

# How to Create Blockbuster Blurbs to Promote Your Book or Website !

by Rita Milios

Blurbs are short, concise, pithy little statements, often containing just one sentence or two. The purpose of a blurb is to convey a message that is memorable and useful for promotional purposes—a branding statement, a testimonial etc. The best blurbs quickly and succinctly deliver both a message and an attitude.

There are several different kinds of blurbs:

## Positioning/Branding Blurbs

These “sound bite” messages often become trademarks for a company.

- Avis –We Try Harder
- Fed Ex–When it Absolutely, Positively Has to Get There on Time
- 7 Up– the Uncola

## Book Blurbs

Book blurbs are often found on a book’s back cover. These short, promotional messages tell what the book is about, define its niche or create a “brand” for the book. Such blurbs are often created by the marketing department (or the author) to help distributors and promotional people quickly get a handle on what the book is about so they can better pitch the book. For this reason, this kind of blurb is sometimes referred to as a book’s “handle.”

- “I don’t want you to die with a book still inside you.”  
– Dan Poynter’s blurb and branding statement (promoting his *Self Publishing Manual* and related workshops)
- “*The Power of Your Subconscious Mind*—on steroids—for writers.” (The “handle” for my upcoming book for writers, *Instant Inspiration: How to Have Creativity on Tap...Anytime, All the time...and Never Have Writer’s Block Again.*)
- “*Marketing on the Internet*—The Bible of the internet Business world!”  
(cover blurb on internet marketing book)

## Testimonials

These blurbs are similar to back of the book blurbs are can often be found there. The difference is that these are always written by someone else who has read the book, and who is now offering a message of approval or appreciation. They act somewhat like mini book reviews. Testimonials show potential readers that someone else has found the book to be useful. Therefore, testimonials are powerful promotional tools.

Here are some testimonials regarding my book, *How to Create Quizzes, Surveys and Polls to Power-Promote Your Book or Website!*

“Self-published authors need not be intimidated by marketing and promotion. Rita’s book is invaluable...it will bring results.”

Pam Lontos, PR/PR Public Relations  
*www.prpr.net*

“Self-published authors need an ‘edge’ just to stay visible amongst the hundreds of books that are published monthly. Milios' book on using quizzes, surveys and polls shows authors — step-by-step — how to get their books noticed using these simple, effective tools.”

Barbara Casey – author of the e-book *Make a Big Splash Selling Your Books on Amazon* available at *www.newradiance.com*

"Promote yourself, your book and your expertise, using these simple, easy tools...Rita's book is a gem!"

Debbie Allen, Best Selling Author of *Confessions of Shameless Self Promoters*; *www.DebbieAllen.com*

## Develop Your Own Blockbuster Blurbs

You, too, can create Blockbuster Blurbs to promote your own book or website!

Since blurbs are designed to be memorable, it is good to think of them as “sound bites.” Sound bites get directly to the point. They have an element embedded in them that helps them to be remembered, for instance: numbers, humor, literary devices such as alliteration (several words starting with the same letter), rhyme or unusual and catchy phrases. Blockbuster Blurbs hit one or more of these targets. And the best way to make a blurb memorable is to make it fun!

### Tips for Creating Blockbuster Blurbs

- Use active language. (Ex: Use “Learn to” vs. You will learn.”)
- Use specifics and details. (“Add \$1,000 to your bank account!” vs. “Make more money!”)
- Use numbers liberally. (“Get 10 Tips”, “Learn 3 Secrets”)
- Use “power” sales words. (*secret, guarantee, free, time-limited*, etc.)
- Engage the senses and the emotions. (“Heart-stopping action.” “Mouth-watering recipes.”)

With these suggestions, you should be well on your way to creating Blockbuster Blurbs on your own. But, I know, it is still easier said than done; and some people do have more of a “knack” for this kind of writing than others. If you need help, feel free to call on me!

I am available to help you by the hour or by the project. And my rates are ridiculously low for the value I offer! (Hey, sales promotion is no time for modesty!)

- ***Do you want to sell more books?***
- ***Is your current marketing & promotional plan giving your book its best shot?***
- ***Do you need help getting attention for your book?***

I can help with my ***Author Book Marketing and Promotional Services!***

Check out my ***Author Book Marketing and Promotional Services at***  
**[www.ritamilios.com/bookpromotion](http://www.ritamilios.com/bookpromotion)**.

Rita Milios is author of more than 30 books, including *How to Create Quizzes, Surveys and Polls to Power-Promote Your Book or Website!* She offers unique book promotion services to fellow writers, including hourly “Borrow a Brain” brainstorming sessions. Find out more at [www.ritamilios.com/bookpromotion](http://www.ritamilios.com/bookpromotion), where you will also find more FREE Quizzes and e-Reports.