

Write to Heal Book Club: Back Cover Template

Follow the simple formula below to create your back cover.

Note: Try to keep your back cover copy to 250 words or fewer.

Headline that attracts attention, with benefits/or strong testimonial

Ask a few questions to pique the interest of your readers, or state 2-3 interesting facts. Explain in 1-2 sentences how your book answers those questions or addresses these issues.

In this book you'll discover:

-5-8 short bullet points,

-begin with action verbs, such as "develop, improve, increase, reduce" – make sure they are concrete results that are measurable, rather than "feel better," which is too subjective.

-State who the book is for

-Describe how the book will help them

2- 3 short paragraphs, 2-4 lines each (maximum)

Testimonials (optional)

1-2 short testimonials, 2 lines maximum

-testimonials should be specific, about how the book helped them, rather than general, such as "great book"

About the author (very brief, as you will have a page inside the book for this)

-State your credentials as they apply to what you're teaching in the book

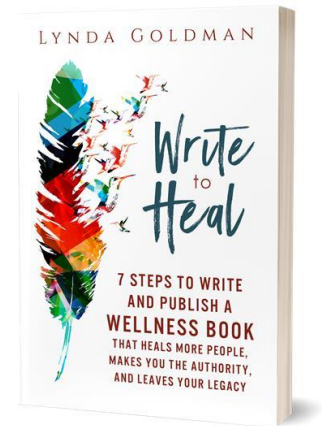
-make it interesting (not a boring resume!)

-only list relevant degrees, such as if you're a doctor, nutritionist, nurse (do not list undergraduate degrees!)

Example: Back cover of Write to Heal

By-far the most insightful guide I've ever read on publishing a health & wellness book!- Dr. Russell Faust

Are you a wellness provider, coach or healer with a message to share? You have the power to heal and inspire people for generations to come, while leaving your footprint on the world.



Writing your book will make you the undisputed authority in your niche and draw the right clients to you. But what if you don't consider yourself a writer, don't have much time, or feel totally overwhelmed and confused?

"Write to Heal" to the rescue! Discover how to:

1. Gain credibility by becoming the proven authority in your niche
2. Pick the perfect topic so you attract your ideal readers
3. Structure your book so writing is as easy as filling in the blanks
4. Shave months or years off your time in writing and publishing
5. Self-publish professionally to compete with the big publishers
6. Build a thriving practice or business based on your book
7. Benefits from 33 golden opportunities from your wellness book

You have enabled my dream to write the book that's been in my head for so long. -
-Dr. Melodie Billiot

Lynda Goldman is a book coach and the author of 44 books, and has been published by three major publishers. She provides courses, coaching and masterminds on how to write a wellness book.

ISBN: [978-1-988645-09-4](https://www.amazon.com/dp/9781988645094)