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The Blurb Writing Guide for 2026

A blurb is the short text on the back of a book, under a product or in an app store. It has a few seconds to make someone want to know more. This guide covers a four-part blurb formula, the right length for each blurb type, opening hooks that work, the mistakes to avoid and a page to plan your own blurb.

A blurb formula in four parts

1. **The hook.** One line that makes the reader stop: a question, a problem or a surprise.
2. **The main promise.** What the book, product or app is about, and why it matters to this reader.
3. **The emotional pull.** A feeling the reader wants: curiosity, relief, excitement or comfort.
4. **The call to action.** A soft last line: "Discover...", "Get yours today", "Try it now".

For example: **Mara has kept the light on Gull Rock for forty years. Then a boat arrives with a girl who knows her name. Discover the secret the sea has kept.**

The right length for each blurb type

Blurb type	Length	Lead with
Book back cover	80 to 120 words	The main character and the conflict, no spoilers
Product listing	100 to 150 words	The main benefit, then the features that matter
App store description	60 to 100 words	What the app does for the user, in plain words
Movie or show	40 to 80 words	The setup and the question the story asks
Author bio or brand intro	50 to 100 words	Who you are and one human detail

Opening hooks that work

- **A question:** "What would you give up to get your sister back?"
- **A problem:** "Blisters end at mile one."
- **A surprise:** "The paintings are still there. The museum is not."
- **A promise:** "Your busy week, in one calm list."

Mistakes to avoid

Spoilers: a book blurb sets up the story and stops before the turn. **A list of features:** say what each one does for the reader. **Clichés:** "a thrilling journey" and "like never before" say nothing. **Fake facts:** never claim awards, reviews or sales you do not have. **One version only:** write a few and test them.

Plan your blurb

Fill this in, then write three blurbs on the Blurb Generator.

The title or name, the blurb type and who will read it

Your hook, the one promise and the feeling you want the reader to have

The keywords people search for, and your last line

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