

KILLER BACK-COVER COPY

with Shelley Adina Bates

Goal

Step 1: Cover attracts reader.

Step 2: Back-cover copy hooks them.

Step 3: Reader turns to page 1.

Structure

Shoutline

Body of 2-3 paragraphs

Hook / challenge / story question

Content

Uses active verbs, vivid images, keywords.

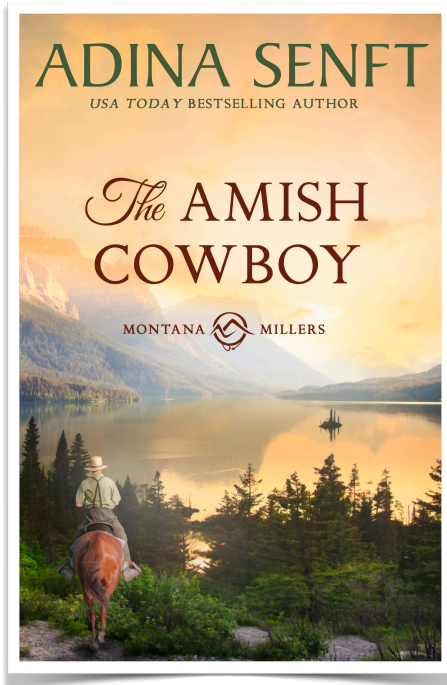
Evokes emotion and resonates with readers of your genre

Evokes tone: Regency romance copy will **not** be the same as romantic suspense.

Gives a hint of the setting

Ends with a hook

Shelley Adina is the author of 44 novels published by Harlequin, Warner, Hachette, and Moonshell Books, Inc., her own independent press. She writes steampunk as Shelley Adina; as Charlotte Henry, writes classic Regency romance; and as Adina Senft, is the *USA Today* bestselling author of Amish women's fiction. She is currently at work on a PhD in Creative Writing at Lancaster University in the UK. She won RWA's RITA Award® in 2005, and was a finalist in 2006. She appeared in the 2016 documentary film *Love Between the Covers*, is a popular speaker and convention panelist, and has been a guest on many podcasts, including Worldshapers and Realm of Books. When she's not writing, Shelley is usually quilting, sewing historical costumes, or enjoying the garden with her flock of rescued chickens.



My book's shoutline

Shoutline

Witty, pithy, double meaning

Encapsulates theme

Includes principal trope

Body copy

Two or three paragraphs,
~200-300 words

Characters + inner conflicts +
external goals

Inciting incident / emotional
threat

Hook / challenge / story question

End on a point of tension or a
question

Characters' paragraphs set up
internal conflict; story question
can be external conflict

Goal: Reader turns to page one

My book's body copy

My book's hook / challenge / story question