[Book Title]

# Book Marketing Metadata and Copy

The purpose of this document is to keep all of your book’s description and metadata info in one place. You’ll have to access this info repeatedly when you set up a title page on Amazon, run ads, sign up for editorial reviews, and run book promotions. It’s much easier to have this all in one place than to have to search through a dozen files.

# General Title Info

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| --- | --- |
| Title |  |
| Author(s) |  |
| Publisher |  |
| Genres / Categories |  |

# ISBNs and Format Info

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| --- | --- |
| Format | Paperback |
| ISBN | 978-0000000000 |
| Publication Date | August 1, 2022 |
| Pages | 279 |
| List Price | $12.99 |
| Purchase Links | https://www.amazon.com/your-title  <https://www.barnesandnoble.com/your-title>  <https://indiebound.org/your-title>  <https://bookshop.org/your-title> |

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| --- | --- |
| Format | Kindle ebook |
| ISBN | 978-0000000001 |
| Publication Date | August 1, 2022 |
| KDP Select? | No |
| List Price | $4.99 |
| Purchase Links | https://www.amazon.com/your-title  <https://www.barnesandnoble.com/your-title>  <https://indiebound.org/your-title>  <https://bookshop.org/your-title> |

# Marketing Copy

## Author Bio

Your author bio should be short, typically 1-3 paragraphs. Non-fiction authors should focus on education, professional work and accomplishments that qualify them to write a book on their subject.

Fiction authors should describe the type of work they write, awards they’ve received, and other professional accomplishments. They may also want to give the reader a sense of who they are, either by including personal details or through the tone of the bio, or both.

Take a look at the bios of other authors in your genre to see what works. And remember that your bio should be consistent across all properties: on your website, on Amazon and Goodreads, and on the back covers or interiors of your books.

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## Back Cover Summary

Your summary should be short enough to fit on the back cover of your book. Remember that the purpose of the summary is to tell the reader why they may want to read your book. Your summary should tell the reader:

* your book’s genre (romance, thriller, historical fiction, etc.)
* who is your protagonist
* where and when the book is set
* what is the primary struggle or challenge

The tone of the summary should match the tone of the book. If your thriller is darkly humorous instead of just dark, your summary’s tone should give the reader a taste of that.

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## Log Line

A log line is a simple sentence that describes what your story is about. You see these on streaming video sites like Netflix as you browse through titles. Netflix log lines tend to be very short, like: “A ex-con and a disgruntled cop team up to expose political corruption in Los Angeles.”

The point of the log line is to give the viewer or reader just enough info to determine whether they want to click and learn more. Your log line should tell the reader the following:

* who is the protagonist?
* what is the struggle?
* what is at stake?
* where and when does this story take place? (You can skip the when if it’s contemporary.)

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## Review Excerpts

Collect excerpts from editorial and reader reviews here, along with commendations your book has received from other authors. For marketing purposes, you’ll typically use only a sentence or two from each review. For your own reference, it’s handy to note the URL of the full review, in case you need to refer to it later.

Examples:

“Hilarious and heartwarming.” – Booklife <https://booklife.com/my-review>

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