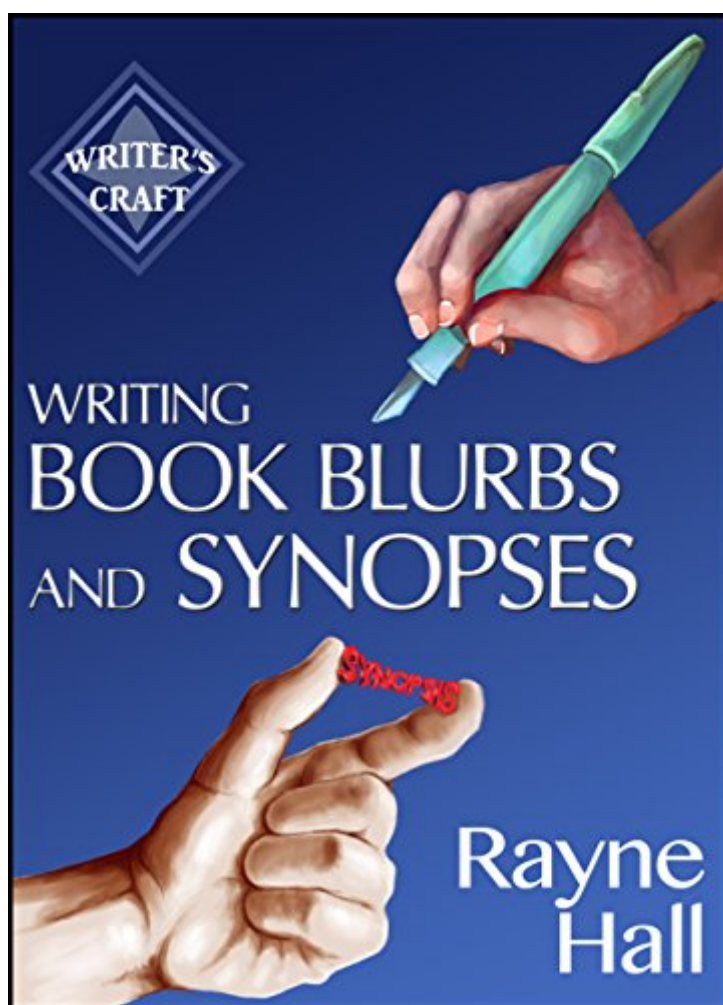


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Writing Book Blurbs And Synopses: How To Sell Your Manuscript To Publishers And Your Indie Book To Readers (Writer's Craft 19)



Synopsis

Do you want a synopsis that persuades agents to request the whole manuscript? Does your book need a description that entices customers click the 'Buy Now' button? This guide shows you step-by-step how to create six effective short forms for selling your manuscript to publishers and your indie-published book to readers: * The SYNOPSIS shows the novel's plot structure. You use it to communicate with industry professionals – publishers, editors, literary agents. * The CHAPTER-BY-CHAPTER OUTLINE tells industry professionals about your non-fiction book or short story collection. * The PITCH serves to convince publishers, editors, literary agents, booksellers and marketing people of the book's commercial potential. Use it during pitching appointments when you have only few minutes to talk about your book, and as a hook in query letters. * The BLURB is a product description for the book's backcover and page, designed to entice readers. * The ENDORSEMENT BLURB recommends another writer's book. * The TAGLINE is a short slogan to hook readers. Click 'Look Inside' or 'Download Free Sample' to see how this guide can help give your book the success it deserves. Rayne Hall is the author of over seventy books, both indie and traditionally published.

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Customer Reviews

Rayne Hall's insider knowledge of the publishing world will give you what you need to write everything from your first pitch to publisher to the blurb on your book cover. There were so many things in this book that I never would have thought of. From formatting to how to write a tagline. It's everything you need to know to look like a professional, not an amateur. I suggest reading this book long before you need to approach a publisher. Seriously. I used Rayne's suggestions to attempt a synopsis for my current work-in-progress. It was a great learning experience. Writing a synopsis early can actually help you focus on what's important in your book. Because you need to pull the synopsis right from the story, I was able to see a couple areas I need to work on to make it stronger. A big plus. I received this book free for an honest review. I have read a number of Rayne's "Writer's Craft" books and found her knowledge and experience invaluable. And while it wasn't strictly her intention with this volume, I learned something more about writing a book, as well as how to sell it. My recommendation is to start writing your synopsis early, and your book will definitely benefit.

Recommended for indie authors and those seeking traditional publishing. Having read all such books, I can endorse this as one of the couple best. As with other Rayne Hall books, this is another winner for authors.

I downloaded this book as part of my Kindle Unlimited subscription and could not put it down. Hall shows the ins and outs of writing synopses, blurbs, and pitches designed to move your book off of the shelves and into readers' hearts. She explains the differences in marketing to publishing professionals (business-to-business) and marketing to your audience (business-to-customer). Lots of before-and-after examples from real authors who have used her methods show you exactly how to put the information she presents into practice. Once you have the basics of your book on place, the synopsis Hall teaches serves as wonderful template to flesh out your story and make sure you stay on the right track. I have already used the information contained in the book to create templates for myself that can't help but take my writing to the next level. BOOK BLURBS AND SYNOPSES is an excellent addition to Hall's series of how-to writing books.

Rayne Hall is my go to resource for all things writing related. These books get straight to the point, you know, the GOOD stuff that will help you write a much better book, and I LOVE that. Other books are filled with paragraph after paragraph of filler, making you swim through the murk before getting

to the information you need. These books jump right in and offer easy to follow advice. Advice that WORKS WONDERS for your manuscript! I was so excited when I discovered she had a brand new book coming out, and I pre-ordered this one right away. I devoured the section on writing a book blurb because it was exactly what I needed to strengthen mine for my book. I highly recommend these books. They are perfect for any writer's toolkit.

You know what I love about this series? The books in it are all short and to the point, and every time I read one, I LEARN something. Beginning writers are often confused about the difference between a synopsis and a blurb. I was, when I first started out. This book didn't teach me THAT (I figured it out a few years ago), but I did learn a hell of a lot about the difference between business-to-business and business-to-consumer communication, in the context of writing and publishing. I also learnt that a synopsis isn't the only thing a prospective agent or publisher might ask of you - there are quite a few other things you could get asked for too, and this book explains how to write them as well. To be honest, I skimmed through most of the section on how to write a synopsis. Being indie published, I don't write very many of those. I did write one just last week, though... and on reading this book, I discovered that I did it wrong. I wish I'd read "Writing Book Blurbs and Synopses" before I submitted it. Oh well, you live and learn! I found the section on writing blurbs VERY useful, and taglines too, and I particularly enjoyed the section on "Thrill Words". I've already changed the blurb of one of my published books, based on what I read here, and I'll probably change more before the year is out. There is one thing that could've made this book even shorter, which would've been if there weren't quite so many examples. I like to think I learn quickly - give me a lesson, and one example, and I'm off. Give me four or five for each lesson, and I start thinking "Yes, yes, I get it already." Still, if you're trying to market your published book, or if you're trying to get yourself traditionally published, you should buy this book, read it, and learn something.

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