



Sample Back Cover Blurbs Written by Karen Wiesner

Main Genre: *Fiction/Writing Reference/Miscellaneous*



FIRST DRAFT IN 30 DAYS

Author: Karen S. Wiesner
Genre Subcategory: Writing Reference

Back Cover Blurb (pre-publication version; publisher wrote the published version):

Many aspiring and experienced novelists churn out hundreds of pages (and waste valuable time) before they have a workable first draft of a story. In essence, they go on a blind treasure hunt, searching for a story. The single biggest flaw in this digging-blindly-for-story method of writing is that it doesn't take into account that you might start digging for your story a hundred miles in the wrong direction! If you haven't done all the necessary preparation to begin, you have no idea where to start, and, once you do, whether or not there really is a story beneath the soil you're unearthing. You may dig endlessly and never find it...or you may find it quite a ways down the pike from where you started, and nothing that has come before has any or much consequence and worth.

Award-winning author Karen S. Wiesner will take you through the process of working in stages as well as writing an outline step by step. Once you have a "first-draft" outline, Karen will go over a revolutionary way of setting goals and getting ahead in your career, which

are the hallmarks of productivity.

Karen's system is both versatile and customizable, capable of being modified to fit any writer's approach and style, and can be used for every single genre of fiction, no matter how short or long. This book will give authors everything they need to create an outline—one so complete it actually qualifies as the first draft of your book. You'll learn six aspects of productivity:

- 1) The writing treasure hunt: Digging blindly versus outlining
- 2) Writing in stages
- 3) Pre-writing
- 4) Scene-by-scene outlining
- 5) Revising the outline
- 6) Goal setting and getting ahead

Say goodbye to writing and rewriting endlessly with no results. By starting your work with an outline, you know where to start digging, whether there truly is a story down there, and you know exactly which direction to go with it. Everything you plot from start to finish is good and worthwhile. Authors who use an outline will spend more time writing a story than searching for one.

[351 words]



COHESIVE STORY BUILDING

Author: Karen S. Wiesner

Genre Subcategory: Writing Reference

Back Cover Blurb:

Without layering, a story is one-dimensional, unbelievable, boring. Layers mean stronger characters, settings, plots, suspense, intrigue, emotions and motivation. Layering also produces *cohesion* of all elements. Characters must blend naturally with the setting the writer has placed them, just as plot becomes an organic part of character and setting. If a story doesn't work, it could very well be because the elements aren't cohesive. *Cohesive Story Building* shows how each element hinges on the other two and how to mix them until they fuse irrevocably. Additionally, *Cohesive Story Building* carefully explores each of stage of story development from brainstorming and outlining to drafting and revision. From a thorough look at the fundamentals of writing to comprehensive story building techniques, as well as submission guidelines and etiquette, this must-have guide will see writers through the entire novel writing process from start to finish.

Set within the framework of comparing the process of building a house to the process of building a story, *Cohesive Story Building* gives a solid plan of action from start to finish

through in-depth examples and exercises, and leave-no-stone-unturned checklists that will help writers take the plan into their own writing. Features detailed examples from published novels to illustrate story-building principles.

Many who have read Karen Wiesner's reference *First Draft in 30 Days*, which focuses on in-depth outlining and goal-setting, will find *Cohesive Story Building* a perfect companion to that book.

[233 words]

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[69 words]



THE POWER OF PROMOTIONAL GROUPS

Author: Karen S. Wiesner

Genre Subcategory: Writing Reference

Back Cover Blurb:

Most authors—regardless of whom they're published with and how long they've been published—use a loose-cannon approach to promotion. They fire at anything that appears in their marketing scope. They live for the moment promotionally because the moment is a lot cheaper than the long haul. While the author who promotes nada makes nada for royalties, the author who promotes as much as possible but can't afford either the time or money to do it long-term still makes considerably modest royalties. The author who promotes heavily over a long period of time either goes broke or sees a surge in their royalties.

