

The background is a vintage-style illustration of an interior room. At the top center is a large, ornate oval mirror. Below it, a bouquet of flowers sits on a surface. In the lower half, a classic wooden chair is visible. The entire scene is rendered in a monochromatic, muted red or terracotta color palette. Overlaid on this background is the title 'THE SWOONIES' in a large, white, elegant serif font. A small, light blue and white striped fan is positioned behind the letter 'O' in 'SWOONIES'.

# THE SWOONIES

A GUIDE TO YOUR  
CUSTOM COVER BOOKING

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This guide is jam packed with information in the hopes of making the cover creation process easier for you. Read through it all now, or feel free to read each section when needed. If you're unable to find the answers to your questions here, please don't hesitate to email me at [holly@theswoonies.com](mailto:holly@theswoonies.com)

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Look for the mouse pointer for clickable links.

# PREPARING FOR YOUR CUSTOM COVER


## Custom Cover QUESTIONNAIRE

Before we start working on your cover, you'll need to fill out the Custom Cover Questionnaire, which will help me gather information about your cover and begin the process of selecting your stock photos.

Follow the steps to the right to complete the form. Please be sure to fill out a separate questionnaire for each cover you have booked.

### 2 Steps EASY

1

Access the questionnaire [here](#) 


2

Fill it out and click submit!

## Selecting STOCK PHOTOS

Please note that my stock photo galleries are public. If you prefer a private gallery, email me to request one.

Once you've submitted your questionnaire, I'll search through my stock photo resources to gather a collection of model images that fit your specifications.

Links to your curated stock photo selections can be found in the [Files](#)  board of your **Playbook** account or they'll be emailed to you.

What's Playbook? Click [here](#) to learn more.



# SELECTING THE PERFECT STOCK PHOTO

## *Curated* JUST FOR YOU

You want the perfect photo to represent the characters in your book. I've put together this list of tips to help find exactly what you're looking for.

### *Tips*

- ✓ I'll gather your first set of stock photos based on the information provided in your Cover Questionnaire. Please fill this out thoroughly to ensure you get the best matches.
- ✓ If you don't find the right picture during the first round, take clear and specific notes about what you do and don't like in the set provided. I'll use that information to gather another selection.
- ✓ It's rare to find a photo that's exactly what you're imagining. Don't get your heart set on minute details like requiring a specific shape of the models mouth, which would be impossible to hunt down. I'll find models that are a **general** approximation of your request. Specific requests can sometimes be accomodated during the editing phase but we should talk about it beforehand.
- ✓ Some photos don't make great book covers. Pay attention to more than what the models look like. Examine their pose closely and look for things that might detract from the beauty of the cover, such as aawkward hand positions, closed eyes, weird facial expressions, foreshortened limbs, missing body parts, etc.
- ✓ Remember that the photo will be heavily edited. If you love most of it but there's something off, don't dismiss it outright. It's possible I may be able to change it. By that same token, please remember that this is Photoshop, not Magicshop and I'm limited by both time and my abilities. I always recommend choosing an image that is as close to what you want as possible, so we can save maximize time.



# WHAT TO EXPECT DURING THE DESIGN PHASE



## Reviewing & APPROVING

Revision rounds are an opportunity to request adjustments to your cover. While reviewing is pretty straight forward, there are a few important things to know going into your review:

- I highly recommend that you take at least a day to review your cover. Look at it, make notes and then put it away and come back again a couple of times. This will enable you to catch extra things.
- I anticipate that you will mention all issues you see during your revision round. Please don't assume something will be or can be fixed later.
- When you approve a cover, you're approving everything about it with the exception of any requested changes. Anything left unmentioned will be considered to be **"approved as is"** and I will finalize these components during the following edit round.
- Of course there are times when you may not notice something during early rounds, only to discover it later. In that case, please still mention it. I am willing to try. However, there are a couple of considerations to keep in mind:
  - Some aspects may be finalized, and I can't guarantee that the changes are possible.
  - Some changes require going back several stages after finalizing, which could result in losing other aspects about the cover that you enjoy. For example, it's difficult to paint something the same way twice.
- My feelings won't be hurt if you don't like an aspect of the cover. This is a normal part of the process and my aim is to make you the best cover for your book. But more importantly, you need to love it. Not me. So if something isn't working for you, I want to know about it so we can fix that.

