

## **How to write a blurb for a novel – the hook that draws the reader in**

A blurb is always important, but it's vital to get it right when you are on the first step of the marketing journey with your debut book.

The first sentence of your blurb is crucial. It's essential that it catches the reader's attention.

Novels are about character. Your blurb needs to introduce your main character right at the start.

Give an idea of the central conflict in the book. What is the main challenge your character will face?

A blurb should never be a summary of the plot, however economically and precisely you manage to write it. A blurb should whet the reader's appetite.

Keep the length of your blurb to around 150 words.

Know your genre. You are reaching out to people who enjoy reading the kind of book you have written.

Before you start to write your blurb, research those books you would compare it to. Are there common terms that appear in their blurbs? Try typing the keyword phrases you have chosen into the Kindle search bar to see which books it brings up.

Your blurb will be the basis of your Amazon book description. Amazon allocates you 4000 characters, which works out at 600–700 words. That makes it considerably longer than the back cover blurb. You may not choose to use the full allocation, but it makes sense to maximise the space here to tell the reader a little more about your book. Consider picking up the key hooks and putting them in bold at the head of the description. Maybe use italics to make part of your description stand out, too. Leave a space between the different elements of your description. Anything that will help you catch the attention of someone casually browsing.