

## TIPS FOR AUTHORS: BLOG by Nancy Kingdon



*Writing Legacy*  
The right word, at the right time

### 7 MARKETING WRITING TIPS FOR AUTHORS

1. **BE SUCCINCT.** To write a back cover blurb, create a 100 word (or less) description that includes the title of your book and your 'hook' sentence---such as why you wrote it, what the main theme is, why the protagonist is memorable, or some other strong message that helps the reader know why this book is different from other books.
2. **CREATE A STRONG ELEVATOR SPEECH.** Write one to two sentences that you can use to promote your book, assuming someone knows nothing about it, or about you. Consider this your strongest promo voice!
3. **CLEARLY DEFINE YOUR TARGET AUDIENCE** Once you know your target audience you can give some thought to how that person spends spare time, what his or her family life might look like, and what interests are probable.
4. **STORIES ARE MAGICAL! TELL US YOUR STORY ABOUT WHY YOU WROTE THIS BOOK.** Give some thought to storytelling. Why did you write this book? There are also other stories that make great content for future emails, blogs, websites, book reviews, etc. Share a favourite story from your book. Share a story from your research notes. Share stories from readers. In other words, be on the lookout for great stories and start a stories file that you continue to grow.
5. **WHAT IS UNIQUE ABOUT YOUR BOOK?** Be prepared to talk about what makes your book different from all others. Every book is unique in some way. Be ready to highlight this, perhaps as a theme, perhaps as a story, perhaps as a comparison with another title.
6. **BE PREPARED TO PASSIONATELY TELL READERS WHY SOMEONE SHOULD READ YOUR BOOK.**
7. **IDENTIFY BROADER THEMES CONNECTED WITH YOUR BOOK.** These ideas can easily become a focus for book promo blogs, future book discussion groups or video interviews with future book reviewers, or other postings on your website, or emails to your readership circles.

Nancy (Warwick) Kingdon is the author of *Humming Words: A Collection of Poetry* (2018) [Video Trailer](#) *Arising Rejoicing: A Collection of Devotional Poetry* (2022), and *Magnolia Grace Gardens: A Collection of Devotional Poetry* (2025) Nancy is co-author of *The Blueprint: Finding Your Spiritual Purpose and Identity* (2020) [Video Trailer](#); Please email Nancy Kingdon at [info@writinglegacy.com](mailto:info@writinglegacy.com) to order the above books, book a consultation for your writing project, or to make a comment on this blog post.