# WHAT TYPE OF FEEDBACK SHOULD YOU PROVIDE?

## HERE ARE SOME THINGS TO LOOK FOR DURING YOUR REVISION ROUNDS:

- How do the models look on the cover to you? Do you like where they are positioned on the cover? Is there anything about them you want changed?
- Is the hair color correct?
- If I did hair swaps, do they work for you?
- Are you happy with the dress color?
- What about the colors of the clothing or background?
- Is something too large or too small on the cover?
- If you asked me to add something specific, how does it look?
- Do you dislike my choice of background or other images I added?
- Is everything you requested incorporated?
- In final stages, pay attention to the cover quality. Zoom in and make sure everything looks the way you want it to. Occasionally there may be minor issues like pixelation, small areas that went unpainted or edited that need to be caught by a second eye..

# SCHEDULING YOUR PAPERBACK SETUP



## Print-Ready WHEN YOU ARE

If you're not ready to have your print cover setup at the time we complete your eBook cover, you can choose to schedule it later by following the steps below.

## Tips

1

### Plan AHEAD

I require a minimum of 10 business days notice from the date you submit all your materials,

This is to ensure I have availability to complete multiple print covers, if I get many requests at the same time.

You'll also want to account for time needed to order a proof if needed.

### Gather MATERIALS

I'll need the following information:

- The size of the book you'll be printing.
- The paper type.
- The number of pages in the **final formatted manuscript** that you'll send to the printer.
- Your proofread blurb and any other information or graphics you want on your back cover.

### Schedule IT



Schedule your paperback setup **here**



Request post-print edits **here**

# ACCESSING YOUR COMPLETED FILES



## What's INCLUDED?

All custom covers include:

- eBook cover
- Transparent png title and author files.
- All files exported to 4 different sizes.
- Proof of license for all the photos included in your cover (upon request).

Depending on your package or the date you initially booked, you may also receive the following:

- Audiobook cover
- Style sheet with color palette and font.
- Full-size, high resolution artwork.
- Teasers or social media templates.

## Downloading YOUR FILES

During the design process, you'll receive access to collaborate with me on a private board through the site **Playbook**, that I use to manage my assets. Here, you'll be able to provide feedback on covers during review rounds and you'll be able to download final, approved covers right from your board.

As a collaborator, you'll be able to comment and leave feedback directly where you review your cover. Once all your covers are completed, you can opt to have your board detached from my account, leaving you with private access to your finalized covers inside your own Playbook account.

If you prefer not to sign up for an additional site, you can request to have your document delivered via Dropbox or Google drive instead.

# LICENSING GUIDELINES

Below, I've provided a few basic guidelines to help you understand what can and can't be done with your cover. Please note that **I'm not a copyright lawyer and you should not substitute my judgement for your own**. If you have questions about licensing, contact the stock photo company and do your own research to verify the information below.

- Unless we've specifically discussed it, your artwork is not licensed for commercial use. This means that it's not legal to use the cover art on merchandise for sale or distribution (even if free) outside of using it as your cover.
- You're allowed to use the artwork as a cover for your book, which is technically merchandise, because the value of the product is your writing, not the cover. In other words, you're not selling the art, you're selling your writing. However, when you create merchandise where the main value is the artwork itself, you're required to use commercial licenses.
- In addition to using the art as your book cover, you can make personal use of the art (ex. printing a poster for your home). You're also allowed to use it for advertising and promotional purposes for your book, such as teasers, banners, social media posts, etc.
- In order to create merchandise with your cover on it, you'll need commercial licensing for every image used in your cover. If you are interested in commercial licensing, I must source images from affordable sites and it's important to plan for this before the design process begins.
- I always take great care to make sure all the images used in my covers are properly licensed and used within those license guidelines. However, it's not me who ultimately uses those licenses. Legally, you're responsible for following the license agreement appropriately and I always recommend reviewing the terms if you are unsure about what constitutes proper use.
- Where images have been used from multiple sites that have differing permissions, you must follow the parameters of the license with more stringent guidelines. For example, if one image allows commercial use and another does not, then the cover cannot be used for commercial purposes at all.
- I source my images from a variety of sites, including DepositPhotos, AdobeStock, iStock, Shutterstock, Freepik, and Envato Elements.



# THE SWOONIES LICENSING & POLICIES



## THE BELOW TERMS APPLY TO ALL SWOONIES COVERS

In addition to following the license agreements for each image, I also have my own licensing that you agree to at the time of booking your custom cover. These terms are outlined on the invoice, my website, and in my Facebook group. Below is a simplified, plain English explanation of the licensing agreement for using my covers.

