
EXCLUSIVE AFFILIATE BONUS

The Romance Blurb Blueprint

5 Fill-in-the-Blank Templates to Write Irresistible Book Descriptions
Across the Hottest Romance Sub-Niches

The perfect companion to Romance Rules: The Secret Formulas to Bestselling Romance by Amy

Once Amy's formulas hand you a winning story idea, **this blueprint handles the next critical job:** writing a blurb so compelling that readers click BUY before they even finish reading it.

5 Sub-Niche Templates • Plug-and-Play Fill-in-the-Blanks • Example Blurbs Included

Why Your Blurb Can Make or Break Your Book

You've used Amy's Romance Rules formulas to nail your sub-niche, lock in your tropes, and build a story readers will devour. Now comes the moment of truth: **your book description**.

A weak blurb buries a brilliant book. A great blurb sells a mediocre one. That's not a cynical observation — it's market reality. Romance readers scroll fast. They make buy decisions in under 10 seconds, and the blurb is the single biggest lever you have.

This blueprint gives you **5 battle-tested, fill-in-the-blank templates**, one for each of the hottest romance sub-niches right now. Each template is built on the emotional triggers that stop the scroll and convert browsers into buyers.

The Anatomy of a High-Converting Romance Blurb

1. The Hook (1–2 sentences)

Grab attention immediately. Tease the central tension or forbidden element. Never summarise — tantalize.

2. The Characters (2–3 sentences)

Introduce your hero and heroine with one vivid, emotionally charged detail each. Show what they want AND what stands in the way.

3. The Conflict / Sizzle (2–3 sentences)

Escalate the stakes. This is where you name the trope without naming it — show the push-pull that will keep readers turning pages.

4. The Tease (1 sentence)

End on a question or cliff-edge that makes NOT buying feel unbearable. The best teasers hint at a possible HEA without guaranteeing it.

The 5 Fill-in-the-Blank Templates

Replace every [bracketed prompt] with your own story details. The words outside the brackets are proven blurb language — keep them as-is for maximum impact.

TEMPLATE 1 | SMALL TOWN ROMANCE

[Hero's name] swore he'd never come back to [town name]. But when [inciting event, e.g. a family emergency / his father's will / a flooded highway], he has no choice.

The last person he expected to run into was [heroine's name] — the girl who once [past event that creates tension, e.g. broke his heart / left without a word / chose her dreams over him].

Now she's [what she's doing in town, e.g. running her family's bakery / renovating Main Street / raising a child alone], and every interaction between them [emotional charge, e.g. sparks old feelings / reopens old wounds / blurs every boundary he's set].

He's only staying for [timeframe, e.g. two weeks / the summer / until the deal closes]. But small towns have a way of keeping secrets — and hearts — longer than planned.

Example:

"Ethan swore he'd never come back to Clover Creek. But when his father's will named him co-heir of the family farm, he has no choice. The last person he expected to run into was Lily — the girl who once left without a word. Now she's running the town's only veterinary clinic, and every interaction between them blurs every boundary he's set. He's only staying until the deal closes. But small towns have a way of keeping secrets — and hearts — longer than planned."

Pro Tip: Use a specific, sensory detail for the town name or setting to trigger nostalgia in readers immediately.

TEMPLATE 2 | SECOND CHANCE ROMANCE

Ten years. That's how long [heroine's name] has spent convincing herself she's over [hero's name].

Then [catalyst, e.g. he walks into her office / they're forced to work together / fate strands them in the same city], and every carefully built wall starts to crack.

He's [who he is now, e.g. her new boss / her brother's best friend / the man her company needs to close the deal]. She's [who she is now, e.g. the one person he wronged / the woman who knows his biggest secret / the only one who sees through his armour].

The timing was wrong before. But now that the truth about [the original break-up reason] is finally surfacing, wrong timing might be the only thing keeping them apart.

Example:

"Ten years. That's how long Mara has spent convincing herself she's over Jake. Then he walks into her office as the company's new VP, and every carefully built wall starts to crack. He's her new boss. She's the woman who knows his biggest secret. The timing was wrong before. But now that the truth about why he disappeared is finally surfacing, wrong timing might be the only thing keeping them apart."

Pro Tip: The number at the start (ten years, five years, etc.) is a powerful pattern interrupt — readers feel time and loss immediately.

TEMPLATE 3 | ENEMIES TO LOVERS

[Heroine's name] has a list of people she'd rather [comic exaggeration, e.g. wrestle a bear than talk to / eat glass than work with / relocate to Mars than see again]. [Hero's name] is at the top.

He's [his role / archetype, e.g. arrogant, infuriating, and her direct competition]. She's [her role / what she wants, e.g. three promotions away from her dream job]. And now they've been [forced proximity trigger, e.g. paired on a six-week project / assigned as co-chairs of the charity gala / stuck sharing the last cabin at the retreat].

The problem isn't that she hates him. The problem is that the more time she spends with him, the harder it becomes to remember why she was supposed to.

One rule: [the rule they set, e.g. keep it professional / no feelings / what happens here stays here]. Neither of them is going to survive keeping it.

