

## The Back Cover Professional Re-write

### The Good and the Bad (An Illustrative Example)

#### THE BAD

##### About the Book:

Second Chances is a transformational romance story that is very close to the author's heart... Jennifer has just turned 40 and has spent 20 years in a loveless marriage to Jim. Sick of his bad boy ways, she finally decides to leave him. Jennifer is packing her bags, when Jim bursts in on her – home early from work that day. After a violent confrontation, heard by numerous people all over the trailer park, Jennifer is seen running away from the trailer and Jim is lying dead on the bedroom floor. With the police hot on her trail, she runs away to New Mexico, where she changes her name and joins a band of roaming hippies. There she meets Jock, a handsome troubadour, and they spend a heated night in the mountains of Las Palmas. Jennifer is shocked to discover that she can love again. But when the police show up and ruin her morning coffee, Jennifer is forced to relive the horror of that final day with Jim, and tell Jock the truth about her past life. Entering a plea of not guilty, by reason of self-defence, Jennifer is vindicated for Jim's death, and free to be with Jock. They move to northern California and where they open an organic peach farm and have a beautiful baby girl, named Serendipity. You will shed tears and be moved (and maybe even smile) by this heartfelt story.

##### What's so bad about that?

The synopsis is too long. Shorter and concise is always better.

The synopsis provides extraneous details that don't add value – did we really need to know that Jim was home early from work that day?

The synopsis gives away the entire plot, including the ending. The potential reader already knows that Jock and Jennifer are going to end up together, so why would they buy the book? There has to be suspense or mystery created in the description to “hook” the potential reader, and make them want to know more.

The synopsis should not include information about the author, including their motivations for writing the book. This kind of information belongs in the About the Author blurb (if at all).

The synopsis should never tell the potential reader how they should feel upon reading the book.

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#### About the Author:

Lilian “LoveDust” Jones is a ex-chemistry teacher, who decided to finally put her creativity to the test by writing her first book. The story came to her one night after a very vivid dream, and marries the author's violent past with her current occupation – organic farmer. Passionate about women's rights and the chance to love again, LoveDust promises that Second Chances demonstrates that women of all races, ages, and religions can rise above their violent pasts and find love. LoveDust is busy creating more stories for her avid readers, who all agree that LoveDust has a quiet reserve about her writing ability, but, in fact, has a wonderful talent that is indeed understated. LoveDust hails from Chicago, but now lives on her organic farm with the love of her life - her dalmatian Spock.

#### What's so bad about that?

The blurb is much too long. It should be three or four sentences only.

Providing intimate and personal details about the author should only be done if they are relevant to the book and strengthen the author's credibility. If in doubt, leave it out.

The author should only make promises about what the book can deliver if they are, in fact, true. Don't make promises that cannot be delivered – if in doubt, leave it out.

If the author wants to include accolades, they should take the form of quoted testimonials from third parties, named awards (if won), or if they've appeared on a bestseller list (and name it).

#### THE GOOD

About the Book: Jennifer has spent half her life in a loveless marriage to Jim - a no-good, layabout with a penchance for taking out his anger on his wife. After a violent confrontation, Jennifer flees the trailer leaving Jim dead on the bedroom floor. Evading the police, she escapes to New Mexico, where she joins a band of roaming hippies. She meets Jock, who reignites the passion dormant within her. Can Jennifer escape her past life, or will it catch up with her just in time to ruin her second chance at love with this handsome troubadour?

About the Author: Lilian “LoveDust” Jones is an ex-chemistry teacher, turned organic farmer. Second Chances is her first published novel, and marries the author's passions for women's rights and holistic living. Originally from Chicago, LoveDust now resides in New Mexico on her organic farm, surrounded by beauty and her dalmatian, Spock.

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