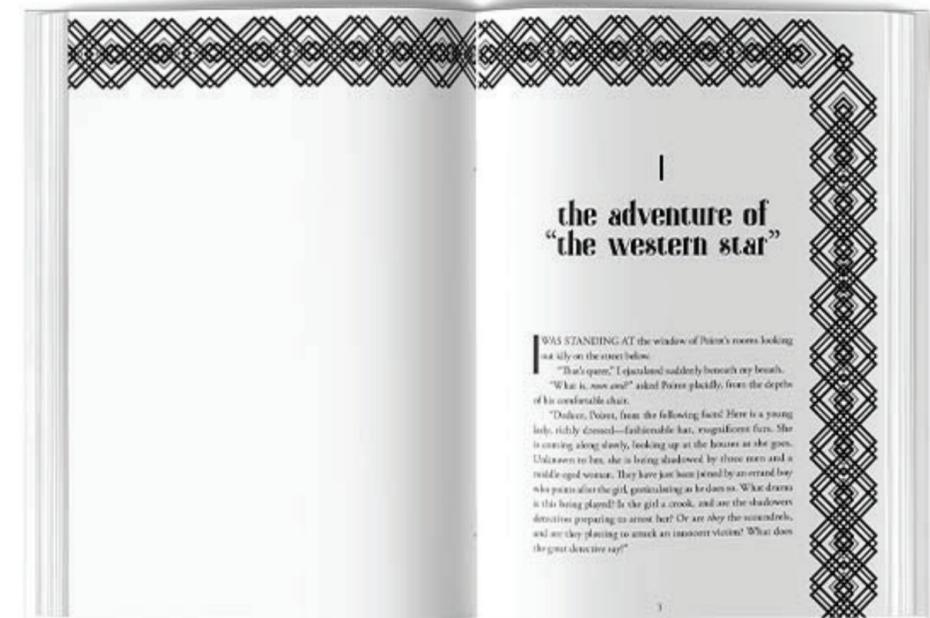
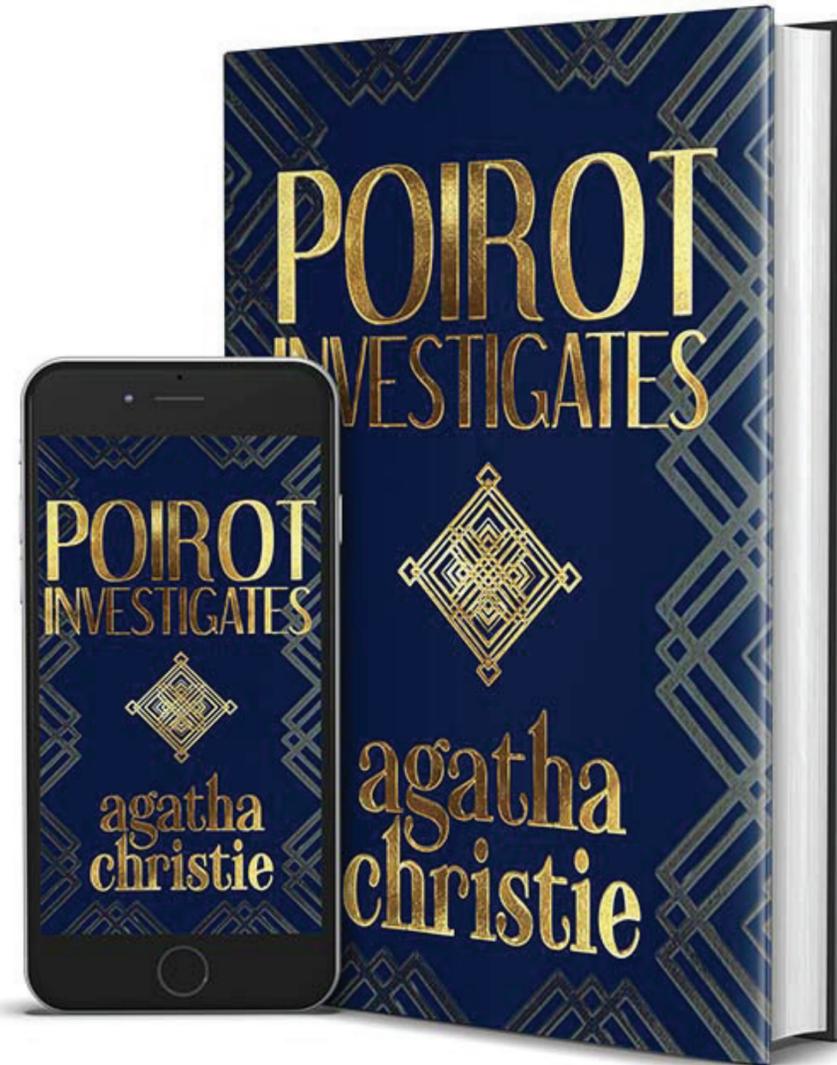
- Q: What programs do you use?
- A: I use the industry's standard Adobe Suite, mostly Photoshop and InDesign as these give me the greatest control and flexibility to give you a unique and professional design.
- Q: Can I use my cover on merchandise?
- A: Not unless you purchase the expanded license for each stock image used in the design. If this is your intention, let me know at the beginning, and I may advise you more appropriately for your desired end products.

