**\*How to Write a Book Description\***

**Six Ways**

Before your book goes out into the world, it’s a good idea to write a short description to quickly sum up what the book is all about.

This description can go onto the back cover of your book, on Amazon, on your website, in a press release, and lots of other places.

Here are **six book description examples**—different genres, including non-fiction, fiction, essay/poetry collection, and memoir.

Each example is followed by a **fill-in-the-blank template**, so you can customize it with your own info.

**If you read all these examples, and you still feel unsure about how to write a description for your book,** we recommend that you make a list of your top three favorite books of all time, go to Amazon, and read the description for each book. That might spark more ideas for you! Or pull three books off your bookshelf at random, flip ‘em over, and read the backs. That might help, too.

**Non-fiction book: How-to, instructional, inspirational**

***The Checklist Book*** by Alexandra Franzen

**Description**

Too much to do, too little time? Feeling overwhelmed and stressed? Go back to the basics by writing out a simple checklist.

[The Checklist Book: Set Realistic Goals, Celebrate Tiny Wins, Reduce Stress and Overwhelm, and Feel Calmer Every Day](https://www.amazon.com/Checklist-Book-Realistic-Celebrate-Overwhelm/dp/1642501182) is your guide to a simpler, more beautiful day.

In *The Checklist Book*, learn:

– The history of the checklist and why it remains so relevant and effective today.

– The science of checklists and why it feels so incredibly satisfying to make a list and check things off.

– How to create a daily checklist, seasonal checklist, annual checklist, self-care checklist, marketing checklist, and checklists for challenging situations like moving to a new city or navigating a divorce.

Checklists will change your life.

**Fill-in-the-blank Template**

Too much [negative thing], and not enough [positive thing]? Feeling [unpleasant emotion]? This book is for you!

[Title] is your guide to [a calmer day, a stronger marriage, more peace at home, a happier relationship with your body, less stress in the kitchen, or whatever positive outcome/benefit your book provides].

Inside, you’ll learn:

– [One cool thing your reader will learn]

– [Another cool thing your reader will learn]

– [Yet another cool thing your reader will learn]

[Finish your description by emphasizing the big message of the book—for instance: Today is not over yet. / You can get into your dream college—this book shows the way! / Passion doesn’t have to fizzle out and disappear. Your marriage can feel like a honeymoon for decades. / Or whatever your central message might be.].

**Non-fiction book: Collection of true stories by the author and other voices**

You’re Going to Survive by Alexandra Franzen

**Description**

Having a tough day at work? Maybe you’re dealing with a hysterical client. A job interview that goes nowhere. A vicious 1-star review about your latest project. Or just a general sense of confusion. *“Who am I? What is my purpose? What am I doing with my life?!”*

If you’re having one of those rough moments, curl up with [You’re Going to Survive](http://amzn.to/2FLJ76P)*.*

Each chapter is filled with honesty, humor, and heartfelt encouragement to help you stay motivated, keep marching, and never give up―even when things feel incredibly tough.

No matter what’s going on in your career right now, this isn’t the end of your story. You’re going to survive.

*“This book is your new best friend on a bad day. Keep it by your bedside table, in your dashboard, in your purse or in your freezer next to a big pint of ice cream. Alexandra will always be there to tell you that you can do it, you must keep going, and you are meant for greatness.”*

*―Vanessa Van Edwards, bestselling author of Captivate*

**Fill-in-the-blank Template**

Dealing with [unpleasant/painful situation]?

Or maybe you’re wondering, “[Big question that your ideal reader is probably wondering—“How can I \_\_\_\_?” Why does \_\_\_\_ feel so hard?” “If I want \_\_\_\_, what should I do?”].

If that’s your situation right now, curl up with [Title].

Each chapter is filled with [encouragement, advice, checklists, recipes, whatever each chapter contains] to help you [navigate grief, get your dream job, create a daily meditation practice, prepare for parenthood, or whatever this book helps readers to do].

*[Put a short testimonial/endorsement for the book—written by a friend, colleague, fellow author, anyone you want—briefly summing up why it’s so awesome.]*

**Non-fiction book: How-to, career, professional development**

***Your Next Level Life*** by Karen Arrington

*\*A Tiny Press book, released through Alexandra Franzen’s book imprint.*

**Description**

**Winner: NAACP Image Award for Outstanding Instructional Literary Work**

***How Big Do You Want to Live?***

If you’re feeling stuck or trapped by other people’s expectations of what you can achieve, it’s time to stop playing small and start redefining what success can mean for you. It’s time to get that upgrade.

