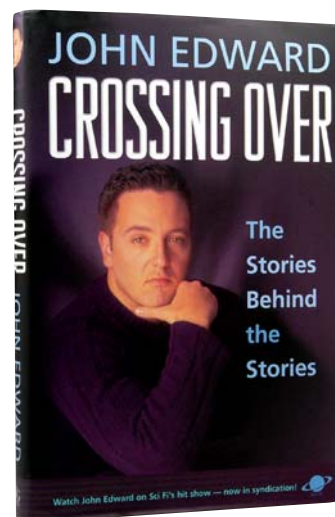
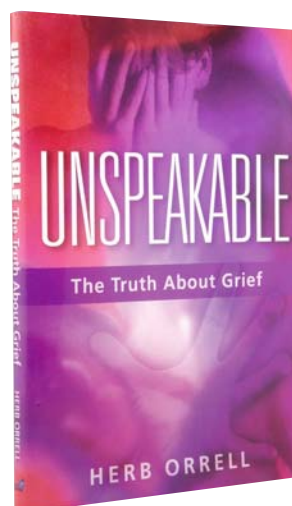
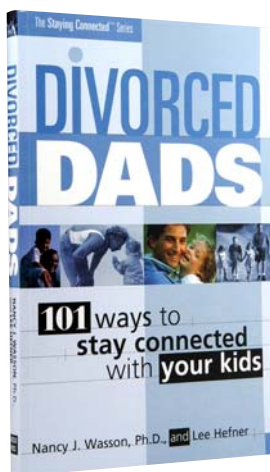


The secret to every bestseller *is* its cover.
That's why we bring you this completely
different approach to book cover design.

You not only get an incredibly dynamic look, you walk away with **your book's most powerful marketing tool**. It's the *way* we design your cover that gets readers, bookstores, distributors, reviewers, and more, to all say **YES!** You hit the streets running with a proven, cash-on-the-counter tool for promoting your book straight to the top. **From getting started to going to print, we guide you through every important detail it takes to build this kind of breakthrough product packaging.** The result is that we consistently help new authors and publishing pros alike achieve explosive results in even the most competitive markets. We have twenty years of award-winning design experience and plenty of bestsellers to back us up.



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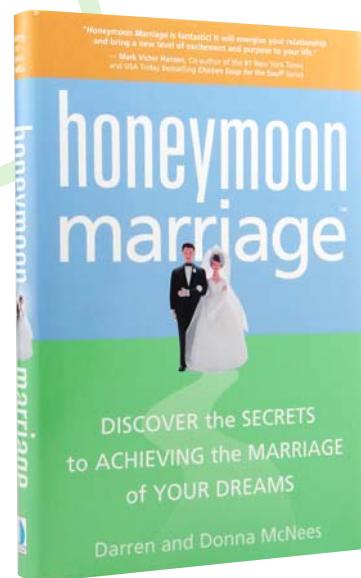
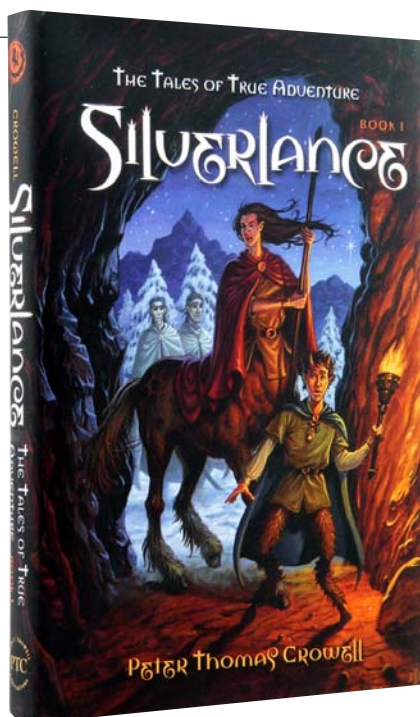
Give your book the BestSeller System™ advantage.