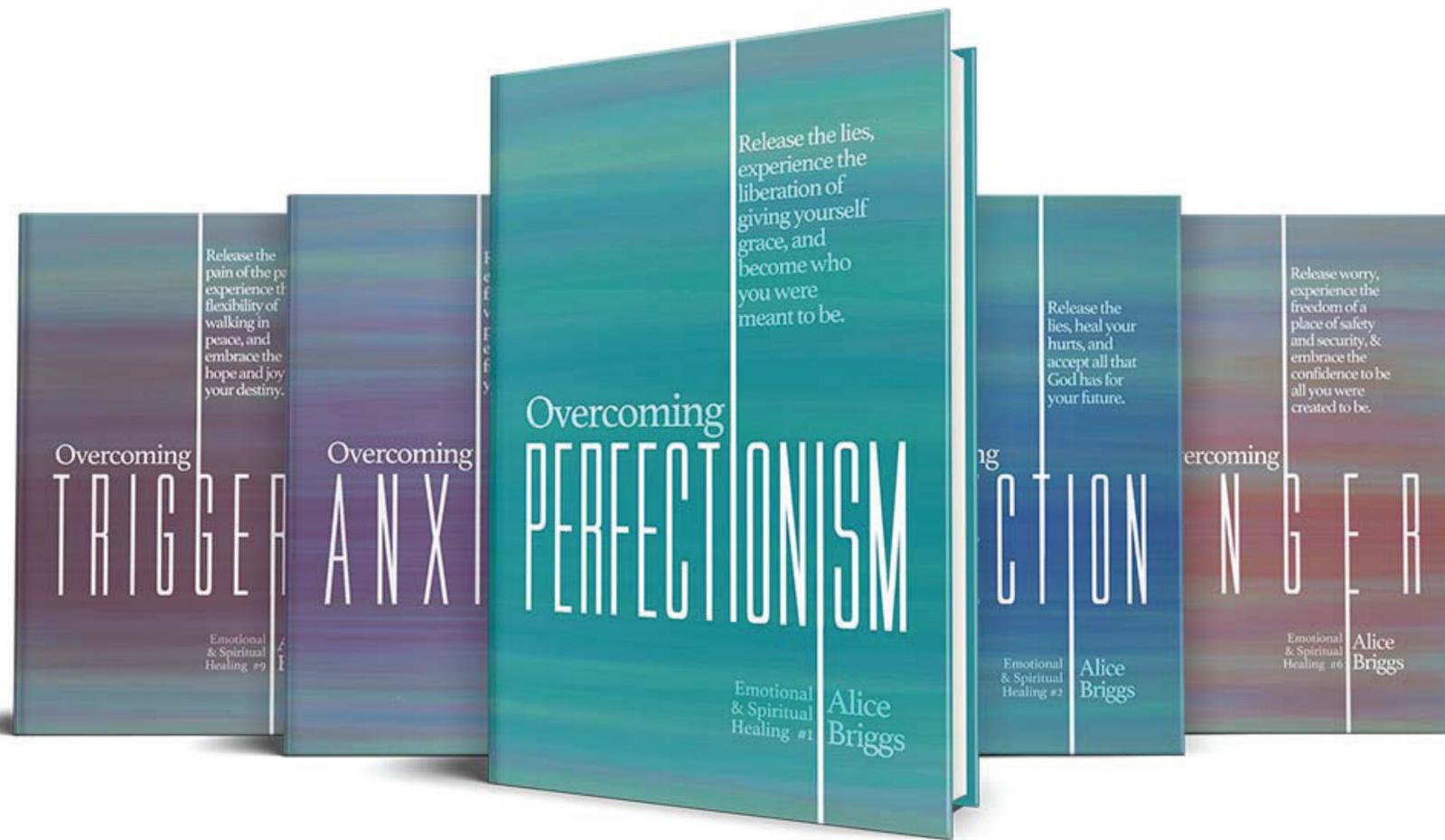
- Q: Do you use free stock?
- A: No, free stock is problematic for you, the author, leaving you open to potential legal complications. We purchase all of our stock from reputable sites with releases on file. And, yes, all stock from our preferred providers is included in the package.

