

A Blurber's Guide to Endorsements

Blurbs are extremely important to a book's success, so we are extraordinarily appreciative that you are making this investment of time and effort. Blurbs are used to market the book and will likely appear on product pages and in marketing materials, including on Amazon, in digital catalogs, and elsewhere. They may or may not appear on the book's cover. We hope there is also a benefit for you by drawing attention to your own work that is noted in your byline.

If you're open to it, please also consider leaving a version of your endorsement as a customer review for the book on Amazon, Good Reads, or anywhere else you purchase books that shares reviews. Such reviews can make a notable impact on whether or not someone decides to buy the book.

Endorsement Guidelines

What makes a great endorsement?

- **Brevity:** A sentence or two is the ideal length.
- **Tone:** Can be formal or playful but in either case it sounds like someone is speaking directly to the reader/target consumer (not to the author or other party).
- **Content:** Focuses on what distinguishes the book from its competitors (the content, a new approach, the author's experience/credibility, etc.)

What Should an Endorsement Say?

These prompts can help you create a brief, powerful endorsement that supports the book. Endorsements may answer one or more of the following questions:

Related to the book's content:

- Who will benefit from reading it?
- Why is it important?
- How is it useful?
- How is it different from others out there similar to it, and/or, if applicable, how does it help broaden knowledge and understanding in the field.

About the author:

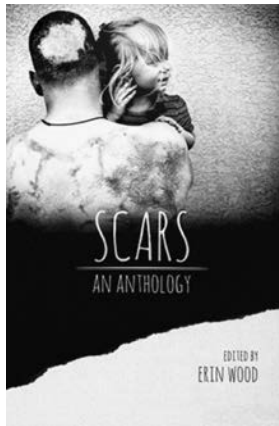
- **Credentials:** Why is the author especially qualified to write about this topic?
- **Insight:** What unique insight(s) has the author brought to the subject?

Other information:

- **Don't forget:** Include your preferred byline including (1) up to two books or (2) your most popular/most recent book and your professional title. Don't forget to add any professional credentials, if applicable (e.g. LCSW, CST, M.D., Ph.D., etc.)
- **FYI:** Et Alia Press may edit your endorsement slightly for clarity and style and may create abbreviated alternatives for different applications. Feel free to write longer and shorter versions if you feel moved to.

Examples of Good Endorsements

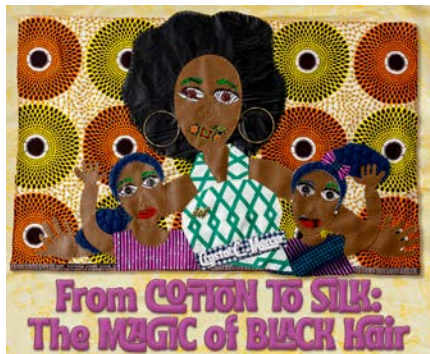
Here are samples of strong endorsements:



“If scars are the memory of pain, then this volume is a body of those memories recollected as stories—stories as compelling, as vivid, as dramatic as the thing, the scar, itself.”—Lisa Sanders, Yale School of Medicine, the doctor behind *House, M.D.* and *New York Times* “Diagnosis” Columnist

“Each voice seeks to make sense of visible, tactile memories of pain, claiming scars as essential to the person they have become. Collectively, these voices give testimony to the connection between self-expression and resilience.”—Arthur W. Frank, *The Wounded Storyteller* and *At the Will of the Body*

“You won't look at your own skin the same way again.” —Matthew Hutson, contributing writer at *The New Yorker*, author of *The 7 Laws of Magical Thinking: How Irrational Beliefs Keep Us Happy, Healthy, and Sane*



“An absolute love letter to my younger, tender-headed self. A warm, embracing, and absolutely needed story for the little girl in all of us.” —Korto Momolu, Fashion Designer and Style Curator, Project Runway Finalist

“*From Cotton to Silk: The Magic of Black Hair* is a feast for the eyes and the spirit of all Black children. Crystal C. Mercer has blended fine art, quilting, and literary excellence!” —Bisa Butler, Fiber Artist, Storyteller

“Mercer weaves a colorful web of magic and sisterhood in *From Cotton to Silk*. From its first sentence, I was swept into its warm cocoon and delighted by intricately rendered tapestries, which adorn the book's pages like treasured family quilts that keep the night air away. The love and wisdom of Auntie CC, Memaw, and all the women guiding little Elise and Gisele toward self-love and mutual care could light up the world—showing us all a path to better days.”—Danielle A. Jackson, Managing Editor, *Oxford American*

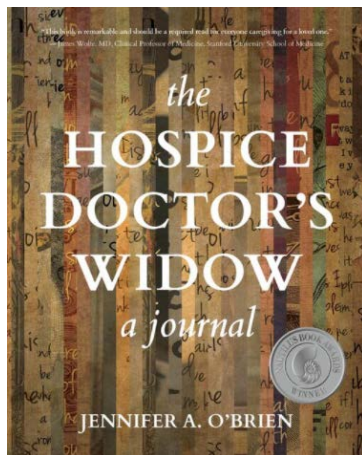


“This is the book that will teach women en route to financial freedom.” — James M. Dahle, MD, FACEP, founder of The White Coat Investor and author of *The White Coat Investor: A Doctor’s Guide to Personal Finance and Investing*

“Gutierrez offers invaluable advice on how we can take control of our finances in a way that is productive and empowering.” —Georgia Pellegrini, author of *Modern Pioneering* and *Girl Hunter*

“The EXACT book I want my daughters to read to learn about personal finance.” —Jimmy Turner, MD, anesthesiologist, author of *The Physician Philosopher’s Guide to Personal Finance*, and host of the *Money Meets Medicine* podcast

“A must-read, especially for women entering the workforce.”
—Naseema McElroy, founder of Financially Intentional and host of *Nurses on Fire* podcast



“This book is remarkable and should be a required read for all those facing the mortality of a loved one.” — James Wolfe, MD, Clinical Professor of Medicine, Stanford University School of Medicine

“A beautiful tribute to caregivers and survivors.” — Rachel Reichblum, founder of That Good Grief

“I am spellbound by this wonderful book. I finished it in one evening because I couldn’t stop turning pages to see what special thoughts and collaged items were next. It made me cry . . . but that’s okay.” — Diana B. Denholm, PhD, author of *The Caregiving Wife’s Handbook*

“Altogether different from the many books which address grief and loss from psychological or philosophical points of view, *The Hospice Doctor’s Widow* is a collage of experiences, documents, tips, and those thoughts many have but few acknowledge. O’Brien’s singularly moving and beautiful book maps one woman’s journey, illuminating the road that lies ahead for all of us.” — Nina Corwin, LCSW, Author of *The Uncertainty of Maps*