

# BLOCKBUSTER BLURB

Great Holiday Reading!



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



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?"