Successful authors have two things in common: Their marketing is focused and long term, and they have an irresistible lure. So how do authors get their books into the hands of readers all year round without breaking the bank?

THE POWER OF PROMOTIONAL GROUPS will teach authors how to jumpstart their careers by advertising in long-term, affordable ways within the safety and strength of a promotional group. These groups of authors accomplish together what few can do alone: they share the cost of long-term promotion and market their releases individually *and* as a group.

No other book currently on the market comprehensively explains how authors can set up a promotion-specific group. The innovative plans for group and individual promotion included are both flexible and affordable for nearly any budget. **THE POWER OF PROMOTIONAL GROUPS** also makes full use of the most valuable promotional resource available to all authors—the internet. Nearly 700 links to Websites where authors can find promotion are included, along with dozens of unique marketing ideas. Promotional groups offer authors the means to gain focused, irresistible promotion—indefinitely!

[284 words]

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[66 words]



WRITING THE FICTION SERIES: The Guide for Novels and Novellas

Author: Karen S. Wiesner
Genre Subcategory: Writing Reference

[Back Cover Blurb \(pre-publication version; publisher wrote published version\):](#)

Author Thomas Helm has said that the test of a good novel is dreading to begin the last chapter. That goes for the writers of the book and the fans of it. No one wants to let it go and will avoid anything that looks like “the end.” Readers of series get caught up in the history of characters—they become like family, and, because their stories are part of a series, fans know they’ll get to see them again. This tempers the sense of loss a reader feels in finishing one story. There’s more to hope for.

Writing a series is something that is near and dear to my heart. With fifteen series under my belt or in the works—each ranging from three books to fourteen (currently)—writing a standalone novel is unusual for me. One novel can spawn many more because my characters become so real, I sometimes feel like several of them are tugging on my sleeve at once, demanding to know when I’m going to write their stories. Writing series’ feels very much like an obsession to me. My characters feel as real to me as the people who populate my reality. The worlds I create are places I want to return to again and again. I believe my readers feel the same, and so together we fulfill our mutual need for more of these characters, more of this world, more of this particular storyline. You can’t get quite the same satisfaction from a standalone novel because there’s always that sadness at the end and no continuation is in store. Authors who write series promise readers that the fun doesn’t *have*

to end, that there's more excitement to come, more adventures and worlds to explore, more of these lives to be lived.

So who's reading, writing and publishing the series? A better question might be *who isn't*? Ask anyone what the most popular books have been in the last couple years, and inevitably the answers will show that these books were part of a series: Harry Potter, Twilight, Stephanie Plum, Captain Underpants, Robert Langdon, A Series of Unfortunate Events, Star Wars, and basically anything *series* (okay, and non-series as well) by Nora Roberts. Authors are writing series, publishers are publishing them, and readers are buying them by the truckloads. The love affair writers, publishers and readers have with series is one that won't go away anytime soon. In fact, it stands to reason that it will only grow in popularity because once you read one irresistible series story, you have to keep going to be satisfied. There's no denying that the series "tiger" has sprung and it's devouring readers of every genre.

[447 words]



BRING YOUR FICTION TO LIFE: Crafting Three-Dimensional Stories with Depth and Complexity

Author: Karen S. Wiesner

Genre Subcategory: Writing Reference

[Back Cover Blurb \(pre-publication version; publisher wrote published version\):](#)

Applied to writing, the word "three-dimensional" is easy to define as solid, realistic, rounded and lifelike, even *living*. The hard part for authors comes in translating these concepts into the craft of writing. Writing that is three-dimensional seems to have length (essentially the foundation of a story), width (structure), and depth (the completeness of fully-fleshed-out characters, plots and settings as well as multiple layers and rich, textured scenes).

Bring Your Fiction to Life: Crafting Three-Dimensional Stories with Depth and Complexity teaches writers the three aspects that need to occur in order to bring about the potential for three-dimensional writing including three-dimensional characters, plots, and settings; complex, three-dimensional scenes; and multilayered storytelling.

