

Sarah's Blurb Cheat Sheet

from www.sarahneofield.com

Before you begin, consider:

a) **how long and complex is your book? Does it require a lengthy blurb? What do other books in your genre look like?**

Pro tip: [according to my research](#), around 150 characters is average.

b) **what emotions do you want to evoke in the reader?**

Pro tip: according to Smashwords founder Mark Coker, readers are looking for a book that will satisfy a specific emotional/intellectual aspiration (e.g. one that will make them laugh, cry, learn something etc.)

THE BEGINNING:

Who is your protagonist, and **where/when** is the story set?

THE MIDDLE:

What happens to change everything? (mention the **antagonist/love interest** here)

But _____

A QUESTION:

_____?

THE END:

(Especially for indie/debut authors) **Comparison** to other titles/authors, and/or **call to action**.

If you enjoy reading _____, you'll love [title].

or

If you're a fan of _____, you'll love [title].

or

Get your copy of [title] today!

Review it:

a) **count the number of words**. Is it appropriate for the kind of book you have written?

b) **examine the emotions the words you have chosen evoke**. Are they aligned with your aims?

c) **get feedback!** Ask some friends who read your genre to give you their opinion, or submit your blurb to the Blurb Workshop (DM [@sarahneofield](#) for access) for feedback.