

Hook New Readers with your Blurb

Catching the interest of a new reader is a lot like trying to catch a shrewd and slippery fish. Plan your strategy and write your blurb using these tips and tricks.

Bait the Hook with the First Line

- BOLD tagline or catchphrase.
- Compelling question.
- Intriguing situation.
- Use keywords.



1

Hook them above the Fold

- Present the primary conflict.
- Create a connection between reader and main character with emotion and motivation.



2

Play the Line Below the Fold

- Raise the stakes with hyperbole.
- Summarize the conflict with suspense.



3

Set the Hook at the End

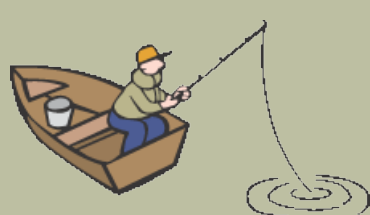
- End with a cliffhanger.
- End at the climax.
- Pose a question they have to read the book to answer.



4

Reel 'Em In

- Mention similar books that your book compares to in the genre.
- List your other books.



5

In Your Tacklebox

- Use short, punchy sentences to build suspense and heighten drama.



6

In Your Tacklebox

- Match tone, pov, and voice to those in your novel.



7

Items You Do Not Need

- No Spoilers!
- Limited backstory—tell them only what they NEED to know right now.
- Limited Author info.
- No clichés.

8

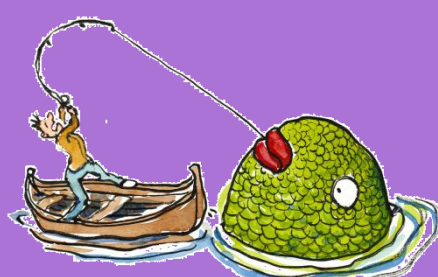
Clean Up the Blurb

- Be certain genre is clear.
- Be certain setting is clear.
- Be certain you name the main character in the beginning.

9

Count the Words

Be Brief!!
Aim at 150 and do not go over 200 words.



10

