Tear this strip off and start with the white side of the square paper facing out toward you.

Fold over diagonally.

Unfold.

Repeat in the other direction.

Unfold.

Fold the four corners in...

...like so.

Flip over (to the book covers side)

Fold corners to the center again.

It should look like this.

Crease in half vertically, and then unfold.

Crease in half horizontally, and unfold.

Bring the four corners upward...

...and hold under the opened flaps.