Karen Arrington―founder of the Miss Black USA Pageant, creator of the Next Level Women’s Summit, and mentor to thousands of confident, successful young black women―is your guide to getting your next level life.

With the seven simple rules, you’ll learn how to bring your career, income, and lifestyle to that next level.

*Your Next Level Life* will show you how to:

* Create all the money you need
* Position yourself like a star
* Connect with other powerful women
* Bring your life to the next level, whatever that means for you!

***Your Next Level Life*** is where Gay Hendricks’s *The Big Leap* meets Shonda Rhimes’s *Year of Yes*. If you love personal development books like *Believe Bigger* and *Don’t Settle for Safe*, you’ll love ***Your Next Level Life: 7 Rules of Power, Confidence, and Opportunity for Black Women in America*.**

**Fill-in-the-blank Template**

[If your book has been mentioned in the media, won an award, got an awesome review, you can mention that detail.]

[Intriguing question to pique the reader’s attention, like: How big do you want to live? / If you had 24 hours to live, what would you do? / What if sales could be fun? / What if divorce could be a win-win for everyone involved, even the kids?]

If you’re feeling [negative emotion], it’s time to stop [unhelpful pattern] and start [new, exciting thing].

[Your name]―[describe your job title, qualifications, credentials—stylist, life coach, mother of four, etc.]―is your guide to [new, exciting thing].

[Title] will show you how to:

* Create \_\_\_\_\_\_.
* Avoid \_\_\_\_\_\_.
* Complete \_\_\_\_\_\_.
* And experience the joy of \_\_\_\_\_\_!

If you enjoy books like [Another book title] and [Another book title], then you’ll love [Title].

**Fiction**

***So This Is the End: A Love Story*** by Alexandra Franzen

**Description**

*In this inspiring tale of romance, a young woman meets her soulmate—with only 24 hours to live. Perfect for fans of JoJo Moyes and Jill Santopolo.*

**If you had just one day to live, what would you do?**

In a world where doctors can revive the dead for a single day, Nora Hamilton has just received the extraordinary gift of an extra 24 hours of life.

One more day. One more chance to tell her family how much she loves them, listen to her favorite song, and feel the grass beneath her feet. And she’s determined to make every moment count.

Enter: Renzo. Ren, for short. He’s strong, compassionate, and unfairly attractive, with a face that makes Nora’s stomach explode into stars. Their connection is immediate and undeniably intense. Nora is wracked with bittersweet joy and confusion as she realizes, “I’ve finally met the love of my life…on the last day of my life.”

Should she tell Ren the truth about her condition? Or simply try to enjoy their brief time together? Is it wrong to fall in love when there’s no chance for a future? Or is love a precious gift, no matter how long it lasts, even if it’s just for one day?

*So This Is the End* is a story about taking chances, making your own rules, and the power of living like there’s no tomorrow.

**Fill-in-the-blank Template**

[Have you written a fantastical adventure that fans of *Harry Potter* will love? Would fans of the show *Downton Abbey* adore your historical fiction? Is your book’s style a mash-up of Malinda Lo meets Maggie Stiefvater? Try opening with *“Fans of \_\_\_\_\_ will love this new book…”* or *“A riveting story that combines the drama of \_\_\_\_\_ with the hilarity of \_\_\_\_\_\_.”*]

[Intriguing question to pique the reader’s attention, like: *If you had 24 hours to live, what would you do? / What if you were the only human being left on earth? / If someone offered you a pharmaceutical drug that allows you to stay madly in love with your partner forever, would you take it?*]

[State your main character’s dilemma at the beginning of the book. She’s embroiled in a lawsuit. He’s 55 years old and has never been kissed. They just woke up to discover that aliens have landed on earth, etc.]

[Hint at what happens next without giving too much away. She goes on a wild adventure around the world to collect evidence for her case. He falls in love when he least expects it. They team up with the aliens to reinvent Democracy and try to build a better world…]

[Sum up what this novel is all about. What’s the main theme? Or central ideas? *Title of your book is a story about \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.*]

**Collection of essays, poetry, and photography**

***Glad to Be Human: Adventures in Optimism***by Irene O’Garden

*\*A Tiny Press book, released through Alexandra Franzen’s book imprint.*

**Description**

In a world so often filled with distressing news and bewildering violence, being “human” often gets a bad rap. Rejoice in everyday reasons to smile, think positively, and enjoy the gift of life.

