

# Best Practices for Writing Back Cover Blurbs

*This is an extra resource to go along with the original article:*

[Designing Your Book's Back Cover](#)

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- Look at other book blurbs for inspiration. Study at least 10 other books in your genre for examples.
- Follow this simple formula: Set the scene, introduce the character, introduce the problem, and then suggest the theme. Be vague, though. No spoilers!
- Leave on a cliffhanger. Your goal is to get the reader to open your book and find out what's going to happen.
- Use the same voice that you've used within the story.
- Make it easy to read. Shorter sentences are better at grabbing potential readers.
- Break up the text into small, bite-sized paragraphs to make it easier to scan.
- Don't stop with your first draft. Your blurb will market your book, so you need to tweak it until it's as close to perfect as possible.
- Edit the blurb down to 200 words (maximum). Depending on your font size and type, you may only have room for 150 words.
- Ask others to read your blurb. Ask them if the blurb is easy to understand and if it entices someone to continue reading the book.