Here's what you get in ⑤ unique, all-inclusive steps:

THE DISCOVERY PROCESS

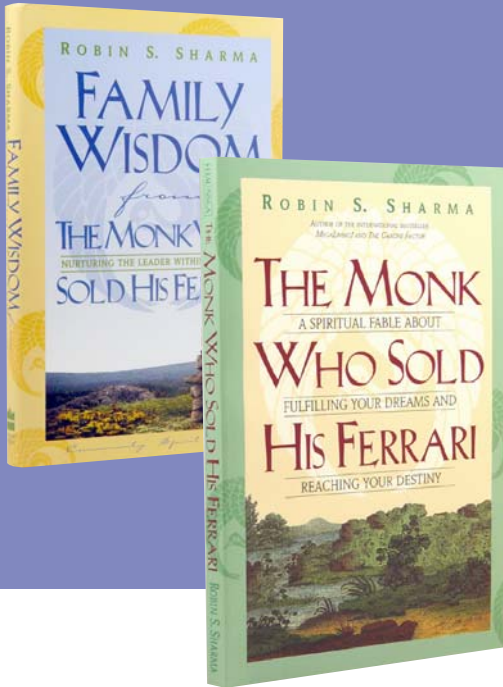
This is where we answer all of your questions and ask a lot of our own. Who is your intended audience? How will you market your book? What makes you and your unique message stand out from the crowd? We'll talk over your options then help you make choices that are right for you and your goals. We know that the sheer volume of details it takes to write, publish, and market a book can become overwhelming for even the most accomplished businessperson. The *BestSeller System* is designed for those who understand the importance of delegating those details to use their own time most effectively. So get ready. Here are just a few of the details we will discuss with you to get started:

- The best size for your book
- Softcover, hardcover, or dust jacket format
- Referrals to writing pros who evaluate your title and make the best use of your back cover with sizzling copywriting
- How to optimize the valuable design real estate on your back cover
- Your ISBN and bar code
- When to use illustration and when to use photography
- How to coordinate your cover design with your book's interior
- Why the spine is so critically important
- Why book covers are designed differently if you're a speaker
- When to use special effects like embossing, foil, and French flaps
- Film—why and when it's needed
- Conventional press versus digital printing
- All the ways you can use your cover to leverage your book throughout your marketing campaign



PUTTING INSIDER SECRETS TO WORK FOR YOU

We also give you a wealth of insider information, tips, and resources—all the details that will make a big difference to you and your book. Right away, we introduce you to other key players in the publishing industry—writers, editors, interior designers, illustrators, website designers, and marketing experts—all people with extraordinary skills and expertise. Rather than an A-to-Z index of all the vendors out there, we put you in touch with a few, select people that we and our clients work with, experts you can depend on throughout your project. We are also happy to work with whomever is already on your team. We then act as the key coordinator to oversee your creative team and simplify the entire process for you.



“The cover Dunn+Associates designed for me went a long way toward attracting publishing giant HarperCollins who bought the rights and sold more than 150,000 copies within a few months. The book is now selling in 20 countries, including Germany, Italy, Spain, China, and Japan. We’ve been flooded with calls from corporations and associations across the U.S. to book me for keynote speeches, all because these decision-makers said they saw the book in a bookstore, picked it up, and read it—cover to cover.”

—Robin Sharma
National bestselling author of
The Monk Who Sold His Ferrari and
Timeless Wisdom for Self-Mastery

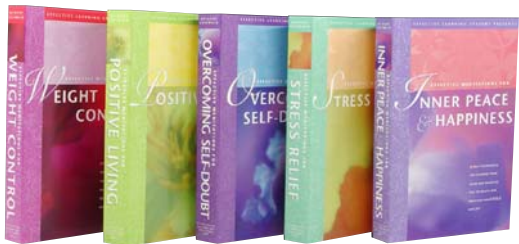
COVER DESIGN THAT SELLS!



Here’s where we create the look that sells your book *and* builds your brand. Studies show that potential buyers of your book will spend 8 seconds looking at the front cover, and a mere 15 seconds looking at the back cover before making a decision. We create a spectacular, one-of-a-kind design that transforms your entire cover—even the spine—into a **total sales package**.

Here again, our design approach is different. Most designers provide several rough ideas and ask you to choose a personal favorite (which, very honestly, may not have anything to do with what it takes to succeed in the marketplace). Instead, we explore numerous approaches and then carefully craft the one concept that we know best leverages **all the unique features and benefits of your book**. We transform all of that—your message, our research, and all of our mutual brainstorming ideas—into one powerful design. Your book is now positioned as the standout title of choice in the eyes of readers, reviewers, distributors, bookstores, and corporate sponsors.

YOU OWN THE DESIGN!
Another important feature that sets the *BestSeller System* apart is that once your cover is delivered, **you own it. Completely.** This means that you can use the design in as many places and in as many ways as you want without the customary royalties or additional charges that are the industry standard. Our feeling is that the book is yours, *and* so are the profits.