# Consultation

As an author myself, I am familiar with many of the technicalities of the indie publishing process. As part of your package, you receive some consultation time via phone or zoom with me to answer your questions, or assist with the uploading process.

You are free to ask any questions via email during or after your time working with me and I will answer them, or if I don't know the answer, I will refer you to a source who does.





## Series

Do you plan to produce a series of books? If so, let me know, and I can work with you to create a design that will work across your series. Both cover and interior designs can maintain consistency, telling your readers instantly that a new book is out in a series that they love.



“I am so amazed! It’s so beautiful and perfect. Thank you, Alice!”  
-author

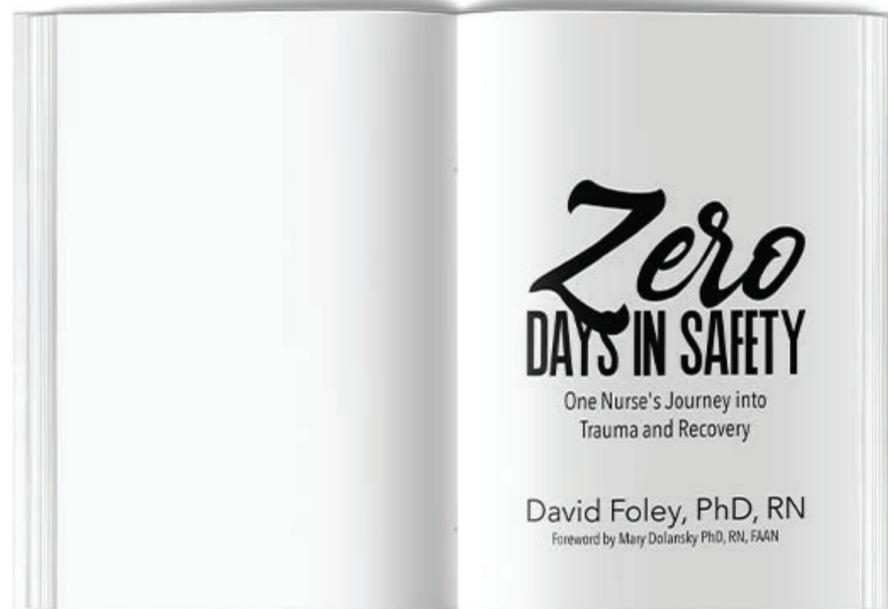
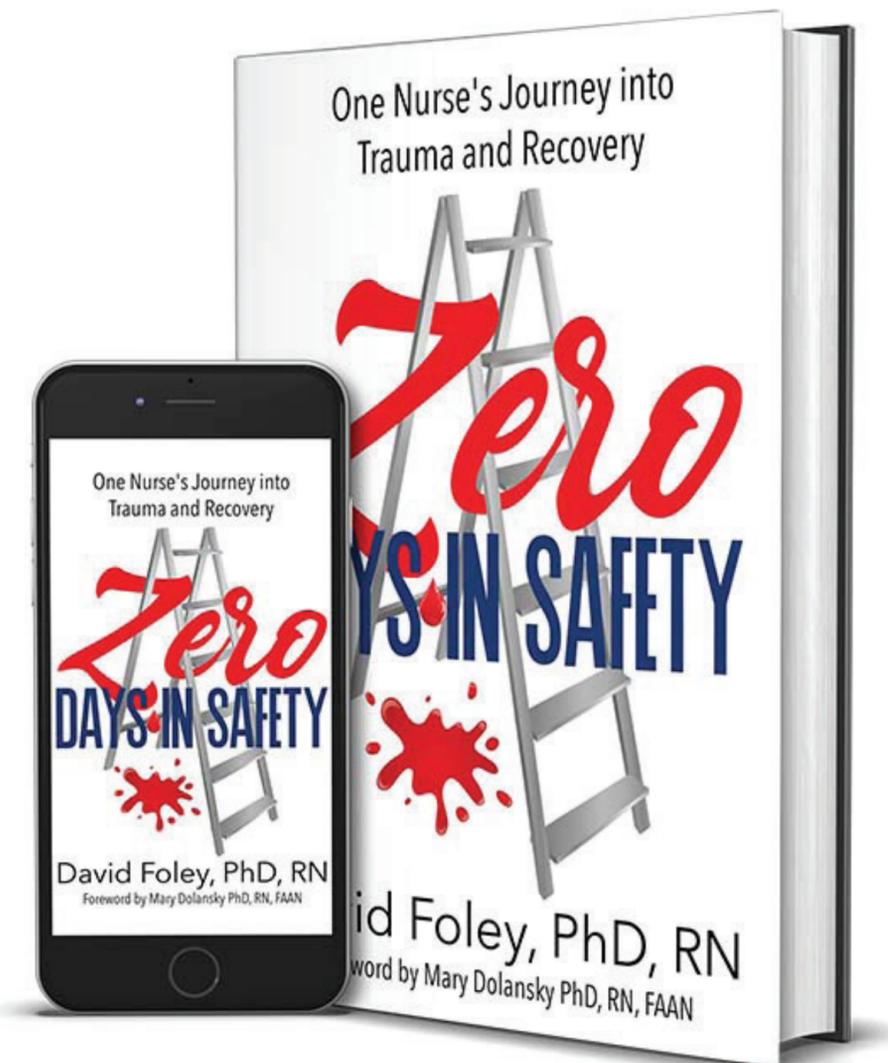


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# Your Investment

Your investment is determined by your publishing objectives, formats desired, and complexity of your interior design.

Common packages follow, but contact me and I'll provide you with a custom quote based on your unique project, including cover-only and formatting-only projects.



