

LYNN SERAFINN – Book Blurb Writing Service

OVERVIEW of FULL package for print books (see “OPTION 1” at bottom of page) *

- 1 one-hour Skype session
- Write wholesaler copy
- Write back-cover copy
- Write short author bio
- Write 1-page media kit
- Copy editing, proofing and formatting of above

* **eBooks** will not require the back-cover copy, so you can use either OPTION 2 or OPTION 3 below.

* **Audio books** will also not require back-cover copy, unless you are making CD versions.

DETAILS of products created

- 1) **Short author bio** – About 400 – 500 characters, a good, short author bio is essential to all book formats.
- 2) **Wholesaler blurb** – The book description you will send to distributors (e.g. Amazon, Kindle Direct, Create Space, Ingram Spark, etc.). There is often a 4000-character limit, so I will adhere to this. If the company requires the copy to be submitted in HTML format, I can do that for you.
- 3) **Back cover copy** – The book description that goes on the back of the print version of your book, generally around 250 words.
- 4) **1-page media kit** – PDF with short author bio, short book description, headshot, book cover, contact details and suggested interview topics. You can put this for people to download on your website media page, send to your professional contacts via email or print it out to distribute at events.

TIMING

For the FULL service (OPTION 1), the complete process takes about 2 weeks from the time of our Skype meeting. OPTIONS 2 and 3 will take slightly less time:

- We store all files in a shared DropBox.
- We have a 1-hour Skype session to interview either you or the author so I can ask pertinent questions that will assist me in creating the copy.
- I produce the first draft of the wholesaler copy (the longest piece of copy).
- You read the draft and provide comments/feedback.
- I create the second draft, incorporating your changes, and send it back to you for approval.
- Once approved, our staff editor/proof-reader goes through it to finalise it and tidy up anything needed.
- If needed, I will code wholesaler copy to HTML (without this step, it will not appear correctly on Amazon or anywhere else online)
- I then shorten the wholesaler copy to create the back cover copy.
- After all that is signed off, I create the media kit, using your provided image materials and other information I gathered during the 1-hour interview.

Kindly note that this timing is approximate AND is also dependent upon how quickly you provide feedback after we send you the drafts of your copy.

PRICING (as of March 2016)

- OPTION 1: FULL package (for print books) as described above: \$795 USD (£550 GBP)
- OPTION 2: eBook/audio book package (no back cover blurb required): \$675 USD (£465 GBP)
- OPTION 3: eBook/audio book blurb without media kit: \$595 USD (£420 GBP)

To set up a free 30-minute Skype chat to discuss how we might together, go to
<http://spiritauthors.com/appointments/appointments.html>