

Week Three - Worksheet Three

Front and Back Matter Design

Front and Back matter is where you put all of the necessary pieces to protect your legal rights, and quite a few bits of pure 'advertising' material.

Common Front Matter Pages are

- Cover
- Title page
- Publisher's page
- Disclaimer
- Acknowledgements / dedication
- Table of Contents
- Foreword
- Introduction

Common Back Matter pages are

- Conclusion
- About the author (including "Connect with me")
- Other products / books etc from this author/ in this series / from this publisher

Not all products will need all of this – the full set is usually only found in larger Books.

The aim of this worksheet is to decide what you do need to include.

An example set of front and back matter pages, from one of Kim's books, is included in the supporting material this week

You will definitely need a Cover, and we will deal with the detailed design of that in Worksheet Four this week.

Now, let's work through each page above.

1. Title Page

Your title page will need to contain/ may need to contain the following

	Series title – only if you are planning to do a series of related products
	Main title – always required
	Sub title - recommended
	Author name – optional – can be left off if your prefer just to use business name
	Business name – optional – can be left off if your prefer just to use author name
	Small business logo - optional
	Small product logo - optional

Tick which ones you plan to use in the above table, and make notes below if there is anything, about any of these, that you still need to sort out.

2. Publisher's page

Your Publisher's page will need to contain/ may need to contain the following (for small products, you can put the disclaimer on this page too)

	Publishers logo (your business, in most cases)
	Published by statement, with year etc
	Copyright statement
	Limitation of reuse statement
	ISBN (for a book)
	Image credit for cover image
	Publisher address and contact info

Tick which ones you plan to use in the above table, and make notes below if there is anything, about any of these, that you still need to sort out. You can use this space to draft your copyright and use limitation statements too.

3. Disclaimer Page

Your Disclaimer is a critical piece of content, to protect you and your business legally.

Its that bit where you say “this is for education only, I am not a ‘financial advisor / doctor/ whatever is relevant “ and that people should consult a suitable professional, make their own decisions etc.

You will need to design a disclaimer suited to your industry, and in some cases to the laws in the country that you are located in. The easiest way is to go looking for books on similar topics, on Amazon, use the “look Inside’ feature and read their disclaimers. Use that to copy ideas to make your own.

Answer these questions, look at some other peoples disclaimers and then draft your own below.

What area of your topic, if any, could be considered ‘official advice’ about finances, health, legal activities or business activities ?

Has anyone ever blamed you when they partly took your advice but did not get the result that they wanted ? if so, what was the key issue ?

Draft your disclaimer below.

4. Acknowledgements and Dedications.

These are more common in a full length book, but, if your product deals with a topic where there is someone that you want to acknowledge for their contribution, certainly put in an acknowledgement or dedication page.

Make some notes below about whether you will include this or not, and if you will, who will you be acknowledging ?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

5. Table of Contents.

You will need this, regardless of whether your product is short or long.

Tables of contents in digital products would ideally be hyperlinks. When you save your product as a .pdf, you should be able to set the option to have the links also be in the pdf

The only thing that you really need to decide here is how you want that page to look, so that it matches your chosen look for the Product – Microsoft’s standard inserted Table of Contents is very, very plain.

6. Foreword

The Foreword is usually only used when you have someone else who is willing to write your product a very shiny positive commentary. If you can find someone with a bit of celebrity credibility in your industry to do this, then do so – it’s a great authority booster, and you can then put “Foreword by XXXXX” on the cover and title page too.

If you get the right person, they may also be willing to promote your product to their list – which can be a huge booster for you.

Make some notes below about who might be a candidate to do this for you.

7. Introduction

An Introduction is normally just a context setting lead in to your real main content – it might talk about what the reader will learn, or about why you are writing about this topic, a bit of your story, as it relates to the topic – it's up to you! Generally, this should not be more than two pages, even for a large book.

Write some notes below – decide what you will need to say, and what angle you will take – this is a great opportunity to start introducing your quirkiness and your USP.

Now for the Back Matter Pages :

8. Conclusion

The conclusion wraps up the context, in the same way that the Introduction set it. It lets you remind the reader of what they have learnt, and of what they should / can do next, as well as to offer a gentle lead in to upsells of your other products. It should also maintain the feel and remind them of your quirkiness, and your USP, as part of why they will want to go for your upsell.

Make some notes below about what you can say, what you want to push them to as next steps.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

9. About the Author / Connect with me / testimonials

This is your place to shine. About the author should be a professional biography, compressed to the very key points. It should be one to three paragraphs long, and showcase the aspects of your history, and professional qualifications / competence that really support your authority on this topic, and encourage people to want to work with you more. You should have a good picture of you on this page – preferably one that reinforces your quirkiness, your uniqueness. If you have been on TV, radio, in newspapers etc, just under this is where you put a nice row of little media icons.

The 'Connect with me' section should come immediately after the about the author, and should list all of your social media locations (with those little icons displayed), for your personally and or your business, as you choose.

If you wish, after that, you can also have a page of testimonials – nice positive quotes from your previous customers.

Below, make some notes about exactly what you want to cover, and all of the media and social media things that you will need to put in there. Also make some notes about what testimonials you will use, if you are going to do that.

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10. Other products / books / courses from this person / business

This bit is pure advertising – on two levels.

First, you are going to list your other books, products, courses etc, each with a picture and a link to wherever people can buy it – this can generate direct, click through sales.

Second, the fact that you have all that extra product to sell, creates authority all by itself – if you have that many things available, you must be an authority in your field!

Make a list below of what heading you will use, and of what other products, courses etc you will list here.

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