



Blurb Cheat Sheet

In simple terms, a blurb is the short yet descriptive account of the book.

Make it simple and easy-to-read—short sentences, short paragraphs, and simple descriptions of your plot and characters.

- Use an appealing question as a tagline or hook to grab the reader.
- Send your blurb along with your manuscript to the editor to avoid typos.
- Use other authors or groups who write in your genre as sounding boards.
- Outsource your blurb to someone who understands the genre.

Questions to ask re your blurb:

- What is the genre?
- What are the bestselling indie blurbs in this genre like? (ie do your research)
- What are the tropes you've used in this book?
- Who is the main female character?
- Name three adjectives to describe her (feisty, courageous, strong etc)
- What is her main goal/desire in this book?
- Who is the main male character?
- Name three adjectives to describe him (arrogant, determined, etc)
- What is his main goal/desire in this book?
- What is the one reason they can't be together (ie the conflict)?
- What are the emotional highlights?

Does your blurb tell a story? Will it make the readers want to know more?

- A tip from Bookbub: Use personality traits to describe a character. i.e.. An arrogant Duke v a handsome Duke.
- Check out these Podcasts for more tips:
- <http://www.selfpublishingauthorspodcast.com/ep140/>
- <http://www.selfpublishingauthorspodcast.com/spa-girls-podcast-ep75-writing-a-kick-butt-book-blurb-with-glenna-mageau/>