



Archangel Ink

Description Writing Tips:

Create a problem. Be the solution.

The first paragraph should be all about setting the scene for some big problem. I'd keep the language really personal and snappy--something to make it instantly engaging.

I know it says "book description," but do not describe the book! Neither the book nor the author should be mentioned until the very end.

The second paragraph should start either working towards the solution or expanding on the problem.

The third and final paragraph should basically assert that the information contained in the book provides the solution to that problem.

Also, we don't recommend a firm "call to action" at the end of the book description. Saying something like, "Download it on Kindle today!" instantly turns an engaging book description into a sales pitch. Be cautious about sounding like an infomercial, and come up with something a little less generic to wrap it up.

All in all, if you can write it without mentioning the author or the book in the first two paragraphs, you'll be alright.

If you ever need some help or want to see some model book descriptions, check out S.J. Scott. He's the master. The first 3 paragraphs of this book description are flawless.<http://www.amazon.com/Habit-Stacking-Small-Changes-Minutes-ebook/dp/B00JQHB67O>