

TIP SHEET: BLURBS

Many readers will “1-click to buy” if the cover is appealing and you have a quick, “buy-me!” tagline. Here are some tips to convert shoppers into buyers and new readers!

- ✓ List **CHARACTER** and **CONFLICT** in one succinct sentence.
- ✓ Use common tropes in plain language.
- ✓ Use bold text on your tagline.
 - ✓ **BONUS:** This tagline can become the copy for your Amazon ad!
- ✓ Look at bestsellers in your categories: What are they doing for blurbs? Long/short? Questions?
- ✓ List backlist / series info in the description area.
- ✓ Use meta-data words in the blurb: your name, romance, tropes, bestseller, series, etc.

TRY THIS:

1. Who is the main character? Write a couple of words for them.

Examples: A cowboy with a son / A witch who can't do simple spells / A former football star

These provide meta-data words (cowboy, witch, football) that tell readers what kind of **CHARACTER** they'll get.

2. Spell out the conflict. Succinctly. Use tropes to indicate genre.

Example: A wounded Army cowboy, a divorcée with a child, and their second chance to heal old hurts...

NOTES:

3. Your blurb and cover **WORK TOGETHER** to convince a reader to buy. They should both speak to genre, character, and conflict so readers can make split-second judgments.

EVALUATE:

- ✓ **Your cover:** Does it meet genre expectations? Clearly state the genre with the image/title?
- ✓ **Your one-sentence tagline:** Did you hit on character, tropes, and conflict?
- ✓ **The rest of your blurb:** Does it leave the reader wanting more? Are they hooked enough to Look Inside? Is that sample flawless to convert window readers into buyers?