

NICHE RAIDERS  
AI FICTION PROMPT GUIDE

# Blurb & Hook Writer

Back-cover copy and openings that sell.  
**50 prompts for blurbs, loglines, and hooks**

## How to use this guide

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This is a working toolkit for the words that sell the book: the blurb, the logline, the tagline, and the opening lines a reader judges in seconds. Fifty Claude prompts, grouped into six parts that move from finding the hook to polishing copy for every place it appears.

Each prompt is written to be copied straight into Claude. Anything in [BRACKETS] is a placeholder. Swap in your premise, your genre, your draft, or your target reader before you send it. The more specific your inputs, the sharper the copy you get back.

### A simple order that works for most books:

1. Find the hook and the angle (Part One), then build the blurb around it (Part Two).
2. Tune the copy to your genre and weave in search terms (Part Three).
3. Sharpen the opening lines and first pages that close the sale (Part Four).
4. Punch up and pressure-test the blurb (Part Five), then adapt and polish it for every platform (Part Six).

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## Find the Hook

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Every great blurb starts with one irresistible idea. These prompts dig out the promise, the angle, and the stakes that make a reader stop scrolling.

### 1. Distill the Core Promise

**P R O M P T**

Act as a book marketing strategist. From the summary below, tell me the single core promise this book makes to its reader: the emotional experience they are buying. State it in one sentence, then list the three story elements that deliver on it.

Book summary:

[PASTE]

**Tip** *Sell the feeling, not the plot. Readers buy the experience a book promises them.*

### 2. One-Sentence Logline

**P R O M P T**

Write five loglines for this book, each one sentence, each naming the protagonist, their goal, the obstacle, and the stakes. Range from straightforward to high-concept. No spoilers for the ending.

Book: [PASTE PREMISE]

**Tip** *A logline you can say in one breath is a book you can sell. If you stumble, tighten it.*

### 3. Hook Generator

**P R O M P T**

Give me ten different hooks for this book, each one or two lines, each leading with a different angle: the premise, the twist, the central question, the forbidden desire, the ticking clock, the price of failure. I will pick the strongest to build the blurb around.

Book: [PASTE PREMISE]

**Tip** *Generate wide, then choose. Ten angles beats polishing the first one you thought of.*

## 4. Find the Unique Angle

### P R O M P T

There are many books in [GENRE]. Based on the summary below, tell me what makes this one different, the fresh angle or combination that sets it apart, and phrase it as a one-line selling point.

Summary:  
[PASTE]

**Tip** *Your fresh angle is your whole pitch. Find the one thing only your book does.*

## 5. Extract the Stakes and Conflict

### P R O M P T

Read this premise and tell me what the protagonist stands to lose, what stands in their way, and why a reader should care. If the stakes feel thin, tell me plainly and suggest how to raise them in the copy.

Premise:  
[PASTE]

**Tip** *If the stakes feel thin in the blurb, they may be thin in the book. Listen to that.*

## 6. The Why-This-Book Statement

### P R O M P T

Write a one-paragraph pitch that answers why a reader scrolling past should choose this book right now: the promise, the hook, and the feeling they will walk away with. Aim it at a [TARGET READER].

Book: [PASTE]

**Tip** *Write to one reader, not everyone. Specific beats broad every time on a store page.*

## 7. Name the Trope Stack

### P R O M P T

List the tropes and reader catnip this book delivers, using the exact terms readers search for in [GENRE]: enemies to lovers, found family, slow burn, and so on. Rank them by selling power so I lead with the strongest.

Book: [PASTE]

**Tip** *Lead with the trope readers search. The right keyword in the blurb is free discovery.*

## 8. Comp-Title Positioning

### P R O M P T

Position this book against its comps. Give me three for-fans-of style lines pairing recognizable titles or authors in [GENRE], and explain in one line what readers of each will love here. Do not overpromise.

Book: [PASTE]

**Tip** *Comps set expectations fast. Pick honest ones, not the biggest names you can think of.*

## Build the Blurb

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Now assemble the copy. These prompts draft the blurb structure that has sold books for decades: hook, setup, stakes, and a button that demands a click.

### 9. Three-Paragraph Blurb Draft

**P R O M P T**

Write a back-cover blurb for this book in three short paragraphs: paragraph one hooks with the protagonist and their world, paragraph two introduces the conflict and what they want, paragraph three raises the stakes and ends on an unresolved question. Keep it under 200 words and spoiler-free.

Book: [PASTE SUMMARY]

**Tip** *Hook, setup, stakes, button. This four-beat shape has sold books for a century for a reason.*

### 10. Nail the Opening Line

**P R O M P T**

Write eight options for the first line of this blurb: the line that has to stop a reader cold. Mix a bold statement, a question, a line of voice, and a line of high stakes. Short and punchy.

