

Worth the Risk

How to Microdose Bravery to Grow
More, Connect with Others and
Offer Yourself to the World

KRISTEN LEE

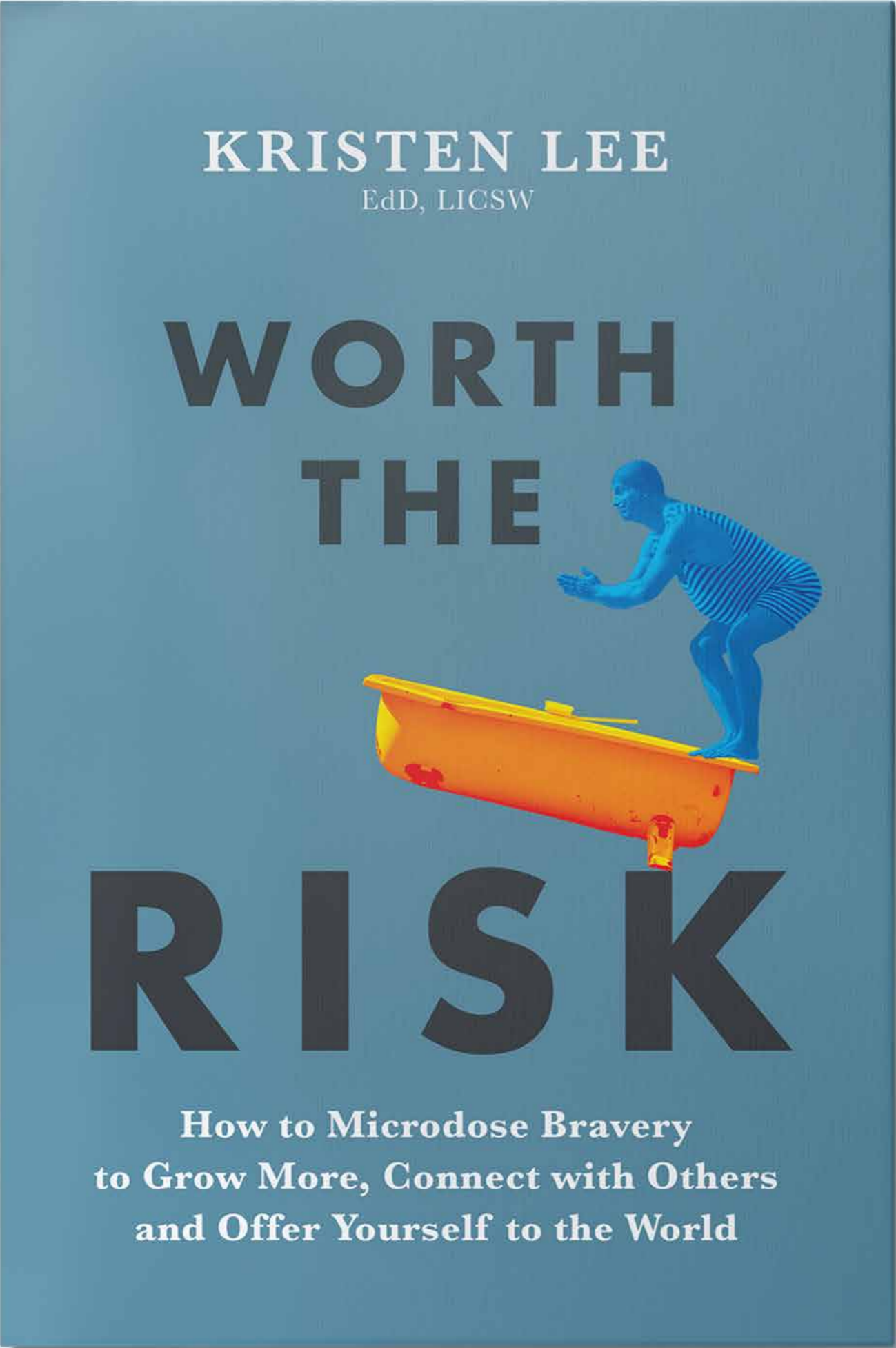


**THANK
YOU**

Introduction.

The goal of the cover for *Worth the Risk* is to create a simple, smart clean design with a big idea feel and concepts that conveys ideas of resilience and innerstrength. It will appeal to both younger and older crowds, stand out for both psychology and self-help audiences, while playing on the idea of microdosing without alluding to drugs.

The author mentioned liking designs with a prominent text treatment using classic serif fonts with a single, central meaningful image.



Design 1

Design one uses the device of humor to create interest for the content.

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WORTH
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Design 2

Design two represents bravery and uses a classic serif typeface and a blue color the author described liking. The contrasting blue and yellow create a cheerful and energizing feel.

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Design 3

Design 3 communicates a feeling of bravery and risk while showing that this is a big idea book.

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