



## *Fiction Blurb Writing Toolkit*

Dear Author,

writing the perfect blurb is often said to be even harder than writing your book. That's because there is a lot of pressure sitting on this short assignment. As one of the first impressions your readers will have of your book and a big deciding factor as to whether or not they will buy it, your blurb needs to pack a punch and balance attention-grabbing without giving too much away.

There are two main rules to keep in mind as you work on your blurb:

- ✍ **Be concise** (150 to 300 words)
- ✍ **Follow the proven formula** (Hook --> Synopsis --> Selling Paragraph --> Call to Action)

Through the following worksheets that build upon each other and the sample blurbs I have included, my goal is to guide you in making the task of writing an intriguing blurb less daunting and more achievable.

### *What You'll Find in This Toolkit*

- ✍ Book Profile worksheet (the basics about your book)
- ✍ Book Report worksheet (digging a little deeper into what your book is really about)
- ✍ 3 Sample Blurbs (mainstream, indie, and mock)
- ✍ Formula worksheet
- ✍ Blurb writing worksheet

For more information on writing an attention-grabbing blurb, be sure to read my [Tips for writers](#) article titled [Nail Your Blurb and Sell More Books](#).

Your editor,

*Mandi Summit*  
*Red Quill Editorial LLC*

*PS:* when you're done writing, [let's Discuss Your Manuscript](#) and secure your spot on Red Quill Editorial's calendar!



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



## Book Report Worksheet

It's time to dig a little deeper and establish a firm grasp of the key points of your book.

### Central Conflict

Referring to the synopsis you wrote for the Book Profile worksheet, pinpoint the central conflict of your book. Ideally, this will be an internal conflict (self-doubt or inner struggles) linked to an external conflict (a love triangle, sports team rivalry, overcoming stereotypes).

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### Evolving Stakes

What are the possible outcomes that could result from the central conflict? You will want the stakes to be raised as the story progresses, which will eventually lead to the climax and resolution of your book.



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### Climax

How will the central conflict come to a head? This is the action and sense of urgency that occurs around the 90% mark, just before the final wrap-up. (Hint: The climax often involves death, love, or enlightenment.)

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### Character Arc

Your protagonist must be dynamic for your readers to care about the story and the outcome. How does your protagonist change, grow, or develop over the course of the book and as a result of the central conflict?

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## Sample Blurb 1: Mainstream

(239 words)



Click the cover to purchase your copy!

Tagline

Sometimes to truly know a person, you have to read between the lines.

Hook

Isabelle is completely lost. When she first began her career in publishing after college, she did not expect to be twenty-five, still living at home, and one of the few Black employees at her publishing house. Overworked and underpaid, constantly torn between speaking up or stifling herself, Izzy thinks there must be more to this publishing life. So when she overhears her boss complaining about a beastly high-profile author who has failed to deliver his long-awaited manuscript, Isabelle sees an opportunity to finally get the promotion she deserves.

All she has to do is go to the author's Santa Barbara mansion and give him a pep talk or three. How hard could it be?

Selling Paragraph

But Izzy quickly finds out she is in over her head. Beau Towers is not some celebrity lightweight writing a tell-all memoir. He is jaded and withdrawn and—it turns out—just as lost as Izzy. But despite his standoffishness, Izzy needs Beau to deliver, and with her encouragement, his story begins to spill onto the page. They soon discover they have more in common than either of them expected, and as their deadline nears, Izzy and Beau begin to realize there may be something there that wasn't there before.

Synopsis

Best-selling author Jasmine Guillory's achingly romantic reimagining of a classic is a tale as old as time . . . for a new generation.

### Tagline

The tagline hints at the connection between the two main characters and how the heroine will have to work hard to get what she wants.

### Hook

We meet the heroine and get to know some of the basics about her and her career goals.

### Synopsis

The conflict is set up, we get a grasp of the stakes, and we meet the tough-exterior love interest.

### Selling Paragraph

The author's efforts are praised with catchy adjectives, the genre is mentioned, and we cement the fact that this is a reimagining of a classic fairy tale.

### Call to Action

Admittedly, this blurb is missing a direct call to action, which could simply be due to the author's best-selling status (mentioned in the selling paragraph). She could have included something along the lines of "Buy your copy today to discover how this beauty will tame her modern-day beast."



## Sample Blurb 2: Indie Author

(218 words)

(Red Quill Editorial client!)



Click the cover to purchase your copy!

Tagline

She already had her shot at true love, but when things get this hot in Houston, there's no stopping fate...

Hook

Widowed at the young age of thirty, a heartbroken Emilia Patric throws herself into her career. Five years after the death of her husband, the self-made billionaire business mogul is lonely even in her success. She flies into the city where her late husband proposed to launch a foundation, determined to make good on a promise to help others.

Selling Paragraph

Meanwhile, Vincenzo Eton struggles to get his family business out of the crosshairs of another company. With the recent loss of his father and a wayward brother constantly stirring the pot, the stakes have never been higher. Recently divorced, love is the last thing on his mind... until one September day in Houston when a series of unfortunate events brings Emilia into his life.

Synopsis

Neither is prepared to give their heart away, but Houston has made other plans. A single sweet kiss sets their future in motion, but not without a few bumps along the way.

Call to Action

In the first-released book in the Year in Romance series, S.E. Saunders brings you a well-crafted contemporary tale of a heartwarming second-chance romance. Be sure to get your copy of *Houston in September* while it's still hot!