# Silver Package

## Formats Desired

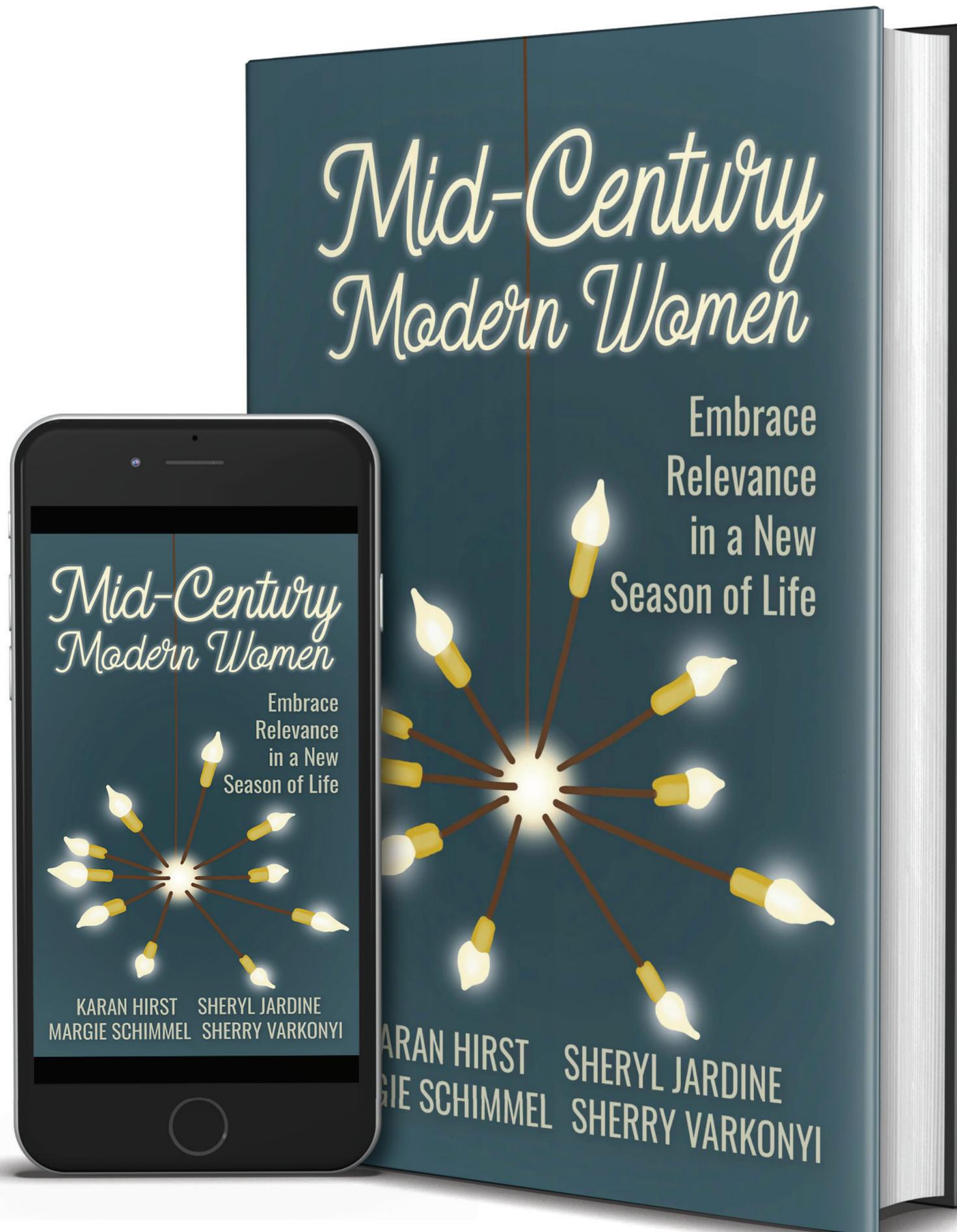
- Ebook
- Paperback

## You'll Receive

- Ebook cover JPG
- Paperback cover PDF
- Ebook file as EPUB
- Paperback interior PDF
- 3D Mockup for social media
- Up to 30 minutes consultation

