
Book cover design

1 message

tim@thequietachievr.com <tim@thequietachievr.com>
To: Vinita <virani29@gmail.com>

Fri, Jul 5, 2024 at 1:46 AM

thequietachiever

Book cover design

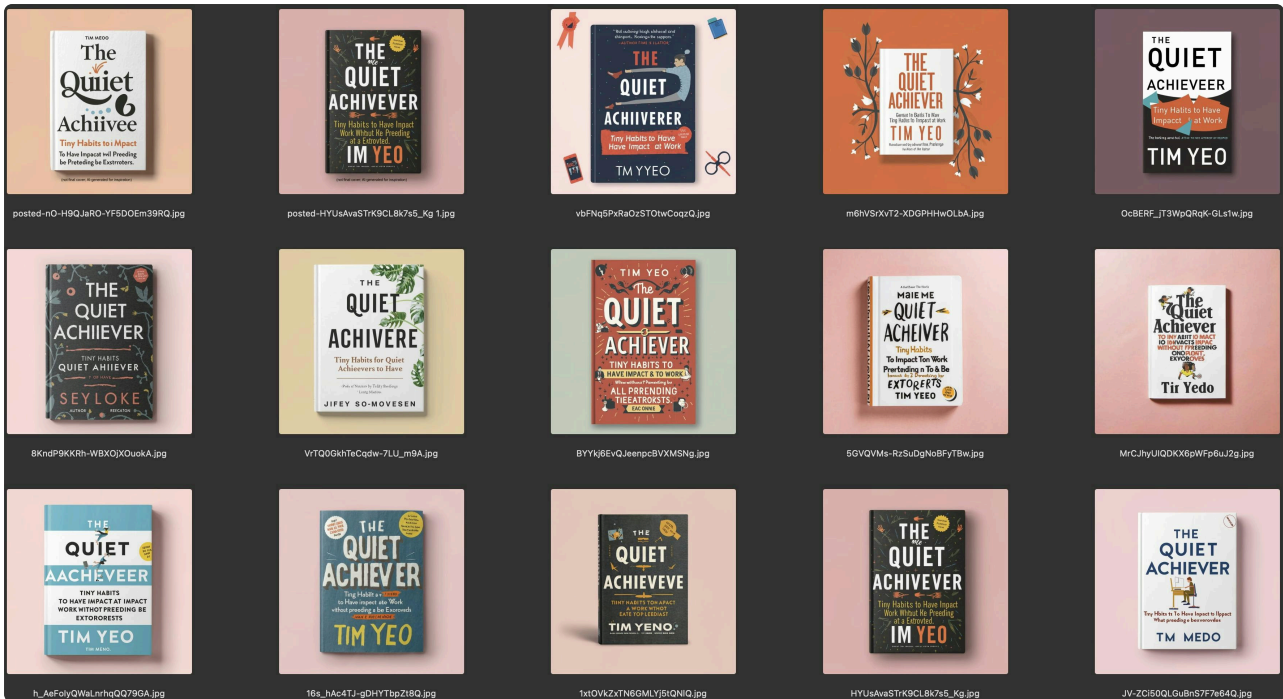
I've been working on the book cover's design with the talented [Natalie Soontornvinate](#). I've never designed a book cover before. Neither has Nat 😊 But I've worked with Nat for a long time and her taste is impeccable.

Here are 3 things I learned while designing the cover for the book with Nat:

1. My book cover design process

I used [ideogram.ai](#) to ideate examples of book covers. I quickly realised what I liked:

- High contrast
- I didn't want my face on the cover
- Pastel colour palette
- Illustrative style



Things important to me for the cover:

- Target audience should **self identify with the cover** - they should look at the cover and immediately go: that's me!
- **Concrete more than abstract:** the book is all about practical tips. Keep it real.

2. Concepts

Based on that brief, Nat came up with the following concepts and directions:

Quiet person.
Loud mind.

Appealing to the mindset:
"Just because I'm quiet, it doesn't mean I have nothing to say."

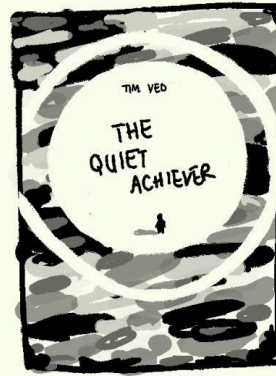
This concept addresses the person's inner self-awareness and what's in their head, and less about them vs extroverted world.

