

# How to write your book blurb



Writing the descriptive copy for your book is a great opportunity to make it stand out to your desired audience. It is sometimes treated as an afterthought but if it helps more people to read your work it might be the most important piece of writing in the whole process. Here are 5 top tips to help you write a great blurb:

## 1 Do your research

Look on Amazon at the bestsellers in your subject area. Read through the blurb and look at how the blurb is structured, and what phrases have the most impact. Start planning your copy and how it compares to books that have already been successful.

## 2 Keep it simple

Essentially this is sales and marketing copy and should be straightforward to read. Avoid using colloquialisms or metaphors that might not be understood by a global audience. On some websites only the first line feeds through, so make sure that the first line identifies what the book is about.

## 3 Highlight the benefits

Really focus in on what the benefits to the reader are in your book. How is reading your work going to help them achieve their goals or solve a particular problem? Sometimes using bullet points to list the key benefits can really drive the message home.

## 4 Identify your audience

Make it clear who the book is for, and be realistic. List your main market and avoid phrases such as “the interested layperson”. Trying to spread the net too widely in terms of audience runs the danger of making your book not look focused enough for its key market.

## 5 Use Quotes

Send a copy of your manuscript to selected trusted and respected colleagues and ask them for a quote that you can use for marketing purposes. A short quote from a respected author in your field can provide a huge amount of credibility to your work and even help clinch a sale.