

Your book's BACK COVER is prime real estate!

Think you shouldn't judge a book by its cover?

Think again.

What do you do when you're browsing in a bookshop or library?

First, you pick up the book and read the blurb (aka dust-cover copy or back-of-book description). Then you might read the first page.

But that back cover is gold! Here, an engaging and persuasive blurb can give a hint of the exciting content that you've worked so hard to present. This is where you turn browsers into buyers.

And these days, with so many books published online, a short, dramatic blurb is even more important for sales.

But you don't want to give the game away. You just want to hook them – and then reel them in so they buy.

If you're the author, perhaps you're too close to it to easily summarise. In that case, I will!

Let's talk about your project

Contact me, Josephine Brown ➡

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*Be understood...
in print and online!*