This book shows authors how to:

- master the three-dimensional aspects of characters, plots, and settings using detailed sketches that define the past, present, and future aspects of each element.
- develop complex opening, resolution, and bridge scenes that expertly lead readers through the fictional world.
- construct helpful aids and utilize tools and techniques to analyze where a story may be lacking dimensionality.

Three-dimensional writing is what allows a reader to step through the pages of a book and enter the world created, where plot and characters are in that glorious, realistic realm that starts with little more than a line and progresses into shape and finally represents solid form. Once three-dimensionality is within reach, all things are possible in crafting a vivid story world that readers will instantly recognize as remarkable.

[241 words]



THE WORLD OF AUTHOR KAREN WIESNER: A COMPENDIUM OF FICTION

Author: Karen Wiesner
Genre Subcategory: Reference

Back Cover Blurb:

The Official Companion of Karen Wiesner's Books.

"I do not want to just read books; I want to climb inside them and live there." ~Unknown

Creating realistic, unforgettable characters one story at a time...

Karen Wiesner is an accomplished author with 92 books published in the past 14 years, which have been nominated for and/or won 125 awards, and has 32 more titles under contract. Her books cover such genres as women's fiction, romance, mystery/police procedural/cozy, suspense, paranormal, futuristic, gothic, Christian, thriller, horror, chick-lit, and action/adventure. She also writes children's books, poetry, and writing reference titles. Karen has wanted to publish a companion book to her stories longer than she's been a published author. With the release of her hundredth book approaching in the Fall of 2013 (and sixteen series under her belt), she decided to put together her *The World of Author Karen Wiesner* compendium. In this companion, you'll find comprehensive listings of all her fiction titles including cover art, genre, word count, rating, back cover blurb, publication details, and awards and honors. A short interview is included detailing her inspiration for each title, interesting tidbits concerning the project, and title and cover design details. You'll also find At-A-Glance character, series, and location listings, Karen's top ten favorites' lists, details on her other titles, upcoming projects, and links. It's her hope that you're as fascinated by the fictional world she's created as, of course, she is. Climb inside Karen's world and call it home.

[246 words]

The Official Companion of Karen Wiesner's Books.

"I do not want to just read books; I want to climb inside them and live there." ~Unknown

Karen Wiesner is an accomplished author with 92 books published in the past 14 years, which have been nominated for and/or won 125 awards, and has 32 more titles under contract. In this companion, you'll find comprehensive listings of all her fiction titles including cover art, genre, word count, rating, back cover blurb, publication details, and awards and honors. A short interview is included detailing her inspiration for each title, interesting tidbits concerning the project, and title and cover design details. You'll also find At-A-Glance character, series, and location listings, Karen's top ten favorites' lists, details on her other titles, upcoming projects, and links. It's her hope that you're as fascinated by the fictional world she's created as, of course, she is. Climb inside Karen's world and call it home.

[156 words]



THE POETRY, MELODIES, AND OTHER WANDERS OF KAREN WIESNER

Author: Karen Wiesner
Genre Subcategory: Poetry Collection

[Back Cover Blurb:](#)

The Eyes of the Poet...

It comes in many different forms. It's been around since the beginning of time, and it evolves with each new generation. It can be said as unequivocal fact that there's no longer a right or wrong way to do it. The only thing that has never changed is that every poem ever written shows us the eyes of the poet.

Looking without.

As love mirrors the heart, poetry mirrors personality. Many poets choose to write about things outside of themselves-nature, God, events. This mirrors their personal character and the way they look at the world.

Looking within.

Other poets take the outside world into themselves and use the intimate emotions to reveal their own hearts.

Just looking.

Then there are poets like me, who do a little of both...or a lot of neither.