- You must abide by the license agreements provided by the stock sites used to create your cover.
- You agree not to hold The Swoonies or Holly Perret liable for your own misuse of the cover in ways that are not permitted by those license agreements.
- When you purchase a premade or custom cover from The Swoonies, you're purchasing the exclusive right to use the artwork for your personal book related promotional materials. However, you do not own the cover or takeover the copyright of for the cover.
- You must include attribution for the cover design inside the book to "Holly Perret, The Swoonies Book Covers."
- You **MAY NOT** do any of the following:
  - Make edits to the final derivative artwork that is delivered to you.
  - Resell or redistribute the cover.
  - Use the cover for a book other than the one you originally purchased it for.
  - Hire another designer to make changes to the cover in any capacity. This includes any and all changes, including color and title or text changes, unless you have my explicit permission.
    - Exceptions: Premade covers may have a front, spine, and back of cover text, added by any designer. Premade covers may also have book binding and back added for paperback printing.
  - Falsely represent my cover design as your own or someone else's.

# THE SWOONIES COMMERCIAL LICENSING



## THE BELOW TERMS APPLY TO COMMERCIALLY LICENSED COVERS ONLY

In the hopes of giving you another avenue to promote yourself, your books, and to earn some additional income, I occasionally create commercially licensed premade covers and offer upgrades to commercial licensing for custom covers that allow you to sell merchandise displaying your cover to your readers.

If your cover has been licensed for commercial use, you must also follow these additional guidelines:

- You may only use the artwork to create merchandise that directly promotes you and your books.
- You **MAY NOT** do any of the following:
  - Sell merchandise that competes with The Swoonies own use of commercially licensed covers. In other words, you cannot sell the artwork for the artworks' sake. Merchandise must clearly link to your author business.
  - Create merchandise that does not display the book title or author name and distribute it through a Print on Demand site or any site where the buyer would be unaware of its connection to you as an author or the book that the cover was designed for.
  - Create fine art prints or poster sized prints of the artwork that does not display the title and author name for distribution under any circumstance.
- All merchandise created with The Swoonies Cover Art must credit "Holly Perret, The Swoonies Romance Art" clearly on the sale page. However, you do not need to credit me on social media posts or elsewhere.

## Merchandise YOU CAN CREATE

As long as the merchandise displays your title and author text, you can create and sell any of the following with a commercially licensed cover:

- Posters
- Bookmarks
- Face masks
- Mugs
- Pillows
- Throw blankets
- Stickers
- Apparel
- Accessories
- Postcards
- Thank you cards
- Stationery
- Keychains
- Buttons
- And more...

# ADDITIONAL FEES

## WHEN WILL THERE BE EXTEA FEES?

**Rarely.** In most cases everything you need is included in your package. A handful of exceptions are outlined below.

- All packages include licensing of one model image for your cover. If you need to add additional licenses, you'll be charged for the cost of the license. Background stock photos are always free when chosen from my sources, unless you have a specific request that require special or expensive licensing.
- Add-ons that were not included in the package you purchased may require an upgrade to the next level package.
- Each package includes a specific number of revision rounds. Requests for excessive revisions may incur a \$25 fee per request. This is a rare occurrence but typically it happens when approvals have been made and finalized before the additional changes have been requested. **Please see the section about what type of feedback to provide for tips on how to avoid this.**
- If you booked a package with a print cover, the print setup is included. It's important that you provide the correct information to ensure that your cover is set up properly. Errors related to template size or page number always require a second print setup. If this happens as a result of incorrect information provided to me during the setup process, a second print set up fee of \$25-\$50 will be charged. **You can avoid this by only requesting a print cover setup when you have the page number for the final formatted manuscript that you plan to send to the printer.**
- If you need a print setup for a second printer (for example, you want to publish with both Ingram Spark and Amazon who. require different template setups) there will be a fee of \$25-\$50 for the additional setup.
- You will not be charged extra fees for typography revisions (unless excessive) or proof corrections.
- If you require a special font, you'll be charged for the cost of the license if I don't already own it. Please note that it's important to follow all licensing agreements. Most font licenses cannot be transferred so even if you have the font, that doesn't necessarily mean it would be legal for me to use it.

That covers most of the scenarios. Extra fees will always be discussed in advance, so please don't worry about these landing on an invoice to you unexpectedly.

# QUICK LINKS



Access the  
Client Portal  
**here**



Access the  
questionnaire  
**here**

Click **here** to access your stock photo gallery.

Click **here** to review proofs.



Submit your  
print files  
**here**



Request  
post-print edits  
**here**

You're not required to submit a template with your print materials, but it's super helpful. If you feel so inclined, here's a link to download one:

Click **here** for KDP templates.

## THANK YOU FOR CHOOSING THE SWOONIES!

If any of your questions remain  
unanswered, please don't hesitate to  
email me at [holly@theswoonies.com](mailto:holly@theswoonies.com).