## Limitations

- 2 illustrations or images
- 2 footnotes



# Gold Package

## Formats Desired

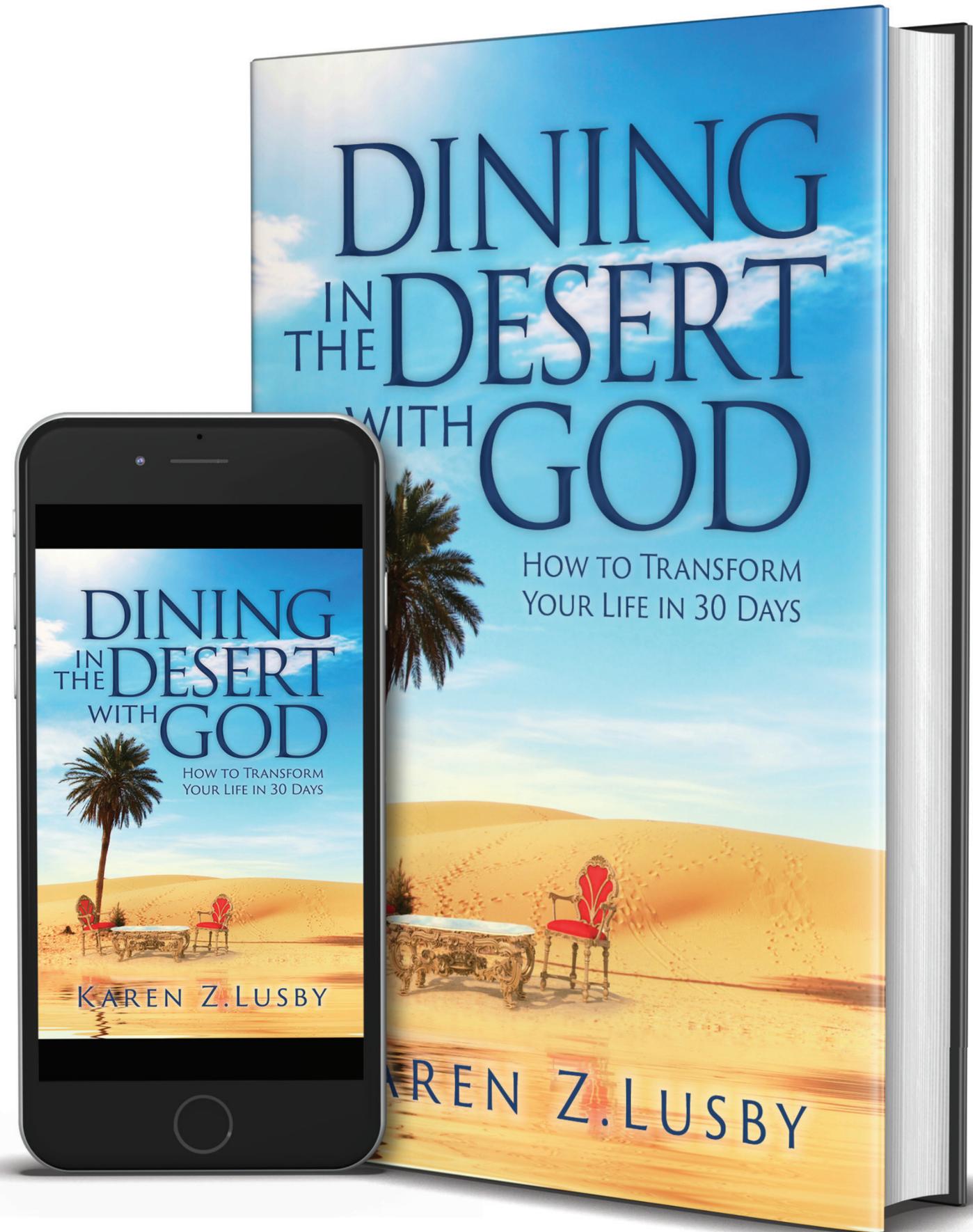
- Ebook
- Paperback
- Case laminate hardcover