Quiet person vs loud world

Appealing to the mindset:

"It's me vs the world – what do I do in the company/country culture that rewards the loud?"

This concept addresses the angle of the person's struggle with the surroundings that does not suit them.

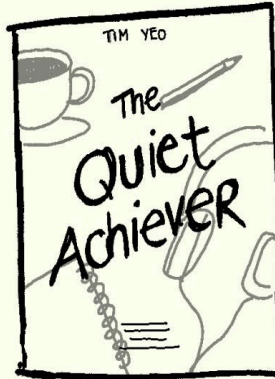


Quiet person at work – a still life

Appealing to the mindset of practicality. It's all about the work that they need to put in.

An understated and safe approach.

This concept we will not use a human form – just objects. This speaks more to the preference, or rather tendency of anonymity for introverts – do they feel like they're faceless, or invisible, or do they sometimes actually prefer to be that way?



Visual direction: How should we illustrate it?

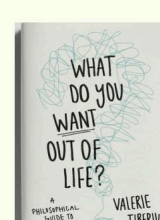
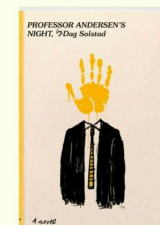
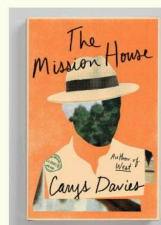
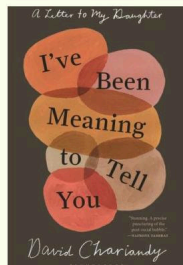
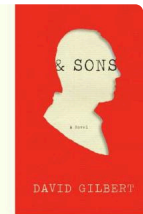
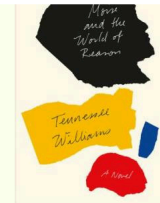
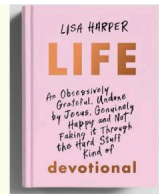
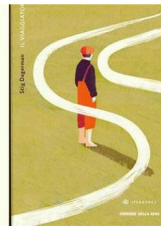
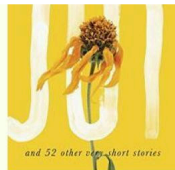
1

Tactile

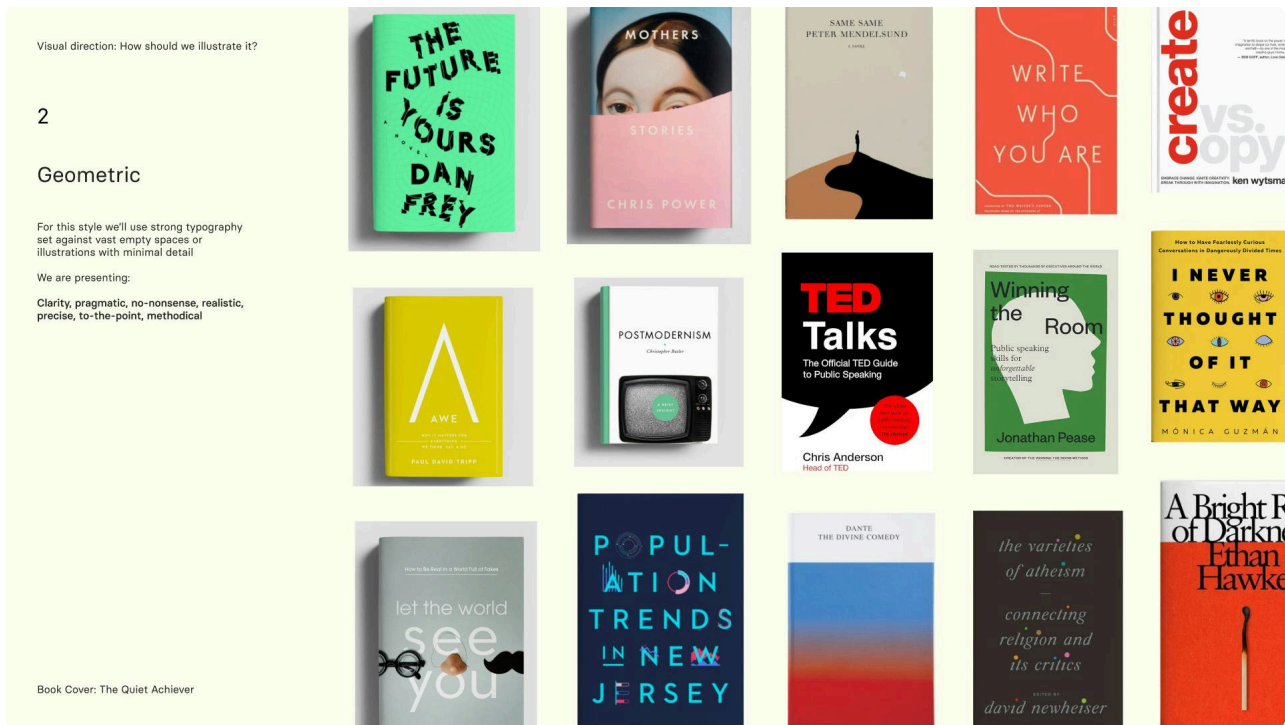
For this style we'll use a combination of physical medium (ink, watercolour, collage, pencil etc.) and digital typesetting, embracing the imperfect but realistic textures, brush strokes

