

How important is jacket copy?

Q: How important is the jacket copy? If an author thinks the synopsis for the jacket lacks any sparkle, should the author offer to revise it?

I think the jacket copy is important because it's your ad vehicle for differentiating the book from others on the shelf and prompting a purchase. If you receive jacket copy from the publisher in advance and don't feel the synopsis does the book justice, you should ask to have changes made. If the copy change you're suggesting includes rewriting a portion of the text, be sure to stay within their word count, or you'll be less likely to get the proposed revision accepted. 5:6/00