Example:

"Sophie has a list of people she'd rather wrestle a bear than work with. Callum is at the top. He's arrogant, infuriating, and her direct competition. She's three promotions away from her dream job. And now they've been paired on a six-week project. The problem isn't that she hates him. The problem is that the more time she spends with him, the harder it becomes to remember why she was supposed to. One rule: keep it professional. Neither of them is going to survive keeping it."

Pro Tip: The comic exaggeration in the first sentence is a tone signal — it tells readers this book is fun, not dark. Match it to your heat level.

TEMPLATE 4 | BILLIONAIRE / ALPHA HERO

[Hero's name] gets everything he wants. He always has. Until [heroine's name].

She's [her background / contrast to his world, e.g. the one woman immune to his charm / the assistant who refused his offer / the rival CEO who laughed in his face]. And she just became [the reason they can't avoid each other, e.g. the key to saving his company's biggest deal / his new personal assistant / the only witness to his one vulnerable moment].

His proposition: [the deal or arrangement, e.g. three months, a fake engagement, full discretion]. Her terms: [what she negotiates, e.g. hands off, no feelings, she keeps her job no matter what].

He has never met a contract he couldn't rewrite. She has never met a rule she was afraid to break. This arrangement was supposed to be business. It stopped being business the moment he [the turning point, e.g. kissed her in the boardroom / showed up at her door at midnight / told her the truth he's never told anyone].

Example:

"Dominic gets everything he wants. He always has. Until Zoe. She's the one woman immune to his charm — and she just became the key to saving his company's biggest deal. His proposition: three months, a fake engagement, full discretion. Her terms: hands off, no feelings, she keeps her job no matter what. He has never met a contract he couldn't rewrite. She has never met a rule she was afraid to break. This arrangement was supposed to be business. It stopped being business the moment he showed up at her door at midnight."

Pro Tip: Use short, punchy sentences for the alpha hero's intro — it mirrors his character and creates instant authority on the page.

TEMPLATE 5 | CONTEMPORARY / EMOTIONAL DEPTH

[Heroine's name] is very good at [the coping mechanism or outward success, e.g. pretending she's fine / fixing other people's problems / keeping busy enough not to feel]. What she's not good at is [the vulnerability, e.g. asking for help / letting people in / accepting that some things can't be controlled].

When [the event that upends her world], the last thing she expects is for [hero's name] — [one-line hero description] — to be the one who sees past all of it.

He's not looking for [what he's avoiding, e.g. anything serious / to be anyone's safe place / to feel this much again]. She's not looking for [what she's avoiding]. But healing has a way of happening when you least expect it, with the person you least expected.

A story about [one emotional theme, e.g. learning to be seen / choosing yourself / finding home in another person] — for readers who want to feel everything.

Example:

"Clara is very good at keeping busy enough not to feel. What she's not good at is accepting that some things can't be controlled. When her mother's diagnosis turns her carefully ordered life upside down, the last thing she expects is for Noah — her sister's infuriatingly perceptive neighbour — to be the one who sees past all of it. He's not looking to be anyone's safe place. She's not looking to fall apart in front of someone. But healing has a way of happening when you least expect it, with the person you least expected. A story about learning to be seen — for readers who want to feel everything."

Pro Tip: End with a one-line genre signal ('for readers who want to feel everything') — it's a powerful filter that attracts your ideal reader and pre-qualifies the buy.

Bonus: 30 Power Words That Sell Romance

Sprinkle these into any blurb to amplify emotional charge. They trigger the exact feelings romance readers are searching for.

forbidden	irresistible	shattered	reckless	undeniable
<i>possessive</i>	<i>breathless</i>	<i>inevitable</i>	<i>ruthless</i>	<i>aching</i>
<i>stolen</i>	<i>dangerous</i>	<i>intoxicating</i>	<i>raw</i>	<i>unraveling</i>
<i>one night</i>	<i>off-limits</i>	<i>obsessed</i>	<i>all-consuming</i>	<i>electric</i>
<i>defiant</i>	<i>brooding</i>	<i>tempting</i>	<i>insatiable</i>	<i>surrendered</i>
<i>wrecked</i>	<i>magnetic</i>	<i>scandalous</i>	<i>devoured</i>	<i>inevitable</i>

Your Blurb Launch Checklist

- Hook lands in the first TWO sentences (test: would you keep reading?)
- At least one power word from the list above appears in every paragraph
- The central trope is implied — not labelled
- Reader can picture the hero and heroine from one detail each
- Stakes are clear: what do they risk by falling for each other?
- Final sentence ends on a question, a cliff-edge, or an emotional gut-punch
- Total word count is between 150–250 words (the sweet spot for most platforms)
- Read it aloud — does it feel breathless? It should.

Ready to Write Your Bestseller?

This bonus pairs perfectly with Amy's *Romance Rules: The Secret Formulas to Bestselling Romance*. Use her system to find your winning story concept, nail your sub-niche, and build your plot — then come back here to write the blurb that gets readers to click **Buy Now**.

Together, these two resources take you from blank page to bestselling romance — faster than you ever thought possible.

You received this bonus automatically when you purchased Romance Rules through an affiliate link. Enjoy, and happy writing! ♦