Book: [PASTE]

**Tip** *The first line earns the second. If it does not stop a scroll, nothing after it matters.*

### 11. Character, Want, Obstacle Frame

**P R O M P T**

Draft a blurb built on the cleanest frame: introduce the protagonist, make me feel their want, then drop the obstacle that blocks it. Keep the reader rooting for them by the end of the first paragraph.

Book: [PASTE]

**Tip** *Make me want it before you show me what blocks it. Desire first, obstacle second.*

## 12. Raise the Stakes Paragraph

### PROMPT

Here is my blurb. Rewrite the middle so the stakes escalate with each sentence, ending on the highest cost. Make clear what happens if the protagonist fails.

Current blurb:  
[PASTE]

**Tip** *Each sentence in the middle should cost the hero more. Escalation keeps the eye moving.*

## 13. The Cliffhanger Button

### PROMPT

Write five closing lines for this blurb that leave the central conflict unresolved and make a reader need the answer. End on tension or a question, never on a summary or a spoiler.

Book: [PASTE]

**Tip** *End on a question, never a summary. The button is a door left open, not a bow tied.*

## 14. Short Punchy Blurb

### PROMPT

Write a tight blurb of under 100 words for this book: hook, stakes, and a button, nothing wasted. This is for places where readers skim, so every line has to pull.

Book: [PASTE]

**Tip** *Where readers skim, every word fights for its life. Short blurbs are the hardest to write well.*

## 15. Long Immersive Blurb

### PROMPT

Write a richer blurb of 200 to 250 words that pulls the reader into the world and voice of this book while still building to a hook. Keep the momentum, no sagging middle.

Book: [PASTE]

**Tip** *A long blurb still needs momentum. Length is no excuse for a sagging middle.*

## 16. First-Person Voice Blurb

### P R O M P T

Write this blurb in the protagonist's first-person voice, the way some romance and YA titles do, so the reader gets a taste of the narrator before page one. Keep it in character and end on a hook.

Narrator and book: [PASTE]

**Tip** *A voice blurb sells voice. Use it when the narrator is the draw.*

## 17. The Tagline

### P R O M P T

Write twelve tagline options for this book: one short line for the top of the cover or an ad. Aim for intrigue and emotion over plot. Vary the tone from dramatic to playful to ominous.

Book: [PASTE]

**Tip** *A tagline is mood, not plot. Aim for the feeling on the cover, the story in the blurb.*

## Tune to Genre and Voice

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A blurb has to sound like its shelf. These prompts calibrate the copy to genre conventions and weave in the terms readers actually search.

### 18. Match the Genre Conventions

**P R O M P T**

Rewrite this blurb to match the conventions and emotional promise of [GENRE]. Tell me the three things readers of this genre expect a blurb to deliver, then deliver them. Flag anything currently signaling the wrong genre.

Blurb:

[PASTE]

**Tip** *Know the conventions before you break them. A blurb that signals the wrong genre loses the sale.*

### 19. Romance Blurb

**P R O M P T**

Write a romance blurb for this book: introduce both leads, establish the spark and the obstacle keeping them apart, name the tropes, and promise the emotional payoff without spoiling it. Match the heat level: [SWEET / STEAMY]. End on tension.

Book: [PASTE]

**Tip** *Romance readers buy the promise of the payoff. Tease the tension, guarantee the feeling.*

### 20. Thriller and Suspense Blurb

**P R O M P T**

Write a thriller blurb: lead with the threat or the hook, establish the protagonist and the ticking clock, and build dread sentence by sentence. Short paragraphs, escalating stakes, a button that makes the danger feel inescapable.

Book: [PASTE]

**Tip** *Thriller copy is a tightening noose. Short lines, rising dread, no wasted breath.*

## 21. Fantasy and SFF Blurb

### PROMPT

Write a blurb for this fantasy or science fiction book that conveys the world and the stakes without drowning the reader in lore. Anchor it to the protagonist and one clear central conflict. Cut any name or term that needs explaining.

Book: [PASTE]

**Tip** *In fantasy, cut every name that needs a footnote. Anchor to the person and the stakes.*

## 22. Mystery Blurb

### PROMPT

Write a mystery blurb that hooks readers with the puzzle: the crime or question, the sleuth, and what makes this case dangerous or personal. Tease the stakes without revealing the solution.

Book: [PASTE]

**Tip** *Sell the puzzle, hide the answer. The mystery blurb is a dare to find out.*

## 23. Literary and Upmarket Blurb

### PROMPT

Write an upmarket blurb that sells theme and emotional resonance alongside plot, in restrained, evocative language. Suggest the depth without overstating it, and end on a resonant note rather than a cliffhanger.

