

# Story Blurb Template

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<http://www.digitalbookworld.com/2013/4-easy-steps-to-an-irresistable-book-blurb/>

December 9, 2013 | [Beth Bacon](#)

## Make it short and dramatic!

### Situation

Every story has to start somewhere, with some people in some sort of circumstances. Describe them simply.

**Example:** Sixteen-year-old Emme Belrose has it all: four best friends, her own horse, a hidden teepee hangout, and a blossoming romance with tall and handsome Charlie. These friends also have a secret. They can move their spirits into animal bodies: an Osprey, a Mustang, a Grizzly, a Mountain Lion and a Coyote.

### Problem

Every story (every interesting one, anyway) has some sort of hitch that either makes that situation untenable or makes change inevitable. This part of the description often starts with the word, “But...” or “However...” or “Until...”

**Example:** But when Charlie, who has a gift for seeing the future, has a vision of Emme drowning in the icy Yellowstone River,

### Hopeful possibility

Here’s the potential to overcome the crisis. This “cool thing” or “longshot opportunity” makes your audience want to read your story. Yes, the situation (above) seems doomed by the problem (above). Still, there’s hope because of this new twist. Parts 1, 2, and 3, if concisely written, together create the drama that propels the story.

**Example:** the Spirit Warriors must train their animal bodies to kill an enemy they know is coming... but know nothing about.

### Mood, tone or spirit of the story

Finally, readers want to know what kind of emotional state they’re going to get into while they’re reading this book. Is it a dark, dystopian tragedy or humorous chick lit cotton candy? This is where you set the tone and clinch the deal, turning browsers into buyers.

**Example:** Suspenseful, romantic and awash in Native American magic, Spirit Warriors captures the enchantment of the American West and the power of friendship.

### Putting it All Together

Sixteen-year-old Emme Belrose has it all: four best friends, her own horse, a hidden teepee hangout, and a blossoming romance with tall and handsome Charlie. These friends also have a secret. They can move their spirits into animal bodies: an Osprey, a Mustang, a Grizzly, a Mountain Lion and a Coyote. But when Charlie, who has a gift for seeing the future, has a vision of Emme drowning in the icy Yellowstone River, the Spirit Warriors must train their animal bodies to kill an enemy they know is coming... but know nothing about. (4) Suspenseful, romantic and awash in Native American magic, Spirit Warriors captures the enchantment of the American West and the power of friendship.