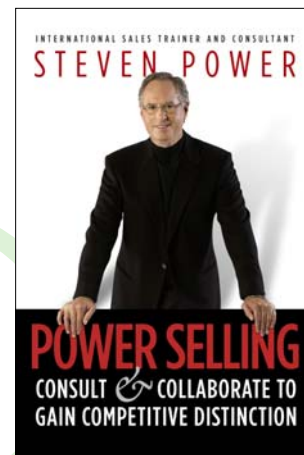
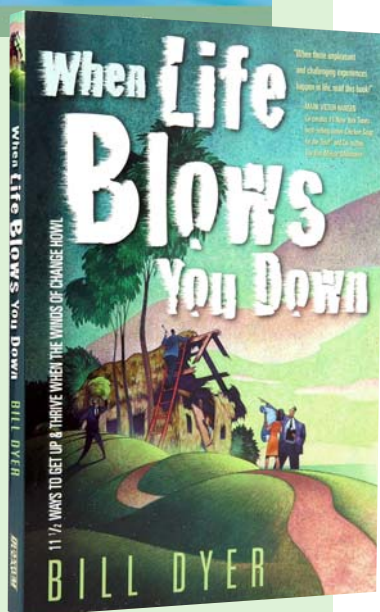
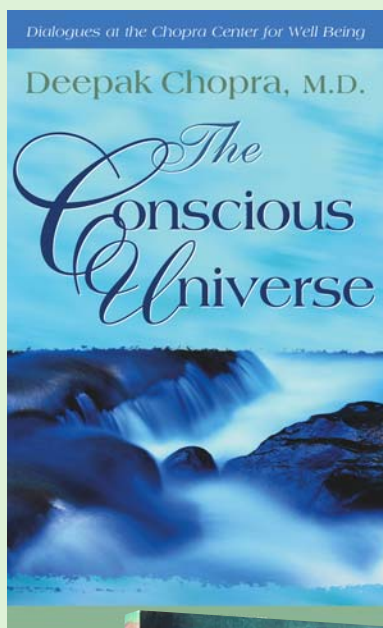
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“The BestSeller System is a revolutionary service that includes stellar book cover design, branding, and book positioning—all in one package. Your book can be a success sooner with this one-stop shopping.”

—Dan Poynter

Author, *The Self-Publishing Manual*



PRE-SELL POWER

You now have what you need to launch your entire marketing campaign and get unlimited exposure for you, your book, and your brand. You can start using your cover to create stationery, business cards, posters, postcards, print ads, press kits, bookmarks, and specialty products like magnets and canvas tote bags. We make it easy for you to promote your book by giving you a complete package of the graphic files you need. We even provide the specific files required by Amazon.com and other online booksellers to post your book for presale—before it even goes to print! We then break the design down into its graphics elements—text, illustrations, photos, colors, and other special features—so that your web developer can use your cover design to build a compatible look for your website as well. This all comes to you on one master CD. Of course, we keep a file, too, so that we’re ready to help translate your cover design into any of these powerful marketing vehicles.



SEAMLESS TRANSITIONS: PRODUCTION AND PRINTING

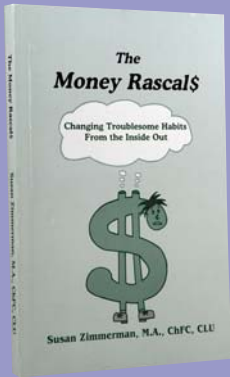
Here’s where it gets technical—and that’s why we stay involved. Step by step, we help you understand and navigate all the final prepress details: printer specifications; special effects like foil, embossing, and lamination; film and proofs; and time-saving electronic file transfers. All this ensures a smooth, seamless hand-off of the cover design to your printer. Now your book is ready to take flight and create astounding results for you in the marketplace.



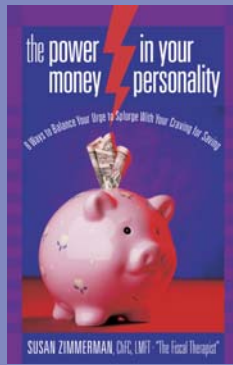
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BEFORE



