**How to Write a Book Blurb**

*1* Keep it short. Book blurbs are generally less than one side. Think of that back cover!

*2* Use extreme action verbs. Use adjectives like "sizzling", "crackling" or "shattering." Then there's the ever popular "spine-tingling" used for thrillers and supernatural fiction.

*3* Make author comparisons. New authors are generally compared to well known ones. These comparisons can be made in a second or third sentence that compliments the original style assessment.

*4* Describe the journey. Formulas like "The author takes us through..." or "(Author) introduces the reader to..." are often used to set the stage, giving the reader a preview of the setting or plot.

*5* End with a bang. Those who are enthusiastic about a book will often include a recommendation at the end such as "A must-read."