



BBL
PUBLISHING

WHAT'S YOUR STORY?

Creating a clear, concise and compelling message for your book will help ensure that you are creating something marketable and that your manuscript actually matches the marketing. If it doesn't match – then one of them needs to change.

Creating the following 4 messaging tools around your book will help pinpoint your key messages for your book, help with overall branding and positioning, and provide a framework for all marketing messages, including your critical cover copy.

1. Synopsis: A summary of your book. You can have multiple ones of variable lengths, but try to have a one-page summary of your book's beginning, middle, end. It doesn't have to be incredibly detailed, but it should have the major plot elements and thematic ideas, and of course, your main protagonist and antagonist

2. One-liner: Also known as the hook or the tagline, or the concept, this is the sentence than encapsulates your entire story. If it helps, imagine your book as having a movie poster, and putting this sentence on the poster. (i.e. "A lot was happening in OZ before Dorothy dropped in" - Wicked the Musical)

3. One-minute pitch: A minute's worth of talking about your book. A paragraph of synopsis, your one-liner, and any other interesting tidbits (books it is similar to, if it has a twist ending, etc). You want to have this pre-prepared, because you never know when you'll have a short opportunity to pitch your book to someone who has potential interest in it.

4. Query letter: This is the letter you send to potential agents or publishers. It gives the basic information about the book, any relevant information about you as an author, and asks if who you are querying would be interested in the manuscript. These vary depending on the agent or publisher, so check out their websites for guidelines.

Once you have these things, compare them to your manuscript. Do they match? That is, do these descriptions of your manuscript actually match what you've written? If you want your manuscript to better reflect your marketing message, then it's time to revise. Again.

**Want industry professionals to craft your message, create your hook?
The "Next Bestseller Workshop"™ is coming to Southern CA, June 2016!**

www.theNextBestsellerWorkshop.com

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