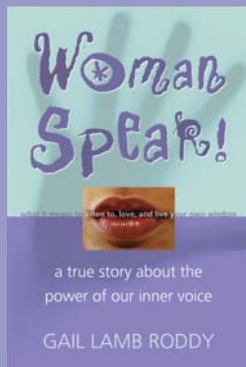
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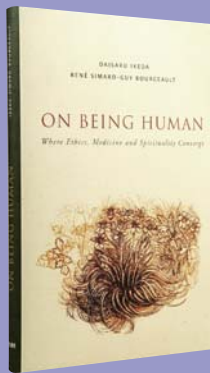
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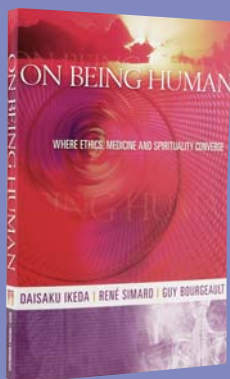
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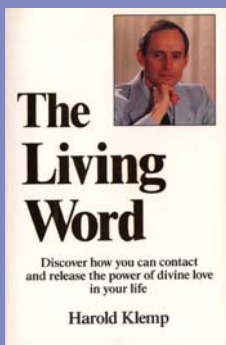
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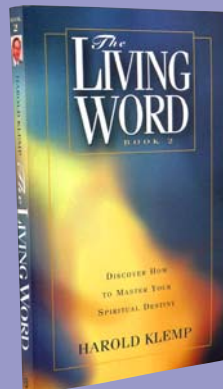
AFTER



BEFORE



AFTER



“Kathi Dunn knows the publishing and speaking industries inside and out, and uses that to help us in very powerful ways. She and her team are extraordinarily creative, highly responsive, and a delight to work with. Sign on with Kathi—this is where real success starts! I recommend her unconditionally.”

—Mark Victor Hansen

Co-creator of #1 New York Times bestselling series *Chicken Soup for the Soul®* and co-author of *The One Minute Millionaire*

ABOUT US

Behind the award-winning design approach of the *BestSeller System* is industry visionary Kathi Dunn of Dunn+Associates. Kathi is renowned for her rare blend of unsurpassed artistic instinct and bottom-line business savvy. She creates covers that are in turn refreshing, riveting, prayerful, provocative, humorous, serious, inviting, invigorating, minimal, magnificent, whimsical, and wild—whatever it takes to best position your book and your message in today’s market. She uses color, type and illustrative effects to create just the right emotional appeal. Her decisions are based on years of experience, knowledge, a daily connection with publishing insiders, keen insight, and enormous talent.



Clients include:

- Mark Victor Hansen
- Tony Robbins
- Deepak Chopra
- John Edward
- Dottie Walters
- Ken Blanchard
- Dr. Julian Whitaker
- Sylvia Browne
- Robin Sharma

We work with self-publishers, independent publishers ...and industry giants like:

- Simon & Schuster
- HarperCollins
- Prentice Hall
- Hay House
- Ballantine
- Pearson Education
- Guthy-Renker

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Give your book the power to sell itself!

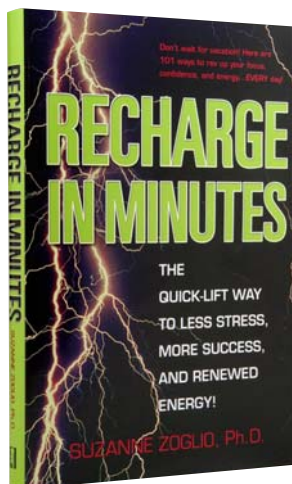
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“Nowhere else will you find this level of expertise all under one roof. You get phenomenal one-on-one team support from the experts who are creating some of the most innovative and successful book packaging in the industry. There is no price tag for this kind of service. Kathi Dunn and her team possess the incredible talent, knowledge, and sheer magic it takes to help turn your book into a bestseller.”

—Dottie Walters

Author, *Speak & Grow Rich*

President, Walters International Speakers Bureau



Built to Sell

We know how it is—you can spend hundreds of hours and thousands of dollars just learning how to write, publish, and market your book. The *BestSeller System* is not about learning *how*. It's the way we work *with* you and *for* you, start to finish, to build a cover that reflects your unique message *and* immediately starts putting profit back into your pocket.

There are so many ways you go it alone in self-publishing. The *BestSeller System* is the one thing we can do for you to make life a lot simpler and your book so much more successful.

Here's what you get for ONE PACKAGE PRICE.

And, here's what makes us different:

- All the best questions
- All the right answers
- Award-winning cover design
- A hand-picked support team of industry pros
- Detailed project coordination
- Total prepress support
- Easy hand-off to your printer
- Complete ownership of your cover design
- No royalties or hidden charges
- A complete package of files for online and print promotion
- Friendly, loyal, unprecedented service

\$3,995

This unique, all-inclusive *BestSeller System* ensures that your book is ready to sell and sell BIG. No second guessing about what to do first...or next. No false starts or starting over. No leaving anything to chance. You get all of our fully customized, **one-on-one care** necessary to create a complete blockbuster success for only

Contact Dunn+Associates now
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