



Blurb Examples Used in the Slides

From Tess Gerritsen's *Spy Coast*

Former spy Maggie Bird came to the seaside village of Purity, Maine, eager to put the past behind her after a mission went tragically wrong. These days, she's living quietly on her chicken farm, still wary of blowback from the events that forced her early retirement.

But when a body turns up in Maggie's driveway, she knows it's a message from former foes who haven't forgotten her. Maggie turns to her local circle of old friends—all retirees from the CIA—to help uncover the truth about who is trying to kill her, and why. This "Martini Club" of former spies may be retired, but they still have a few useful skills that they're eager to use again, if only to spice up their rather sedate new lives.

Complicating their efforts is Purity's acting police chief, Jo Thibodeau. More accustomed to dealing with rowdy tourists than homicide, Jo is puzzled by Maggie's reluctance to share information—and by her odd circle of friends, who seem to be a step ahead of her at every turn.

As Jo's investigation collides with the Martini Club's maneuvers, Maggie's hunt for answers will force her to revisit a clandestine career that spanned the globe, from Bangkok to Istanbul, from London to Malta. The ghosts of her past have returned, but with the help of her friends—and the reluctant Jo Thibodeau—Maggie might just be able to save the life she's built.

From Cynthia Eden's *Monster without Mercy*

Anyone can be tempted...

Xavier Hollow is the king of destruction. A shifter, a vampire, a demon—every nightmare you have—all rolled into one very smoking hot package. Xavier snaps his fingers, and the world falls at his feet. His enemies tremble in fear. And the women who want him? They tremble with yearning. Life (and death) is one fabulous ride...until a certain very old curse kicks in for him. A curse that threatens to take away all of his dark power.

He needs someone good...to fall for him. STAT.

Three days. That's how long Xavier has to tempt one Mercy Josephine. Innocent, pure, the actual descendant of an angel, she's all the things that normally give him hives—literally. He's allergic to good and just can't stand it. Committing a "good" act causes Xavier physical pain. The bigger the act, the more intense his suffering. But, for Mercy, he'll have to pretend to be someone very, very different. Someone who is—unfortunately and ever-so-disgustingly—good.

He'll corrupt her. She'll save him.

A simple enough task. Go to the costume ball. Charm the modern-day princess. Get her to sacrifice her soul for him. Done. He could probably bring her to the dark side with just a kiss. But then he meets Mercy and realizes that he's not the only one looking to destroy some goodness. Other beasts are closing in, and in order to break the curse that haunts him, Xavier will have to do the one thing he never expected...protect Mercy. Beautiful, brave, and—shudder—good Mercy.

From Xio Axelrod's *Girls with Bad Reputations*

Once upon a time, the pressure to be the perfect daughter nearly broke Kayla Whitman. Desperate to find an outlet away from her controlling mother, she picked up a pair of drumsticks, forever altering the rhythm of her life. Since then, she's been determined to make her own way, finding her home with her bandmates even as she fights to keep her past and her present firmly separate.

Things were simple enough when the Lillys were playing local gigs at dive bars, but now they're on their first official tour—and all Kayla can see are warning signs. Desperate to escape the worry churning inside her, Kayla finds solace in quiet tour bus driver Ty Baldwin...and discovers in him a kindred spirit like no one she's ever met before.

Their connection is immediate and intense, but when increasing scrutiny from the press threatens to destroy Ty's newfound peace and Kayla's carefully guarded secrets, Kayla's forced to make an impossible choice: pursue her dream and risk destroying everyone around her? Or give in and lose the chance of ever becoming the person she's always known she could be.

From Brighton Walsh's *Reckless Heart*

Turns out the gorgeous stranger I had a one-night stand with is not only my sister's best friend but also my new employee.

Worse? I shared a whole lot more with Avery than one mind-blowing night.

I told her my deepest, darkest secret.

Despite my constant worry that she'll let the truth slip to my family, I can't stay away from her. And when we're tossed together for an out of town trip and forced to share a room with only one bed, the chemistry between us finally explodes...again.

I have no problem making her see stars—or breaking the bed. The trouble is, the longer our secret relationship goes on, the more I want to keep her.

But she's eight years my junior, the sunshine to my grump, and I know her free spirit wants more than the small town of Starlight Cove can offer.

I have no doubt no one will ever give her more pleasure than I will, but I refuse to hold her back.

Even if that means letting her go when her three month contract is up.

Your Turn to Craft the 4Ws!

Who is your main character(s)?

What do they want? (Goal)

Why do they want it? (Motivation)

Why can't they have it? (Conflict)

Some Other Methods to Get Started on Blurbs

♥ Write a Basic Premise:

Despite [character flaw/wound], [Main Character] must battle opponents and overcome [external conflict] and [internal conflict] in order to reach [goal/want/need].

♥ Fill in these blanks:

[Main Character] desperately wants _____ in order to _____, but they are prevented by _____ until they _____ to overcome [obstacle].

References/Resources

(Book links go to Amazon through my affiliate link.)

📖 Debra Dixon's *GMC: Goal Motivation, & Conflict*

📖 Jennifer Hilt's *The Trope Thesaurus: Trope Your Way to a Stronger Story*

📖 Gail Carriger's *The Heroine's Journey: For Writers, Readers, and Fans of Pop Culture*

📖 Theodora Taylor's *7 Figure Fiction: How to Use Universal Fantasy to Sell Your Books To Anyone*

📖 Cindy Dees's *The Tropoholic's Guides* series

📖 Elena Johnson's *Writing Killer Cover Copy*

📖 Camy Tang's/Story Sensei's *The 50-Word Elevator Pitch*
(<https://storysensei.blogspot.com/2005/08/50-word-elevator-pitch.html>)

📖 Nicholas Erik's *Blurb Essentials* (Includes links to other great resources)
(<https://nicholaserik.com/wp-content/uploads/2020/01/Blurb-Cheatsheet-V1.5.pdf>)

Don't Forget to Have Fun!

