100-250 words long. THAT’S IT!!!!

Entice readers to read more. It is NOT a summary of your story.

Your goal is to make an emotional connection. Your only goal with a blurb is to get them to buy the book on emotion.

**LIBBIE HAWKER EXAMPLE**

Story Core - Take off your pants

1. A character
2. Wants something
3. But something prevents them from getting it
4. So they struggle against the force
5. And succeed or fail

(1)Wilbur the pig (2) wants to stay alive. (3) Unfortunately, his owner wants to sell him to slaughter. (4)But when he meets an amazing spider who can spin webs into words, Wilbur becomes an immediately sensation and (5) might have a chance to survive after all.

**BRIAN MEEKS EXAMPLE**

[3-6 work description hook]

[3-6 work description hook]

[3-6 work description hook]

[1-2 paragraphs on goal]

[3 descriptions on who will love it]

[Get it now]

<https://www.goodreads.com/book/show/44148793-katrina-hates-the-apocalypse>

The world ended.   
  
I survived.   
  
Now, I want my life back.   
  
Ever since God beamed all the good boys and girls up to some giant orgy in the sky I’ve been living with monsters, fighting monsters, and killing monsters. Frankly, I’m sick of it. I want my old life back. I want peace and quiet. I want the Apocalypse to END.   
  
There’s only one way to make that happen. Travel to Hell, find the Devil, and kill him. So that’s what I’m gonna do.   
  
I’m Katrina, and I really hate the Apocalypse.   
  
If you love snarky protagonists, non-stop action, and more monsters than you can wave a bloody baseball bat at, then this book is perfect for you.   
  
Get it now.

**OLD BLURB**

<https://www.goodreads.com/book/show/30200114-katrina-hates-the-dead>

What would you do during the Apocalypse? How would you survive?   
  
Those are the questions that have plagued Katrina for years. All the good boys and girls were raptured up to Heaven, leaving the rest of humanity to ask a single, solitary question: “Why not me?”   
  
Hellspawn rose from Hell and rampaged across the world, eviscerating all they came across. It was bedlam, Hell on Earth. There was nothing anybody could do to stop it.   
  
Then the Hellspawn got bored and settled for a quiet life in the suburbs. They squatted in the homes of the people they once mercilessly murdered.   
  
And that’s where Katrina Hates the Dead starts. Humanity survived the rampaging demons and now has to work and live alongside them. They steal all the good jobs, and leave humanity cowering is squalor.   
  
Katrina is a non-stop thrill ride from beginning to end. She fights minotaurs, Cerebus dogs, zombies, demons, and more, as she fights across the plains of oblivion.   
  
But the book also explored the deep pain and angst of a society that was forsaken by god, decimated by Satan, and left to live in hunger.   
  
And yet humanity is strong. They persist. But everything has a breaking point, and after watching friend after friend die at the unforgiving and unjust hands of fate, Katrina’s had enough and sets out to face off with the Devil to earn back her old life.

**SELL MORE BOOKS EXAMPLE**

[SETTING][VERB/EMOTION][CHARACTER][DESCRIPTION]

[SECOND CHARACTER][DESCRIPTION][STAKES]

[QUESTION][QUESTION][QUESTION]

A medieval village. Attacked. An ice giant, destroying everything in its path.

A pixie. Trained to hunt monsters. With only one chance to save her home.

Can she defeat this incredible threat? Will she rise up? Can she become the hero she's always wanted to be?