Book Description Improvement Worksheet

Clarify the premise, reader fit and next step in your book description.

ACTION CHECKLIST

- [ ] Identify the intended reader and genre before rewriting.
- [ ] Open with a specific situation, question or useful outcome.
- [ ] For fiction, identify the protagonist, conflict and stakes.
- [ ] For nonfiction, state the problem and the practical scope.
- [ ] Use concrete details instead of unsupported superlatives.
- [ ] Remove plot spoilers that weaken a reader’s curiosity.
- [ ] Keep paragraphs brief enough to scan on a phone.
- [ ] Use awards or endorsements only when verified and permitted.
- [ ] Read the description aloud and cut repeated ideas.
- [ ] Ask a reader from your target audience what they expect from the book.

Free educational worksheet. Adapt to your project; no sales or marketing outcomes are guaranteed.

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Clarify the premise, reader fit and next step in your book description.

YOUR WORKING NOTES

Current description: paste or summarize

Intended reader and genre expectations

Fiction: protagonist, conflict, stakes / Nonfiction: problem, approach, scope

Draft a specific opening in 25–40 words

Draft the middle and a clear reader next step

Reader feedback: what was clear, confusing or missing?

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