Book: [PASTE]

**Tip** *Upmarket copy whispers. Trust resonance over cliffhangers for this reader.*

## 24. Series Blurb Calibration

### PROMPT

Write two blurbs for this series book: one positioning it as the start of a series and inviting new readers in, one for a later book that rewards existing readers without spoiling earlier books or confusing newcomers.

Book and series: [PASTE]

**Tip** *Book one invites in; later books reward loyalty. Never spoil the earlier story in the blurb.*

## 25. Borrow a Bestseller's Energy

### P R O M P T

Here is the blurb style of a bestseller in [GENRE]. Without copying its words, describe what makes that copy work, then write my blurb with the same energy and structure so it sits comfortably on the same shelf.

My book:  
[PASTE]

**Tip** *Study the energy, write your own. Borrow structure, never sentences.*

## 26. Weave in Search Keywords

### P R O M P T

Here is my blurb and a list of keywords readers search in [GENRE]. Rewrite the blurb to work the most relevant terms in naturally, without keyword-stuffing or hurting the read.

Keywords: [LIST]  
Blurb:  
[PASTE]

**Tip** *Keywords belong in sentences, not lists. Weave them so the reader never feels the seams.*

## Openings That Hook

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The blurb gets the click; the opening keeps it. These prompts sharpen first lines and first pages so the sample seals the sale.

### 27. Ten Opening Lines

**P R O M P T**

Write ten different opening lines for this book. Vary the approach: a line of voice, an action mid-motion, an unsettling image, a provocative statement, a question that opens a loop. None should rely on backstory.

Book: [PASTE PREMISE / FIRST SCENE]

**Tip** *Generate ten openings and the best one is rarely the first. Range frees the right line loose.*

### 28. The In-Media-Res Opener

**P R O M P T**

Rewrite my opening so it starts in the middle of motion or tension instead of setup. Drop the reader into a moment that raises a question, and weave any necessary context in later.

Current opening:  
[PASTE]

**Tip** *Start in motion, explain later. Context can wait; a hook cannot.*

### 29. Voice-First Opening

**P R O M P T**

Write three openings that lead with the narrator's voice so distinctly that a reader knows who they are reading within two sentences. Personality first, plot second.

Narrator: [DESCRIBE]

**Tip** *When voice is the selling point, lead with it. Personality first, plot second.*

### 30. The Question Hook

#### PROMPT

Open a story question in my first paragraph: a gap, a threat, or a mystery the reader needs resolved. Rewrite the opening so it plants that hook in the first three sentences.

Current opening:  
[PASTE]

**Tip** *Open a loop on page one and the reader has to keep going to close it.*

### 31. Tighten the First Paragraph

#### PROMPT

Here is my first paragraph. Cut everything that delays the hook, sharpen the strongest image or line, and make sure the last sentence pulls the reader into the next.

First paragraph:  
[PASTE]

**Tip** *The last sentence of paragraph one should pull into paragraph two. Test every seam.*

### 32. Fix the Weak Openings

#### PROMPT

Check my opening for the cliched starts agents and readers groan at: waking up, the weather, a character describing themselves in a mirror, an alarm clock, long backstory. If any are present, rewrite to a fresher hook.

Opening:  
[PASTE]

**Tip** *Waking up, weather, and mirrors are the openings readers have seen a thousand times. Skip them.*

### 33. Deliver the Genre on Page One

#### PROMPT

Tell me whether my opening page signals its genre fast enough, and rewrite it so a browsing reader feels the [GENRE] promise within the first few lines.

Opening page:  
[PASTE]

**Tip** *A browsing reader decides the genre in seconds. Deliver the promise fast.*

### 34. Chapter-One Hook Audit

#### P R O M P T

Read my first chapter and mark the exact line where the real hook lands. If it lands too late, tell me where to start the chapter instead and what to cut.

Chapter one:

[PASTE]

**Tip** Find where the real hook lands and start there. Everything before it is throat-clearing.

### 35. The First-Five-Pages Test

#### P R O M P T

Read these opening pages as a browsing reader deciding whether to buy. Tell me at which line you would keep reading or click away, and what one change would most improve the pull.

Opening pages:

[PASTE]

**Tip** Read your opening as a buyer deciding. The line where attention drops is the line to fix.

## Punch It Up

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A first draft of copy is never the one that sells. These prompts cut, sharpen, and pressure-test the blurb until every line earns its place.

### 36. Cut the Blurb in Half

**P R O M P T**

Tighten this blurb by cutting it roughly in half while keeping the hook, the stakes, and the button. Show me the lean version and tell me what you cut and why.

Blurb:

[PASTE]

**Tip** *Cutting is the fastest punch-up. Most blurbs survive losing a third of their words.*

### 37. Strong Verbs, Concrete Nouns

**P R O M P T**

Rewrite this blurb to replace weak verbs and vague abstractions with strong verbs and concrete, specific nouns. Cut adverbs and filler. Keep the meaning, raise the voltage.

