

A nice way to ask someone for a book blurb

Nice to “meet” you. I think we could both agree Ann is amazing.

I love that you wrote “-----” for you son. After reading the intro, I’ve ordered three copies for my own kids.

I’ve just finished my first business book “-----“. It’s about how to keep your finger on the pulse of the most important elements of a contracting business (my niche specialty) to help it not only survive, but thrive.

It would be an honor and thrill to have someone with your background and expertise endorse my book. The introduction and chapter 1, along with my bio and the back-cover copy are attached. If you’d like the full manuscript, I’m happy to share it.

It goes to print in about a month, and Ann has asked that I provide her with endorsements **by** ----- . Do you feel this body of work is something that sync’s up with you and a piece you feel you could recommend? Some sample endorsements are below to make it easy for you, but of course, I would welcome your unique words as well.

Thanks so much for your consideration.

Dear ----,

You probably get a lot of fan mail.

I’m going to be honest - I’ve been a fan of yours ever since reading

-----.

Such a geeky fan in fact, that I've recommended your book to hundreds of people since 2003 – both clients and audiences alike.

----- altered my approach in working with clients, gave me a better understanding of how to manage by results, and teach my clients to do the same. Thank you for that.

While this letter is appreciative fan mail, it's also a request

My first business book, -----, is going to be published in about a month. It's about how to keep your finger on the pulse of the most important elements of a contracting business (my niche specialty) to help it not only survive, but thrive

It would be a great honor to have you (**my mentor and teacher of so many years**) endorse my book.

My editor asked that I provide her with endorsements **by -----**: would you be able to manage that deadline? The introduction and chapter 1, along with my bio and the back-cover copy are attached. If you'd like the full manuscript, I'm happy to share it.

It would be a true thrill and honor if you recommended my book. Some sample endorsements are below to make it easy for you, but of course, I would welcome your unique words as well.

Thanks so much for your consideration.

p.s. I feel out of my comfort zone asking for your help. This is an

indicator that it was a wise move on my part. :D

Sample endorsements ideas:

“In her book, ----- takes the complexity of business, and distills it into easy to read and understand elements. Her writing makes generating more profits, time and fun from your business completely accessible. The clear strategies she provides at the end of each chapter give the reader the tools they need to implement those strategies right on the spot.”

“----- shares her deep knowledge of the contracting industry in an easy to digest manner, and gives you the tools you need to generate more profits, time and fun in your business and life. She has an amazing way of helping the reader see the big picture and the key elements that drive success. If you want to grow your contracting company, and have more fun in life, this book is a must read.”

“Not only does ----- have a deep understanding of how to build a profitable and successful contracting business, she also understands the psychology of human beings, and how to help us be better sales people, managers and leaders. A must read for anyone looking to grow their contracting company.”

“Knowledge is the quickest and safest path to success in any area of life. ----- has encapsulated the strategies used by contracting companies who are highly successful. Success can be learned, and this book is a highly effective way to learn it.”

“This book provides compelling insights and strategies for identifying the root causes of business growth stagnation and waning profit margins. It’s a must read for managers and business owners looking to take their business and careers to the next level.”