judging the entire book

We've all heard the comment many times: 'You can't judge a book by it's cover!' We see it all the time on the news in reference to something that happened that caught many off-guard and surprised. "I guess it just goes to show ya that you can't judge a book by it's cover."

It's one of those sayings that you're not sure of where it came from, but it's really a saying that should never have surfaced in the first place.

I've published my own books and I can honestly say your cover BETTER reflect the story inside. I go to the library often and can tell you that I may not judge a book by it's cover, but if the cover doesn't entice me or reflect an interesting artistic experience, that book is back on the shelf without any attempt to consider the story inside. You want people to judge a book by it's cover. You want a cover that encourages the reader to check it out. But you better have a story that makes the cover seamless. It is critical that you spend the time and money to create a cover that truly reflects the creative story you have inside. They must go together seamlessly if you want to create a following of readers.

So as a writer, when I hear someone say you can't judge a book by it's cover, I have no idea what they are saying. In literature circles you most certainly do judge a book by it's cover. And your story inside better compliment the cover or you have failed your craft as a writer.

Of course I understand that people use the book cover analogy when talking about other people. A person appears to be one thing until you get to know them and see a totally different person. But let's not compare that person to books, please.

Truth is there are a lot of people who walk the walk and seem to be fine people until they talk the talk and you realize there's not as much to offer inside than you thought.

And unfortunately it happens a lot within the church-going community. There are many church-goers who faithfully show up every week and participate in many church activities. They appear to be good Christian soldiers until you her them make comments that raises the caution flags that they may not be as 'holy' as you thought.

We especially see that in politics. So many inconsistencies between the 'cover' and the story inside their heart. What you see isn't always what you get in the political arena for sure.

I think we all work too much on our physical ‘cover’ when many of us could sure use the time better to work on the real story inside your heart. We all have an image to uphold, right?

I also hear people say ‘What would Jesus do?’ and that’s great because Jesus gave us the perfect answer.

When John the Baptist sent his disciples to Jesus to find our if he was truly the Messiah that they have been waiting for, Jesus answered, “ Tell John what you see and what you hear.”

Jesus understood that people should be judged by what others saw and what they heard from an individual. You’re going to be judged and it’s your responsibility to have the complete book - a good cover that reflects a good story inside.

The Book of Life is a complete book. When you see a celebrity pass away and hear people from their inner circle saying that what you saw in public was who they were in private, it is one of the best compliments anyone can receive.

It’s your book of life. Don’t just give us a nice cover. Give us a good story inside.