

COPYWRITING 101:

hooks, blurbs & pitches

This webinar will reveal the tips and tricks of how ad men get us to part with our hard-earned moola. *(And trust me, they now how to swindle chocolate ice-cream from a toddler with a sweet tooth dipped in honey.)*

WORKBOOK

AT A GLANCE

CREATE SNAPPY HEADLINES WITH:

- Rhetorical questions
- Direct address
- The power of three
- Language devices such as alliteration, metaphors, and adjectives
- The conflict
- Repetition
- Puns
- Special offers/limited releases
- The endorsement from other authors, bloggers or fan reviews

POINTERS FOR BLURBS/BODY COPY

- Good body copy starts in the middle
- Don't repeat information
- Don't open with the name of the product
- Use concrete language (specifics!)
- Talk about the CONFLICT, THE STAKES!
- Don't use clichés
- Short words, short paragraphs

Let's get down to the Nitty Gritties...

- **Headlines**

Describe your novel with three adjectives (words that describe nouns).

Can you make these adjectives BIGGER? For example, it's not just a 'fun' novel, it's an 'incredibly fun' novel, it's not just a 'thrilling novel', it's an 'edge-of-your-seat thrilling' novel.

Your adjective headline:

What's your novel's burning question? For example, *Can these two warriors find love with each other in a tribe that bans feelings? If music is the food of love, what hope is there for tone-deaf Jim boy?*

Your rhetorical question headline:

If you had to sum up your book's trope, what would it be? Second chance? Friends to lovers? Take the theme and see how you can **repeat** it. For example, *Nice guys always come second – does that mean Nick won't get a second chance? Or, Friends with benefits or more than friends – it's complicated?*

Your repetition headline:

Is there some way you can compare your character or the novel's set up to something else using metaphor (comparing things without using like or as)? For example, *Tracy Reid's the queen of the corporate jungle, but with top lawyer Alex Rindle, she's got a **tiger by the tail***. Or, *Now Ellie's kids have flown the nest, it's time for her to **fly high***.

Your metaphor headline:

Mix it up and see how many different rhetorical devices you can use together in one headline.

Your all-together headline:

- **YOUR BLURB**

You're in an elevator, with the agent/publisher of your dreams (yes, it's an elevator pitch). They ask you to sum up your book in three lines. Can you do it?

Here's how:

Step one: Answer these questions

- What's your character's main goal?

- What's their love interest's main goal?

- What's the external conflict between them?

- What is each character's internal conflict?

Step two: Link the goals and external conflict together.

For example, *Marie wants the Man Booker, but so does Gil; there's only room for one winner.*

Step three: Flesh it out with more detail about the characters:

For example, *Best-selling author Marie Day wants the Man Booker, but so does NY darling debut author Gil Everson; there's only room for one winner.*

Step four: Round it out with a hint at the internal conflict.

For example, *Best-selling author and recovering alcoholic Marie Day wants the Man Booker, but so does NY darling debut author and exhausted single dad Gil; there's only room for one winner.*

Write up your blurb:

Congratulations - you now have a one-line synopsis.

- **CALL TO ACTION**

Any writing to persuade means you want someone to do something; buy your book, leave a review, download a sample chapter, download a free ebook, sign up for a newsletter or have a look at your website.

Words to use to increase the urgency of your call: *now, limited, exclusive, new*

For example: *Buy it now! Sign up for exclusive content, now! Only \$1 for a limited time – exclusive to XYZ. What are you waiting for? Download now!*

Write your call to action here:



Need more help? Go to www.suzannejefferies.com to sign up to my 12-DAY KICKSTART. Or drop me a mail, suzanne@suzannejefferies.com.