

Step 4 Exercise

Use the three steps above to craft a blurb that showcases your characters.
Follow these steps:

1

Find ways to connect to your audience. For instance, if they're 30-somethings who dream of a luxurious life, highlight parts in your book that showcase your characters living that life.

2

Write out descriptions of your characters. Yes, go ahead and sprinkle in some adjectives like "ambitious, brilliant, and charming." But in the end, show, don't tell. Go back to the section above and study the examples. For instance, Margo is a girl who goes out on revenge missions in the middle of the night, dressed up like a ninja. This says so much more about Margo than adjectives like "eccentric," "daring," or "different" ever could.

3

Dive into your characters' background. List ways in which their background make them more contradictory, interesting, and mysterious.

When done with your answers set your list aside for use in future excercises.