Book Description Template

These templates are designed to be examples only. Please modify and create your own version when utilizing these templates. You need to differentiate yourself to make you stand out from all the rest.

Think of your description as the same as the text you would read on the back cover of a paperback book or the inside flap of a hardcover book. Generally, people read this text first before they decided to pursue the book further or put the book down.

KDP gives you up to 4000 characters for your description, which is about 700 words. You will want to make sure to use up as many characters as possible and focus on providing enough information about the book to really sell the potential customer. The book description needs to reflect the contents of the book, which is why you will be required to modify the template according to your book's specifics.

The template includes some basic HTML tags which will format your description to have different sized headings and bullet lists when published. The spacing may look a bit confusing, but once it's published it will look good. You don't need to add a new space after H2 tags or bullets, as they will be inserted automatically, hence the lack of spacing you see in the description below. At the end of the document is a list of supported HTML for your reference.

Note: It is highly advisable to change the wording in the template below to make it your own. When publishers copy and paste the exact wording of the description template, it is obvious to know who has been through the program.

--- EXAMPLE BELOW ---

<h2>(headline to grab attention)</h2>

(Provide a well-written description that hooks people and sells them on the benefits of the book. What the book is about? What they will learn?)

<h2>Here Is A Preview Of What You'll Learn...</h2>
(insert bullet point)
(insert bullet point)
(insert bullet point)
(insert bullet point)
(insert bullet point)
(insert bullet point)
(insert bullet point)
(insert bullet point)

(insert call to action)

--- END OF EXAMPLE ---

This is an example of what the bulleted list will look like from the HTML editing:

Here Is A Preview Of What You'll Learn...
- (bullet point)
- (bullet point)
- (bullet point)
- (bullet point)
- (bullet point)

Warning: KDP prohibits the following items in the description:

- Pornographic, obscene, or offensive content
- Phone numbers, email addresses, website addresses or physical mailing addresses

- Availability, price, alternative ordering information (such as links to other websites for placing orders)
- Time-sensitive information (e.g., dates of promotional tours, seminars, lectures, etc.)
- Any keywords or tags
- Reviews, quotes, and testimonials
- Requests for customer reviews

*Content copied from KDP Help Topics: <u>eBook Metadata Guidelines</u> and <u>Paperback Metadata Guidelines</u>

We also discourage the use of phrases like, "limited time offer," or content that might not be truthful that KDP might frown upon.

Supported HTML for Book Description

HTML tag	Description
<b>	Formats enclosed text as bold

	Creates a line break
<em>	Emphasizes the enclosed text. Generally formatted as italic.
<h4> to <h6>	Formats enclosed text as a section heading: <h4> (largest) through <h6> (smallest). <h1>, <h2>, and <h3> aren't supported.
<i>	Formats enclosed text as italic
	Identifies an item in an ordered (numbered) or unordered (bulleted) list
	Creates a numbered list from enclosed items, each of which is identified by a <li> tag
	Creates a bulleted list from enclosed items, each of which is identified by a <li> tag
<p>	Defines a paragraph of text with the first line indented. Creates a line break at the end of the enclosed text.
<pre>	Defines pre-formatted text
<u>	Formats enclosed text as underlined
<strong>	Formats enclosed text as bold. See also <b>.
<q>	Encloses text in quotes.
<blockquote>	Formats long quotations that span several lines as indented text.