

WRITE IT OUT: BACK COVER COPY THAT HOOKS YOUR READERS



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BACK COVER COPY AND BLURBS BASICS

WHY LOOKS ARE EVERYTHING: YOU WANT THREE PARTS TO A BLURB

- Hook
- Description
- CTA

HOOKS FORMATTING AND WHAT MAKES THEM WORK

ABOVE THE FOLD WHY IT IS SO IMPORTANT

THE ALL-IMPORTANT CTA

KEY TO FORMATTING THE HOOK

ABOVE THE FOLD

Everything from your hook and description that comes before the READ MORE button. What's above the fold must entice the reader to keep reading.

YOUR HOOK MUST BE:

- Quick
- Easy to read
- Enticing
- Optimally formatted

THREE LINES

- First line describes the protagonist... (+/- 6 words)
- ...Second line counters with another description (+/- 6 words)
- The last line focuses on the chemistry. (+/- 10 words, but less is fine if it fits rhythm)

Use pronouns, not names. Make sure the hook is double spaced and font/type is larger or bolder than description.

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EXAMPLE 1

She doesn't want to talk about it...
...He has no idea what he said.
Will these two ever learn to communicate?

EXAMPLE 2

Her dream account just landed in her lap...
...So did the future of her family
And she's got two months to save them both.

DESCRIPTION BODY

Formatting and content of equal importance

- Mix it up.
- Short lines
- Brief paragraphs
- More short lines
- Questions make great short lines.
- End with: You will _____ (name your book or the genre) because (give a universal appeal)

EXAMPLE 1

With a disposition as bright as her name, Sunny shakes it off the worst day of her life and makes a new start. She's got the brains that it takes, but she's more than a little scared. It's not just her reputation on the line.

Would this cockeyed adventure be the thing her siblings needed too?

Pat only wants peace in the family and never dreamed doing a favor for his sister could drop him into so much hot water. Torn between what he's always wanted and what is staring him in the face, someone is bound to get hurt.

Odds are it will be him.

But then, only the cardinal knows for sure.

Return to 1970 Indiana with Sunny, the first book in The Weather Girls series for the miniskirts, bell-bottoms, and Christian family values.

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You'll love Sunny for the music, the fashions, and the hilarious antics, because who can resist a romantic trip down memory lane?

DESCRIPTION EXAMPLE 2

The peaceful burg of Holcomb Springs has a wild past, and the wilderness outside its borders hides a treacherous present.

Teacher Ella Sommer is ready to forget about her broken engagement and escape from running into her ex. An overnight hiking trip on the Pacific Crest Trail offers what she needs to clear her head and breathe out under the stars.

Ex-military Reese Vega left Holcomb Springs with a bad boy rep, but has returned wiser, longing for a fresh start in his hometown. His hiking tour business offers that opportunity, especially when he can get into the great outdoors and let his past evaporate into the mountain air.

When Reese and Ella are thrown together on the overnighter, what starts as a simple trek ends up being filled with danger when they stumble across something they weren't supposed to see.

Can they put aside their history and use their wits to get out of this situation?

Or will it be too late?

You'll love *Beneath a Star-Lit Sky* because while the wilderness can't be tamed, the human heart can.

DESCRIPTION EXAMPLE 3

Thea accepts her place as the old maid in the kitchen. Her mother needs constant care, so whipping up a love life is out of the question.

Phil's heart crumbled like a crushed cookie when Thea said no. But could enough time have passed to allow them to be friends?

Two wounded hearts and too many memories.

It's a lot to overcome, but given just the right ingredients, could it be a recipe for love?

Return to 1968 with the second book in Jennifer Lynn Cary's *Relentless* series.

You will love *Wedding Bell Blues*, because when it comes this sweet romantic treat, everyone loves seconds—espe-

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cially second chances.

THE CTA: THE CALL TO ACTION

A must for all blurbs.

Make it:

- Short
- Direct
- Bold

MORE EXAMPLES

BLURB EXAMPLE 1

She grew up without a mother...

...but her little one wouldn't.

Can the cardinal help her find true love?

Her family thinks Windy is a flighty accident waiting to happen. But with more at stake than herself, she needs to put her creativity to the test and prove them wrong.

Is there such thing as too much independence?

Kris is a private man of few words, but somehow Windy broke through his defenses. He'd like to be more than a friend, but that would mean revealing his secret.

Will he trust Windy with what he's kept hidden?

And if he does, will she view him as someone worth building a life with?

Only the cardinal can say for sure.

Return to 1970 Indiana with *Windy*, the third book in The Weather Girls series for some peace, love, and Christian family values.

You will fall for *Windy*, the final book in The Weather Girls trilogy, because everyone knows the sweetest love is

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the one we wait for.

Get Windy today.

BLURB EXAMPLE 2

In the world of espionage...

...finding your soulmate can mean death.

Could they survive their passion?

Raul returned for her, gambled, and lost. Now, without a miracle, he'd played his last chance. Then Carla walked in.

She must guard the prisoner. But it's the man she loves. She couldn't let them take him. But what would it cost her?

You'll inhale this tale of romantic suspense because everyone knows what they'll do for love.

The Key.

Get it now.

BLURB EXAMPLE 3

One tree

Two lovers

But can they get their three wishes?

The ancient tradition claims that if lovers can agree on three wishes beneath the shade of the old oak tree, they're destined to be together.

Other than being in love, Jack and Jill had yet to see eye to eye on anything. Even if they each took one, they both still had to approve the third wish.

And this tree is their last hope.

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You will adore this magic romp because real love is a wish come true.

Three Wishes Under the Oak Tree.

Get it now.

BLURB EXAMPLE 4

If someone does the wrong thing...

...for all the right reasons

Is it still wrong?

William was born at sea in the middle of a storm, one that still rages inside. But when he learns an innocent girl's about to be destroyed, he takes matters into his own hands.

Elizabeth must escape a vile enemy or lose her freedom. Can she trust Willie?

How can she hide in plain sight?

And what must they do to keep her identity secret?

Thrown together on this high-seas adventure, the last thing Willie and Elizabeth need is to fall in love and risk exposing her.

Can they find the mercy needed to make things right?

And, if they do, will they recognize it when they see it?

This third and final book in The Crockett Chronicles series is set in 1730 colonial North Carolina and aboard ship during the Golden Age of Sail. *The Prodigal* firmly establishes the Crockett family on American soil and reveals how the family legacy continues.

If you enjoyed *The Patriarch* and *The Sojourners*, you will love this third generation of Crocketts in *The Prodigal* because the excitement has just begun.

Get it now.

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Any questions? Email me at jenniferlynn Cary@gmail.com. I will get back with you as quick as I can. Several more blurb examples are on the next pages.

Abundant blessings,
Jenny

P.S. You can also check out my website and get a free novella here:
www.jenniferlynn Cary.com

RESOURCES

Mastering Amazon Descriptions: An Author's Guide by Brian Meeks
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