Blurb:

[PASTE]

**Tip** *Strong verbs and concrete nouns carry voltage. Abstractions leak it.*

### 38. Kill the Cliches

**P R O M P T**

Flag every tired phrase and stock blurb cliché in this copy: little did she know, world turned upside down, nothing could prepare her, race against time. Replace each with something specific to this book.

Blurb:

[PASTE]

**Tip** *Stock blurb phrases tell readers the book is generic. Replace each with something only yours has.*

### 39. The Read-Aloud Test

#### PROMPT

Read this blurb as if performing it. Flag any line that is clunky, hard to say, or loses momentum aloud, and offer a smoother rewrite for each so the whole thing flows.

Blurb:

[PASTE]

**Tip** *Your mouth catches what your eye skims. Read every line of copy aloud.*

### 40. A/B Two Angles

#### PROMPT

Write two distinctly different versions of this blurb: one leading with the romance or emotion, one leading with the plot or stakes. Tell me which you would test first for a [TARGET READER] and why.

Book: [PASTE]

**Tip** *Test angles, do not guess them. Emotion-led and plot-led can perform very differently.*

### 41. Last-Line Gut Punch

#### PROMPT

The final line of this blurb is what readers remember. Give me six alternative closing lines with more punch, tension, or intrigue, each spoiler-free.

Current blurb:

[PASTE]

**Tip** *The last line is what readers carry to the buy button. Make it land.*

### 42. Remove Spoilers and Over-Explaining

#### PROMPT

Read this blurb and flag anything that gives away too much: a twist, the ending, or so much plot that there is nothing left to discover. Trim it back to tease, not tell.

Blurb:

[PASTE]

**Tip** *A blurb that explains the twist removes the reason to read. Tease, never tell.*

### 43. Sharpen the Logline

#### P R O M P T

Here is my logline. Make it tighter and more vivid without losing the protagonist, goal, obstacle, and stakes. Give me three sharper versions.

Logline:

[PASTE]

**Tip** *A logline is a scalpel. Sharpen it until nothing extra remains.*

### 44. Emotional Resonance Check

#### P R O M P T

Tell me what emotion this blurb makes a reader feel, and whether it matches the book's promise. If the copy is all plot and no feeling, rewrite it to land the emotional hook.

Blurb:

[PASTE]

**Tip** *Plot without feeling does not sell. Name the emotion and make sure the copy delivers it.*

## Platform and Polish

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The same story needs different copy for the store page, the ad, and the newsletter. These prompts adapt and finalize the hook everywhere it appears.

### 45. Amazon-Optimized Blurb

**P R O M P T**

Format this blurb for an Amazon product page: a bold, scroll-stopping hook in the first line or two before the fold, short scannable paragraphs, and the strongest selling points up top where the preview cuts off. Suggest where bold or a tagline would help.

Blurb:

[PASTE]

**Tip** *Front-load the hook before the Amazon fold. Most readers never click read more.*

### 46. The Ad Hook

**P R O M P T**

Write five short, scroll-stopping ad hooks for this book for a paid social ad: one or two lines each, leading with curiosity, emotion, or a bold promise. Aim them at cold readers who have never heard of it.

Book: [PASTE]

**Tip** *Ad hooks fight the scroll. Lead with curiosity or emotion, never with setup.*

### 47. Social Media One-Liner

**P R O M P T**

Write ten one-line pitches for this book suited to social posts: punchy, shareable, often trope-forward or voicey. Mix earnest and playful. Keep each short enough to stand alone.

Book: [PASTE]

**Tip** *A one-liner has to stand alone. If it needs context, it is not done.*

## 48. Release Announcement Hook

### P R O M P T

Write a short newsletter or announcement blurb for this release: warm, direct to existing readers, leading with why they will love it and ending with a clear nudge to grab it. Keep it tighter than the back-cover copy.

Book: [PASTE]

**Tip** *To your own readers, lead with why they will love it. Warmth converts loyalty.*

## 49. Consistency Across Copy

### P R O M P T

Here are my blurb, tagline, and ad hook. Check that they tell a consistent story and promise the same experience. Flag any mismatch in tone, stakes, or genre signal, and align them.

Copy set:  
[PASTE]

**Tip** *Blurb, tagline, and ad should promise one story. Mixed signals cost you the sale.*

## 50. Final Blurb Polish Pass

### P R O M P T

This is my final pass. Give me three polished versions of this blurb: one tighter and punchier, one leaning into emotion, one leaning into stakes and intrigue. Then tell me which you would publish for a [TARGET READER] and exactly why.

Genre: [GENRE]  
Blurb:  
[PASTE]

**Tip** *End every launch here. Three polished angles and a clear pick beats endless tinkering.*

**Now go write the line that sells it.**

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