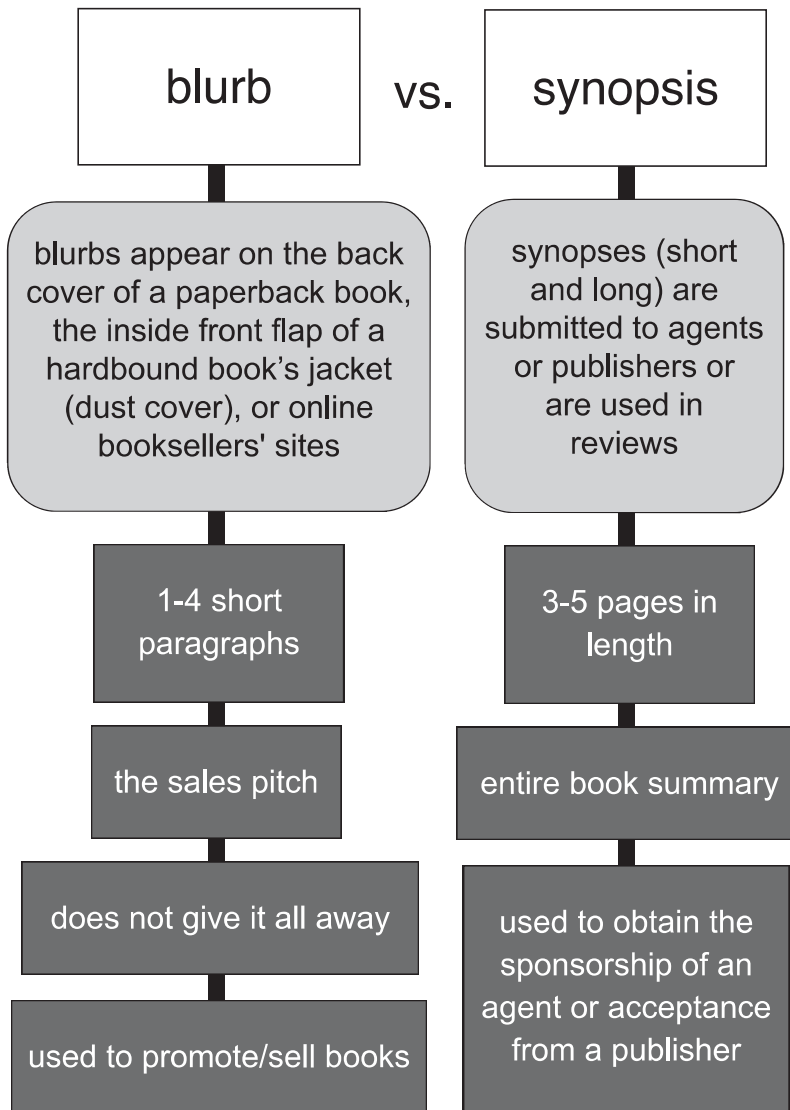


Writing the Blurb

1. a blurb is a brief (1-4 short paragraphs) description of a book's contents used to promote the book's sales.



important aspects of a good blurb

it grabs a prospective readers' attention

it compels the reader to buy it

it serves as an essential part of your platform

preparation for writing a killer blurb

it's never too early to start thinking about it

do plenty of research

understand your genre