

# *Alaska Romance Writers of America's*



# **GRAB ME!** **Book Blurb Contest**



*Romance authors know exactly what they are doing and what their audience wants. The cover makes a reader pick up a book, but the back cover blurb is why they buy it!*

Tom Luce, New Book Buyer, Powell's Books

Do you have a stellar back cover blurb or digital description (for Indie publishers) on a recently published book that can hook your reader and make a quick sale? Enter Alaska Romance Writers of America's new **Grab Me! Book Blurb Contest**. Our Grand Prize is a review in the highly esteemed Kirkus Magazine, seen by over one million viewers a month. Use the review on the back cover of your book, on your website, when pitching to agents and secondary rights managers, or in any other marketing plan you choose. Kirkus has launched many authors who have become bestsellers. Why not you?

If your back cover blurb or digital description stands out in the crowd, you could win this \$425.00 value. Each entry is just \$15 per blurb. Contest submissions will be accepted between March 1, 2015 and May 1, 2015 (see Submission Guidelines for more specifics). Finalists will be announced June 1, 2015 and will be sent on for final round judging by *Tom Luce, New Book Buyer for Powell's Books*. All finalists and the Grand Prize Winner will receive a personalized **Grab Me! Book Blurb Contest** Certificate.

The Grand Prize winner of the Kirkus Review will be announced on July 1, 2015.

## **JUDGING**

Your back cover blurb or digital description will be judged based on a total of 60 points.

- Character description or identification (10 points)
- Setting descriptions (10 points).
- Conflict identification and description (10 points).
- Writing style and effectiveness of the hook (10 points).
- Mechanics and spelling (10 points).
- Did the blurb make you want to purchase this book? (10)

## **ELIGIBILITY**

Books in either digital or print formats published after January 1, 2012 in any of the following **romance genre** are eligible to enter this contest.

Contemporary  
Thriller/mystery  
Erotic

Sci fi  
YA  
Historical

Fantasy/Paranormal  
Inspirational

## SUBMISSION GUIDELINES

Include in one electronic submission:

- 1) Title of the published novel.
- 2) The back cover blurb or digital description (limited to 500 words) in an attachment (either .rtf or .pdf).
- 3) The Grab Me! Book Blurb Contest Form (which can be found at the bottom of this document).
- 4) The book's ISBN or AISN number.

- Submissions need to be formatted as an .rtf or a pdf., attached to your email addressed to [contest@akrwa.org](mailto:contest@akrwa.org). Do not attach your name to the actual submission but include it on the contest form and in the body of the email.
- **Please use one form and one payment for each entry submitted in separate emails.**

## DEADLINE

Your electronic contest submission must be time dated by midnight (Alaska Pacific Time) **May 1, 2015**. Contest fee is \$15 per submission.

Submit PayPal orders to: [treasurer@akrwa.org](mailto:treasurer@akrwa.org). Entries submitted after the deadline or without appropriate payment order will be disqualified. No refunds.

## OFFICIAL CONTEST RULES

1. Submissions are limited to books **published after January 1, 2012**.
2. The winner must be capable of submitting the book of the winning blurb to Kirkus within 30 days of notification of the Grand Prize.
3. No extensions will be granted. Kirkus will accept printed or digital formats for review.
4. Submit only:
  - a. The back cover blurb or digital description.
  - b. Contest Form with completed information
  - c. AKRWA Contest Entrant's Agreement (at the bottom of the Contest Form).
  - d. Payment via PayPal
- 5) Writers can submit multiple entries, but each entry must be submitted separately with an individual Contest Form, Contest Entrant's Agreement and payment (\$15.00).
- 6) Submissions without payment will not be considered. Fees should be paid via PayPal and will not be refunded. Submit PayPal orders to: [treasurer@akrwa.org](mailto:treasurer@akrwa.org).
- 7) Submissions should be formatted as an .rtf or .pdf attachment to your email.
- 8) Genre categories include:

Contemporary  
Thriller/mystery

Sci fi  
YA

Fantasy/Paranormal  
Inspirational

Erotic

Historical

\* If you have any questions, please contact the Contest Coordinator at [contest@akrwa.org](mailto:contest@akrwa.org)

### **JUDGING**

The preliminary judges will include trained members of the Alaska RWA Chapter. All genres will be judged separately and the finalists will be submitted to Mr. Tom Luce (of Powell's Books, Portland, Oregon) for review and selection of the Grand Prize. Only one Grand Prize winner will be selected.

### **GRAND PRIZE**

The Grand Prize is a Kirkus review worth \$425.00. The Grand Prize winner will be notified by email and/or phone by July 1, 2015. It is the responsibility of the winning author to submit their complete book to Kirkus by August 30, 2015.

### **DISCLAIMER**

Alaska Chapter of the RWA maintains no responsibility for the quality or content of the Grand Prize Kirkus Review. Kirkus will return a review 7-9 weeks after submission of the winning book.

For more details about the benefits of the Kirkus Review, please visit:

<https://www.kirkusreviews.com/author-services/indie/>

*This contest is sponsored by the Alaska Chapter of Romance Writers of America.*

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**INSTRUCTIONS: Copy and paste the Registration Form and Entrant's Agreement into the body of your email. Complete the required information. Attach a single .rtf or .pdf document containing your book blurb or digital description to the email. The total word count of your book blurb or digital description may not exceed 500 words.**

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## **AKRWA 2015 Grab Me! Book Blurb Contest**

### **Registration Form:**

Email entry to: [contest@akrwa.org](mailto:contest@akrwa.org)

A) TITLE OF ENTRY:

B) SELECT YOUR CATEGORY:

Contemporary

Sci fi

Fantasy/Paranormal

Thriller/mystery

YA

Inspirational

Erotic

Historical

C) BLURB WORD COUNT:

D) ISBN or AISN NUMBER:

### Author Information

Author:

Contact Phone (with area code and time zone):

Address:

City:

State:

Zip:

E-mail:

Questions for Contest Coordinator:

If the published book is the work of two or more authors, please include a second set of Author Information and Registration within your email from each writer.

**Send Payment to AKRWA PayPal:** treasurer@akrwa.org. Once payment is received, acknowledgement of your entry will be emailed.

### **AKRWA'S GRAB ME! BOOK BLURB CONTEST ENTRANT'S AGREEMENT**

I have read the rules of the Alaska Romance Writers of America (AKRWA) **GRAB ME! BOOK BLURB CONTEST** for published books (digital or paper), and understand and agree to abide by those stated rules. I also understand and agree that any questions regarding the interpretation of the official rules and any matters relating to the **GRAB ME! BOOK BLURB CONTEST** not covered by the official rules will be decided by the contest officials. I will accept as final the decision of the contest officials in any such matter.

I also accept that blurb or description judging is subjective by nature. I will accept and abide by the decisions of any judges and/or contest officials regarding winners for this contest. By emailing this agreement, I accept as reasonable the statements made above.

In emailing this Entrant's Agreement in exchange for the acceptance and processing of my submission in the **GRAB ME! BOOK BLURB CONTEST**, I acknowledge understanding and acceptance of the rules. I accept that the AKRWA, contest officials, and the contest judges are relying on the truth and sincerity of my statements. I also state that the submission is a complete and published work of my own which does not predate January 1, 2012. In the event that I place in this contest, I agree to allow my entry title, cover graphic and/or name to be publicized on the AKRWA Web site.

Author's name: **(insert name here)**

I accept the above agreement.

Date: **(insert date here)**