



Creative Force Press

Guiding Aspiring Authors to Release Their Dream

www.CreativeForcePress.com | Olympia, WA

Examples of Excellent Endorsements

Not all endorsements are created equal! Short, concise endorsements are preferable, and consider whether you want endorsements that specifically talk about your book or about you. Personal endorsements emphasize the fact that you're trustworthy and knowledgeable. Book endorsements highlight the book's best features and encourages potential readers to buy it. Check out these helpful (and slightly silly) endorsements.

1. Examples of Personal Endorsements

"Margie Walters has personally assisted me with breakthrough after breakthrough. I one hundred percent trust her wisdom, methods and transparency. Well done, Margie."

– Iron Man, otherwise known as Tony Stark, inventor

"If you want to hear from the car industry's publicity expert, Margie Walters is the one voice to pay attention to." – Captain America, America's First Avenger

"For a refreshing perspective and graceful style, pick up anything Margie Walters writes. You'll find her books impart peace, joy and love as she shares her heart with readers."

– The Incredible Hulk, scientist and author of *My Big, Green Self*

Notice how these endorsements speak mostly about the author themselves, rather than specifics about their book. These type of endorsements can be re-used for many purposes and on various marketing materials, websites, etc. Also notice how the endorser has added information about what makes them credible to the reader (titles, accolades, their book title, etc.)

2. Examples of Book Endorsements

"*Kickball Players* is the best sports medicine book we've read this decade. Filled with examples, stories and best practices, we recommend it to all athletes, trainers and anyone connected to and working with sports teams and individuals. Don't head to the field, course or court without it."

– Sampson and Delilah, world's strongest man and world's worst girlfriend

"After reading *My Bologna Sandwich*, I came away with a powerful mindset shift about food. The amount of food waste in the U.S. is staggering, and I for one will no longer take part in that tragedy. Except for maybe when it comes to cookies."

– Cookie Monster, world-famous Sesame Street puppet and foodie

“I don’t know how I ever brushed my teeth properly before reading *Flying Dust Toothpaste* by Peter Pan. Flossing, mouthwash, brushing...it’s all so clear now. This book takes the guesswork out of effective dental hygiene.”

– Baby Shark, publisher of *I Heart Dentists Magazine*

Notice how these examples mention wonderful things about the author’s particular book. Also notice how the book’s title is in italics whenever it’s mentioned.

3. Other Thoughts and Tips

You may (and most likely will) receive endorsements from other authors or well-known people in your industry or community that are long. If possible, request concise, short endorsements to begin with, although don’t be too picky or demanding. Any endorsement from a well-known or famous person should be much appreciated. Let all endorsers know that their endorsement may be edited slightly for proofreading and formatting purposes, and that you’ll be happy to send them the edited version for their final approval before printing.

Endorsements can be used on your cover design in a couple different ways. The front cover might be good placement if you have a very short, powerful endorsement from a very famous person. Your book’s front cover is “very expensive real estate” per se, so use it wisely. Or, the back cover is also great for placing up to three endorsements or snippets of endorsements, with the full versions being placed on an interior book page near the front of the book.

Some authors choose to have an endorsements section immediately after their copyright page. Put as many endorsements as you’d like in this area, but keep in mind this adds to your overall page count for printing purposes.

To place the long dash before an endorser’s name (–), in Word, hold down the Alt key and then type the numbers 0151. The long dash will automatically pop in wherever your cursor was.

Be sure to ask how your endorsers would like to be credited (the info behind their name).