**Take a walk on the bright side.** In *Glad To Be Human: Adventures in Optimism*, award-winning writer Irene O’Garden reminds us of the radiance of human existence. From kitchens to gardens to busy city streets, all around, in your everyday life, you can find plenty of reasons to feel gratitude and hope, peace and joy.

**It’s the little things.** In this collection of essays, O’Garden explores a wide range of practical reasons to celebrate life―just look closely around you. In one essay, she describes the simple pleasure that comes from clearing clutter off a desk―in another, the thrill of visiting the Statue of Liberty. The book’s grand finale is the Pushcart Prize-winning essay, “Glad To Be Human.”

**One simple message.** Through contemplation, meditation and with literary style, *Glad To Be Human* invites readers to view life through a positive lens. From small, daily activities to journeys overseas, O’Garden has a knack for finding beauty and meaning in all life’s adventures―even in our deepest pain and suffering―helping all of us feel glad to be human.

If you enjoy Anne Morrow Lindbergh and Anne Lamott, or books like *Risking the Rapids, The Book of Joy, The Book of Delights,* and *The Gratitude Diaries*, you’ll love O’Garden’s *Glad to Be Human*.

**Fill-in-the-blank Template**

[Explain how your book provides a kind of “medicine” that the world needs right now: *In a world so often filled with \_\_\_\_\_, title of your book provides \_\_\_\_\_\_.*]

[Explain what this book offers to the reader. Does it offer a message of hope and solace? Does it feel like a fiery call to action? Does it feel like sitting down with a friend? *This is a book that feels like \_\_\_\_\_\_ and that invites readers to \_\_\_\_\_\_*]

[State the gist of what your book includes. Travel essays from a 5,000 mile journey around the world? Poems about undersea creatures and the lost Kingdom of Atlantis? What can readers expect to find inside? *Inside, readers will find: \_\_\_\_\_.*]

[State the central message of your book. What’s the main message that readers will take away? *This is a book that reminds readers to \_\_\_\_\_\_*]

If you enjoy [Another author, essayist or poet] and [Another person] then you will love [name of your book].

**Memoir**

***A Drop of Midnight: A Memoir*** by Jason Diakité

*\*Publisher: Amazon Crossing*

**Description**

*World-renowned hip-hop artist Jason “Timbuktu” Diakité’s vivid and intimate journey through his own and his family’s history—from South Carolina slavery to twenty-first-century Sweden.*

Born to interracial American parents in Sweden, Jason Diakité grew up between worlds—part Swedish, American, black, white, Cherokee, Slovak, and German, riding a delicate cultural and racial divide. It was a no-man’s-land that left him in constant search of self.

Even after his hip-hop career took off, Jason fought to unify a complex system of family roots that branched across continents, ethnicities, classes, colors, and eras to find a sense of belonging.

In *A Drop of Midnight*, Jason draws on conversations with his parents, personal experiences, long-lost letters, and pilgrimages to South Carolina and New York to paint a vivid picture of race, discrimination, family, and ambition. His ancestors’ origins as slaves in the antebellum South, his parents’ struggles as an interracial couple, and his own world-expanding connection to hip-hop helped him fashion a strong black identity in Sweden.

What unfolds in Jason’s remarkable voyage of discovery is a complex and unflinching look at not only his own history but also that of generations affected by the trauma of the African diaspora, then and now.

**Fill-in-the-blank Template**

*[Your name’s] inspirational journey from [situation or place] to [situation or place].*

[Describe your origin story—where you were born, your parents, your upbringing, the roots of your story]. *Born to \_\_\_\_\_ parents in \_\_\_\_\_\_, \_\_\_\_\_\_ grew up believing that \_\_\_\_\_\_.*

[Describe the problem or conflict that moved you to write a memoir. Examples: Never fitting into any one specific culture. Getting married and then divorced at age 23. Leaving a repressive religious organization. Coping with a parents’ alcoholism…]

After experiencing \_\_\_\_\_\_, \_\_\_\_\_\_’s life changed forever. She embarked on a journey that would challenge everything she knew about \_\_\_\_\_\_.

In [title of your memoir], \_\_\_\_ recounts her experiences as a \_\_\_\_\_\_, how she \_\_\_\_\_, and ultimately how she found \_\_\_\_\_.

What unfolds is a remarkable voyage of discovery—a story about \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_\_.