

# WRITING KILLER COVER COPY

## TAGLINES

1. List character.
2. Use common tropes in plain language.
3. Spell out the conflict in one succinct sentence.

## HOOKS

1. Sum up the novel in one sentence.
2. Propel the reader to read the rest of the cover copy with interest.

## SETUP

1. Provide a few details about who your main character is.
2. World-building information if pertinent.
3. The catalyst that moves the main character into the conflict.

## MAIN CONFLICT

1. Find the main conflict and highlight that.
2. Identify what the character wants (to find a missing best friend, solve a murder, get a beating heart, fall in love, save a space station, etc.) and then state what or who is keeping them from getting it.
3. Don't drag it out. Take 3-4 sentences if you need them. If you don't, use less.
4. Only include vital names and situations that propel the reader to keep reading.

## CONSEQUENCE

1. Leave the reader on a “cliffhanger”—needing to buy the book and read now to find out what happens.
2. Use a strong statement or a compelling question as your departing remark.