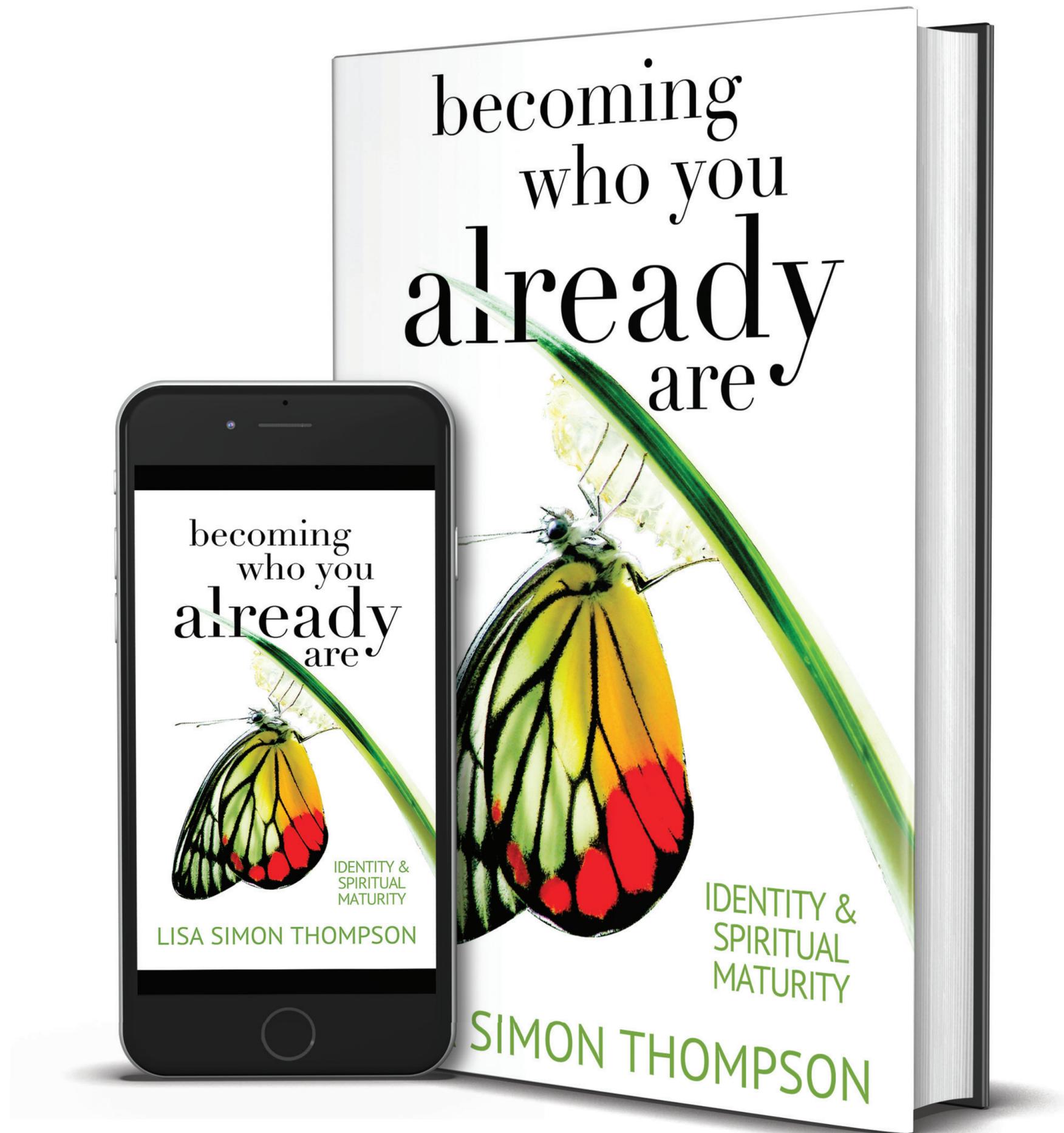
## You'll Receive

- Ebook cover JPG
- Paperback cover PDF
- Case laminate cover PDF
- Ebook file as EPUB
- Paperback interior PDF
- 3D Mockup for social media
- Up to 60 minutes consultation

## Limitations

- 10 images
- 10 footnotes





## Platinum Package

### Formats Desired

- Ebook
- Paperback
- Case laminate or dust jacketed hard-cover
- Audio cover

### You'll Receive

- Ebook cover JPG
- Paperback cover PDF
- Audio cover JPG
- Case laminate or dust jacket cover PDF
- Ebook file as EPUB
- Paperback interior PDF
- 3D Mockup for social media
- Up to 120 minutes consultation
- PLUS: Large print PDF if desired

### Limitations

- 40 images
- 40 footnotes

"I so appreciate your expertise and professionalism throughout this process. You've made what could have been a stressful situation easy to navigate."  
-author



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## What's Next?