If you're looking for flowery observations on nature, rhyming pieces with any type of

standard or pattern, seemingly meaningless verses that you have to know the "code" to understand, you won't find it here. The 39 poems you're about to read are eclectic, to say the least. They're a combination of honesty, raw emotion, vivid imagery, gritty reality, story metaphors, introspection, depression, and even "song-like" verses. My idea of great poetry is something that I can relate to, something that moves me, something that takes the human condition and makes it both frail and somehow beautiful in its starkness. It's my hope that you feel these same things as you read my heart through various phases of my life.

[257 words]



WRITING BLURBS THAT SIZZLE--AND SELL!

Author: Karen s. Wiesner

Genre Subcategory: Writing Reference/Nonfiction

Back Cover Blurb:

Make your book fly off the shelves!

Are you an author who dislikes or dreads trying to write back cover blurbs for your stories, or have you started one and want help making yours sizzle with intrigue and impact?

Would you like to utilize a series blurb but you're not sure where to start in covering all the books in your series in one succinct, powerful paragraph?

Would you like to have a short, punchy version of your blurb that can be used in your marketing and author/series branding?

Are you a publisher with a stable full of books that need blurb overhauls?

Every author knows what a back cover blurb is, given its high-profile placement on the back cover of every book. At its crux, a back cover blurb strives to be a concise, breathtaking summary of the entire story that includes the major internal and external conflicts and the goals and motivations of the main character(s).

Unfortunately, crafting an effectively good back cover blurb is no easy task, and many writers outright dislike writing them or dread the process because so much is at stake if the blurb fails to engage. A sizzling back cover blurb needs to convince readers they absolutely have to read the story inside the pages...or they'll set the book down without ever opening it. Additionally, a powerful series blurb can sell not just one book but all of them in that set! High-concept blurbs are necessary in every author's marketing to provide intriguing "sound bites" for books and series'.

WRITING BLURBS THAT SIZZLE--AND SELL! will teach writers and publishers:

- The basics of blurb crafting: *When* to write them, *how long* they should be, and the three types of blurbs including back cover, series, and high-concept blurbs.
- Tips and tricks for crafting blurbs including worksheets and checklists to make the process foolproof.
- Techniques in sizing blurbs for a variety of applications as well covering the timely and viable topic of branding with blurbs.
- Step-by-step, do-it-yourself exercises using published works to help you develop blurb writing, revising, and evaluating skills.

The genre-diverse, multi-award-winning author of almost 130 titles, including 19 series, provides an in-depth reference to all things blurbs that may help sell your books to publishers and readers alike. Karen Wiesner is the author of the bestselling *FIRST DRAFT IN 30 DAYS, BRING YOUR FICTION TO LIFE: Crafting Three-Dimensional Stories with Depth and Complexity*, and *WRITING THE FICTION SERIES: The Guide for Novels and Novellas*, all available now from Writer's Digest Books. Additionally, *COHESIVE STORY BUILDING* is available from Writers Exchange E-Publishing.

Karen has crafted back cover and high-concept blurbs for all of her own books and series as well as those for the stories in several award-winning anthologies. She's also evaluated, revised and crafted back cover, series, and high-concept blurbs for the entire backlist of nearly five hundred books in one publisher's catalog. She runs a blurb service for authors called Karen's Blurb Service

<http://www.angelfire.com/stars4/kswiesner/BlurbService.html>, where you can find more details and gain access to a massive sampling of blurbs she's written and revised in nearly every category of fiction, nonfiction, and everything in-between. You can also find more information about signing up for her blurb workshops.

WRITING BLURBS THAT SIZZLE--AND SELL! is the definitive guide on how to craft back cover, series, and high-concept blurbs!

[555 words]

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WRITING BLURBS THAT SIZZLE--AND SELL! is the definitive guide on how to craft back cover, series, and high-concept blurbs!

[310 words]

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[227 words]

Crafting an effectively good back cover blurb is no easy task. A blurb needs to convince readers they have to read the story inside the pages...or they'll set the book down without ever opening it. Additionally, a powerful series blurb can sell not just one book but all in that set! High-concept blurbs are necessary to provide "sound bites". The definitive guide on how to craft back cover, series, and high-concept blurbs!

[72 words]