### Tagline

This drops a hint at the second-chance romance trope, while building intrigue as to the protagonist's past and future loves.

### Hook

we get to know the heroine and understand why she has withdrawn from love, yet we also grasp her loneliness and desire for connection.

### Synopsis

we meet the love interest who has also withdrawn from love for reasons of his own, discover each of their goals, hear hints of how

their lives might intersect, and understand the stakes involved.

### Selling Paragraph

The series and genre are both mentioned, the author's efforts are praised with catchy adjectives, and we are reminded that this is a second-chance romance.

### Call to Action

In a final plea for the reader to purchase her book, the author uses a buzzword to encourage sales, includes the title, and throws in a pun that relates to the genre.



## Sample Blurb 3: Mock Book

(216 words)



This is a mock book  
unavailable for purchase

*Tagline*

**When secrets are revealed, will the one man who holds a grudge against her really keep her safe?**

As a rising investigative journalist, Cassandra takes her job to uncover the truth very seriously. But when she takes things too far one day, she stumbles upon a dark secret worth killing for. She needs a bodyguard ASAP.

*Hook*

Alex is frustrated when he gets his assignment to protect a local journalist while his coworkers get to work with movie stars and famous singers. He's even more annoyed when he discovers the journalist he's being paid to protect is none other than his ex-best friend, Cassandra.

*Selling Paragraph*

Even so, when those at risk of Cassandra's exposure come gunning for her, Alex proves his incredible skills and physical prowess in keeping her safe. But it's a different story entirely when old wounds resurface in between running for their lives. Can Alex keep Cassandra out of the grip of her enemies or will their unresolved tensions distract him and get in the way?

*Synopsis*

***Off the Record* is a thrilling romantic suspense that will keep you on the edge of your seat as you uncover more secrets than one, making Mandi Summit's debut adult novel a must read! Discover what's lurking beneath the surface and in the past by purchasing your copy today!**

*Call to Action*

### *Tagline*

This hints at the main conflict, the stakes involved, and a love interest.

### *Hook*

we meet the heroine and understand the danger she is in.

### *Synopsis*

we meet the love interest who is hired to protect her. The stakes are raised when we understand the two main characters have a turbulent past.

### *Selling Paragraph*

The title and genre are both mentioned, the author's efforts are praised with catchy adjectives, and we are drawn in even more with promises of multiple secrets to be revealed.

### *Call to Action*

In a final plea to the reader, the author uses buzzwords to encourage sales.





## Formula Worksheet

### *It's Your Turn!*

Consider your target audience (ideal reader) from your Book Profile worksheet as you write **three versions** for each of the following five steps with your book in mind. Then **mix and match** them to create the optimum version for each element of your blurb!

### *Step 1: Tagline*

If you could summarize your book's main concept in a single sentence, what would it be? Refer to your central conflict, stakes, and the resulting climax for ideas on what to focus your tagline on. Keep it **short and snappy**, **build intrigue**, and **hint at your genre**. Make sure it's catchy, as this is your chance to firmly snag your reader's attention. Place the tagline in bold above the blurb for online book descriptions. You can also use this on your book's cover or above the blurb on the back if you want.



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*Mix & Match:*

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## Step 2: Hook

The hook should continue what the tagline started. You've got the reader's attention; now draw them in even further. Refer to the central conflict from the Book Report worksheet when crafting the opening for your blurb and use it to **hook your reader instantly** as you introduce your **protagonist(s)** and the **main concept** of your plot. Ideally, the hook should be one to three sentences in length.



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### *Step 3: Synopsis*

A simplified, less revealing version of your synopsis from the Book Profile worksheet will help you get started with crafting this element for your blurb. You should also refer to the climax, evolving stakes, and character arc notes from your Book Report worksheet to **hint at your key plot points**, but don't give away too much or there won't be any reason for your reader to buy your book. The goal for this portion of the blurb is to provide a **general sense of the characters and plot** and build intrigue by raising the stakes.



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### *Mix & Match:*

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### *Step 4: Selling Paragraph*

Let your ideal reader know why they should buy your book out of all the books out there. Mention the **genre** (and series title, if applicable), use **catchy adjectives** (daring, edgy, light-hearted, magical, mysterious, powerful, sweet, thrilling, timeless, well-crafted, etc.), and be **praiseworthy** of yourself as the author (use third person). This portion of your blurb should only consist of two sentences at most.



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### *Step 5: Call to Action*

Include **buzzwords** (buy, unlock, discover, today, etc.) to strengthen your **final plea** for your reader to **purchase your book**. This should only be a single sentence and is often combined with the selling paragraph.



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*Mix & Match:*

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## *Congratulations!*

You've officially written your blurb!

### *Double-Check*

Does it introduce your protagonist(s)? Have you hinted at the plot, central conflict, and possible outcomes? Do you speak highly of yourself and directly ask your readers to buy your book?

### *Share It*

Share your blurb with your family, friends, and peers to ask whether it holds their attention and intrigues them enough (without giving too much away) to want to purchase your book.

### *Want Personalized and Professional Assistance?*

Red Quill Editorial offers blurb editing. After writing your blurb, contact me through my [website](#) or via email at [mandi@redquilleditorial.com](mailto:mandi@redquilleditorial.com), and don't forget to secure your place on my editorial calendar for your manuscript too!