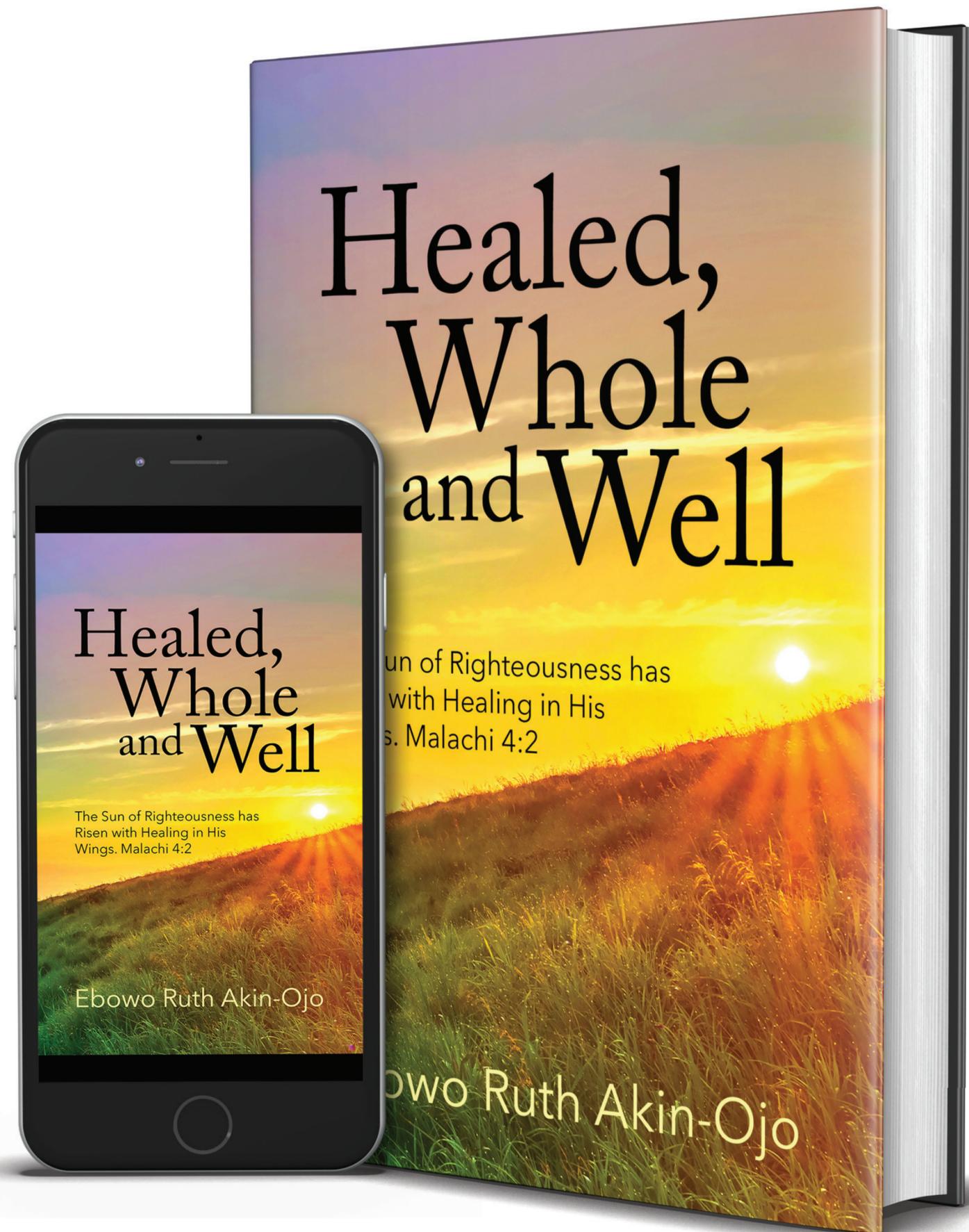
When you're ready to move forward, contact me at the email below. We'll discuss your needs, when I can schedule your project, and payment options.

I look forward to hearing from you and working on your project.

[Alice@KingdomCovers.com](mailto:Alice@KingdomCovers.com)

or

[KingdomCovers.com/Quote-Request](http://KingdomCovers.com/Quote-Request)





## About

I'm an artist, author, graphic designer, and the Creative Director of *Indie Author Magazine*. I've been working in and around the indie author industry for more than six years where it's been my privilege and pleasure to work with authors new and experienced to bring their dream of becoming a published or multi published author to life.

Having published over thirty of my own titles, I understand this process from both sides and can help you navigate what can often be a needlessly confusing process.

I look forward to hearing from you, and working with you during these last steps from being a writer to becoming a published author, with your book available world-wide. It's exciting, and I congratulate you on your success.

To Your Success,  
Alice Briggs  
[Alice@KingdomCovers.com](mailto:Alice@KingdomCovers.com)