

HOW TO WRITE A GOOD BOOK BLURB: SOME TIPS.



summarize the book

sell the book

catch readers' attention

give details

give away the ending

promote a book

1. What is the purpose of a book blurb?

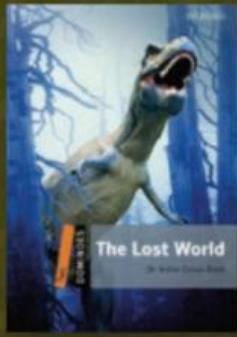
Choose the ones that are incorrect.

THE LOST WORLD

'You said that you wanted danger, didn't you?' says McArdle, the editor of the *Daily Gazette*. And he sends his young reporter, Malone, on a strange journey into South America with the famous Professor Challenger.

Challenger believes that he can find a lost world full of **strange-looking** dinosaurs in the middle of the Amazon Forest. But this world is dangerous to reach, and, once the Professor and his small group of explorers arrive, things get even more dangerous for them.

Will they return alive?



2. Add DO or DON'T to the tips.

DO: **Summarize the whole story.** You want the buyer to know just enough to realise they will enjoy the story, but not too much that you've told them the story so now they don't need to.

DO: **Introduce your main characters:** For your readers to care, they need to be intrigued not only by the story, but also by the characters.

DO: **Use a cliffhanger:** The aim of your blurb is to leave readers curious and wanting more - so much so, that they would actually buy the book.

DO: **Use hyperbole and adjectives:** Words like "never before", "incredible", "unimaginable" and "unbelievable" are powerful tools to spark curiosity.

DO: **Use a formula:** Most fiction book blurbs start with a *situation* (a), introduce a *problem* (b) and promise a *twist* (c). They usually end with a sentence that emphasizes the *mood* (d) of the story.

→ **Look at the blurb for THE LOST WORLD and identify the a) situation b) problem and c) twist.**

3. Some of the adjectives in this blurb are missing. Complete the blurb.

mysterious awe-inspiring
miserable tiny nerve-wrecking
mind-boggling

Harry Potter's life is _____. His parents are dead and he's stuck with his heartless relatives, who force him to live in a _____ closet under the stairs. But his fortune changes when he receives a letter that tells him the truth about himself: he's a wizard. A _____ visitor rescues him from his relatives and takes him to his new home, Hogwarts School of Witchcraft and Wizardry.

Harry finally feels like a normal kid. But even within the Wizarding community, he is special. He is the boy who lived: the only person to have ever survived a killing curse by the _____ yet evil Lord Voldemort.

Though Harry's first year at Hogwarts is the best of his life, not everything is perfect. There is a _____ secret object hidden within the castle walls, and Harry believes it's his responsibility to prevent it from falling into the wrong hands.

Full of sympathetic characters, _____ situations, and countless exciting details, this book leads us into an unforgettable magical world and sets the stage for many adventures to come.