

BLOCKBUSTER BLURB



A *blurb* is a short piece written to interest people in a product. A good blurb should describe, but not give away too much.

Great Holiday Reading!



Complete this purpose profile to help plan a blurb for a book or movie.



Title (of book/movie) _____



By/Starring _____



Audience (Who to aim for?) _____



Purpose (Thumbs UP? Thumbs DOWN? Why?) _____



Hook (Interest grabber!) _____

And NOW—

Use the purpose profile to help you write a great blurb. Ask a friend to read it. Does your blurb grab your friend's interest? Does it "spill the beans?"