

Review and Write a Marketing Blurbs for Your Book

Write one per group.

Example for I Can't Make This Up: Life Lessons by Kevin Hart:



New York Times bestselling author, superstar comedian, and Hollywood box office star Kevin Hart turns his immense talent to the written word by writing some words. Some of those words include: *the, a, for, above*, and even *even*. Put them together and you have a “hilarious but also heartfelt” (*Elle*) memoir on survival, success, and the importance of believing in yourself.

The question you’re probably asking yourself right now is: What does Kevin Hart have that a book also has?

According to the three people who have seen Kevin Hart and a book in the same room, the answer is clear:

A book is compact. Kevin Hart is compact.

A book has a spine that holds it together. Kevin Hart has a spine that holds him together.

A book has a beginning. Kevin Hart’s life uniquely qualifies him to write this book by also having a beginning.

It begins in North Philadelphia. He was born an accident, unwanted by his parents. His father was a drug addict who was in and out of jail. His brother was a crack dealer and petty thief. And his mother was overwhelmingly strict, beating him with belts, frying pans, and his own toys.

The odds, in short, were stacked against our young hero. But Kevin Hart, like Ernest Hemingway, J.K. Rowling, and Chocolate Droppa before him, was able to defy the odds and turn it around. In his literary debut, he takes us on a journey through what his life was, what it is today, and how he’s overcome each challenge to become the man he is today.

And that man happens to be the biggest comedian in the world, with tours that sell out football stadiums and films that have collectively grossed over \$3.5 billion.

He achieved this not just through hard work, determination, and talent. “Hart is an incredibly magnetic storyteller, on the page as he is onstage, and that’s what shines through [in this] genial, entertaining guide to a life in comedy” (*Kirkus Reviews*).

To write your own group marketing blurbs, please see the instructions on the reverse side of this page.

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Model your group summary and blurb on this example (straight from Amazon!)
Add the image of the book cover as well.

1. Write a three-sentence introduction to your book. Embed a four-word “but also” quote (i.e. “hilarious but also heartfelt”) and credit who said it (*Elle*). For example: “Amazing but also moving” (Drake Malcolm)
2. Write a two-sentence paragraph to introduce and then pose a question about the story’s protagonist or a main character. The question should suggest a point of comparison.
3. Craft a response to that question that also introduces the real answer. End with a colon (:).
4. Write three two-sentence paragraphs, using parallel structure, that compare your protagonist / main character to something unexpected. The second sentence of each paragraph should be written as a metaphor.
5. Write a five-sentence paragraph that summarizes the facts of the story and that specifically highlights the protagonist or main character.
6. Write a three-sentence paragraph that captures what the protagonist / main character has overcome, his / her continued weaknesses, or that simply addresses his or her journey. This paragraph should offer a comparison between your protagonist and others; please allude to three well-known living or deceased individuals as part of one the sentences.
7. Write one engaging and memorable sentence that captures protagonist’s successes or struggles in the present / at the end of the story.
8. Conclude with a two-sentence paragraph. The first sentence should highlight your protagonist’s key characteristics, and transition smoothly into a second sentence that offers a key review from a reliable source. Use parenthesis to cite the source: (*Kirkus Reviews*)

Submit your final piece on my website on the “Turn in Papers” page.
You will revise your work on a future date.

If any member of your group is absent for this assignment, they will write their own blurb independently.