We are presenting:

Tangible, calm, mindful, intentional, thoughtful, personal, flexible, approachable, artful



Book Cover: The Quiet Achiever



Things that really resonated:

- **Headphones:** symbolic of what quiet achievers actually use to block out a noisy world
- **Hiding half-face:** not liking the glare of the spotlight of other people's attention
- **Crafted and handmade:** I like working with my hands, and I wanted the cover to look handmade

After that came higher fidelity artwork:





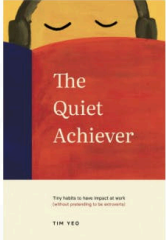
The book cover isn't done yet. I'm getting tunnel vision having stared at these covers for so long. Asking people what they think has been interesting but hasn't moved me closer to a decision either. Time to take a deep breath, step away and look at these with fresh eyes. Stay tuned.

3. It's gotta look great at 300 pixels ■

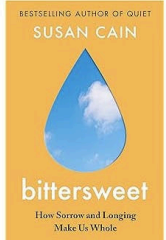
Customers who viewed this item also viewed

Page 1 of 2


<



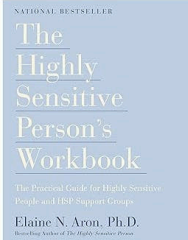
The Quiet Achiever: tiny habits to have impact at work without pretendin...
Tim Yeo
★★★★☆ 9,351
Hardcover
\$34.64
Get it as soon as **Wednesday, July 3**
FREE Delivery on orders over \$59 shipped by Amazon



Bittersweet: How Sorrow and Longing Make Us Whole
> Susan Cain
★★★★☆ 1,978
Paperback
\$28.70
\$7.95 shipping



The Quiet Achiever: tiny habits to have impact at work without pretendin...
> Tim Yeo
★★★★☆ 10,422
Paperback
#1 Best Seller in Self-Help for Anxieties & Phobias
21 offers from **\$19.00**



The Highly Sensitive Person's Workbook: A Comprehensive...
> Elaine N Aron
★★★★☆ 868
Paperback
\$23.78
Get it **9 - 17 Jul**
\$17.54 shipping

>

- It turns out people do judge a book by it's cover. 300 pixels is all you get. Speaking to authors, the 300 pixel thumbnail of your book on Amazon or websites can make or break your book.
- Authors who have traditional publishers don't get to decide on their their own covers. They get to give feedback, but final decision lies with the

publisher. Good thing I'm self publishing.

- **Fun fact:** I used to wrap my book covers in opaque paper so no one would notice what I'm reading on the bus. While being quiet is not the same as being shy, I was both.

One last thing...

Pre-order Author Editions 📖 are now live.

- **If money is tight, please don't buy this version of the book.** It's expensive. Buy food. Pay your bills. Take your loved one for a nice meal.
- **This book will definitely be cheaper post-launch.** This pre-order is for me to pay my bills.

That's all I have for now. A bit more work to do before the book cover is done. I hope the book cover will do all the things it needs to do, and reach the people who need this book the most.

Have an opinion on the cover? Reply to this email and let me know what you think.

Speak soon!

Tim..

Checkout Author Edition Pre-orders 📖



1 Adelaide Street, Adelaide, South Australia 5000

[Unsubscribe](#) · [Preferences](#)

BUILT WITH  ConvertKit