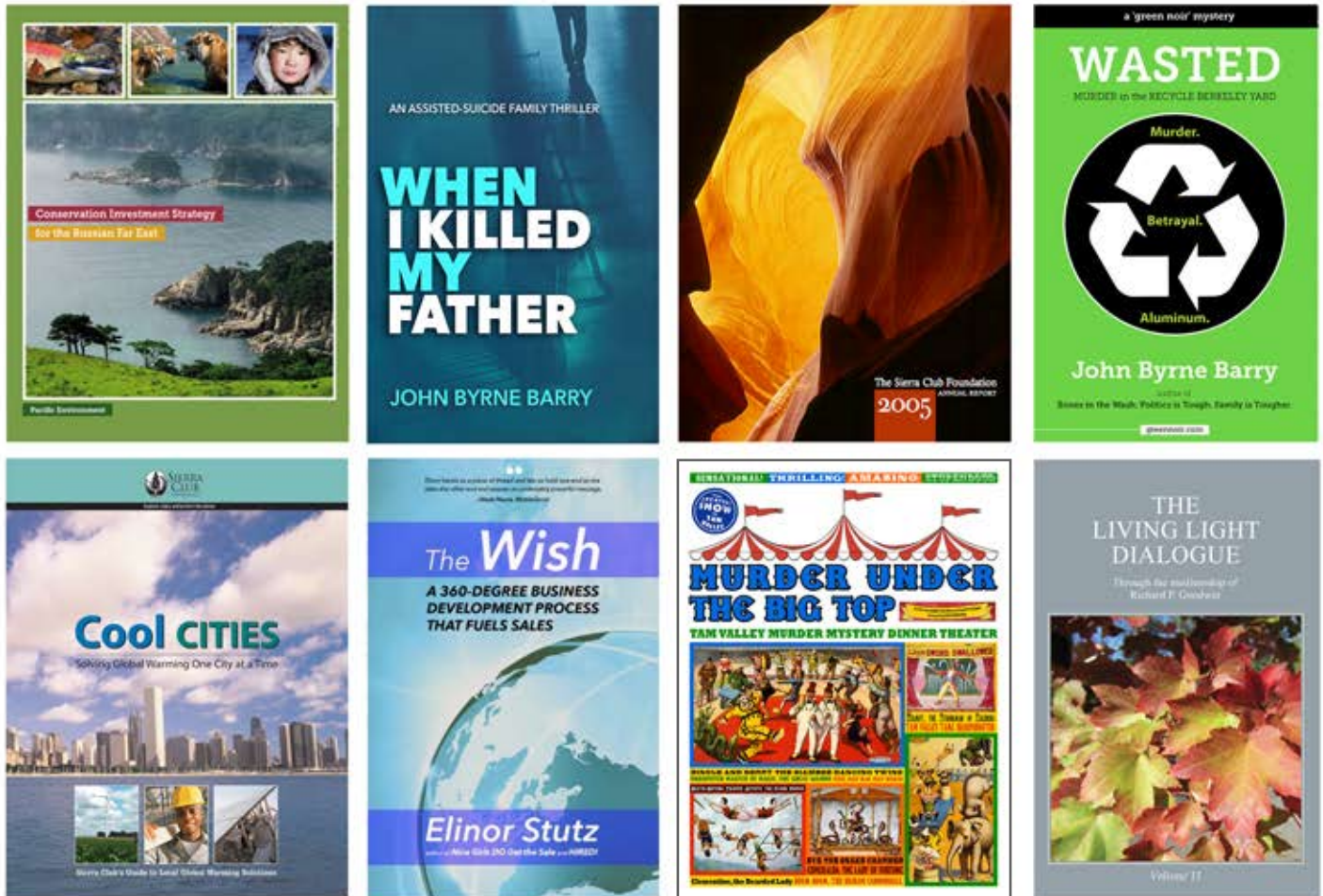


Your Cover Is a Promise

Your book cover is a promise to your readers. The title, the tagline, the images, the colors, the typefaces, the tone, the vibe. Not only do you need to grab your potential readers' attention, you have to fulfill the promise. If your reader expects a romance, they're not going to be happy reading a martial arts thriller.



*Five covers in bottom row are for fictional books, created as props for a Murder Mystery Dinner Theater production about a mystery writers' retreat.



John Byrne Barry has been a designer for decades and designed his first book cover five years ago. He loves the challenge of book cover design because it requires distilling the genre, tone, theme, subject, and flavor of the book into a limited space. Writer G.K. Chesterson said, "Art is limitation; the essence of every picture is the frame."

He is author of three "page-turners with a conscience"—*When I Killed My Father: An Assisted-Suicide Family Thriller*, *Wasted*, and *Bones in the Wash: Politics is Tough. Family is Tougher*.