

Matthew Ralph
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Book Description Portfolio

www.mattralphthewriter.com/freelance

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A. Mystery/Fiction

Project Background

I was hired by a first-time mystery book author who was struggling to write a gripping description for their new book series. The story revolves around a failed mystery writer who becomes a private investigator but is not very good at his job. The book is a light-hearted cozy mystery with a humorous tone.

I made sure to optimise the book description to include relevant keywords.

“Norwegian P.I. with 20+ years of experience... I wasn’t lying, per se, just bending the truth a little. OK, a lot, but I have been writing crime novels for 23 years. That has to count for something, right?”

After a failed career in writing crime, Norwegian author, Tommy, decides to try his hand at actually *preventing* crime as a private investigator. How hard can it be, right? The aptly named “Viking P.I.” soon discovers that he has a real talent... for failing!

Case after case, Viking P.I. realizes he has bitten off more than he can chew, but he’s too far in it now. Maybe he’ll actually get better at it if he just keeps trying... or maybe he won’t.

Whether it’s a missing dog, a haunted house, cheating spouses or hunting trolls, Viking P.I. is probably (not) the man for the job! But he’s going to try his best, and there may be a few surprises in store for him along the way.

This series of **6 short and hilariously funny cozy mysteries** are sure to make you smile and are the perfect companion for your coffee break. These quick-read mysteries are short and snappy, but full of sweet charm and intrigue.

Will Tommy be able to solve the crimes and make a career for himself in the ‘dark’ underworld of *trivial* crime investigation? Who knows! You’ll have to read to find out.

This series contains the books:

- A Dog Named Alfred
- The Jealous Husband
- The Scared Superstar
- The Haunted House
- Troll Hunting
- The Burned Widow

So, what are you waiting for? Scroll up and click “Buy Now” to join Viking P.I. on his crazy adventures today!

B. Women's Fiction

Project background

I was contacted by an author to improve their lackluster book description, which they felt was not 'selling' the book. The book is an adaptation of a successful play, which revolves around a friendship group of 5 women who meet up on a Friday evening for a "ladies' night". As the evening unfolds, secrets and shocking revelations come out.

I made sure to optimise the book description to include relevant keywords.

Ladies' night at home + alcohol + scandalous secrets... what else could you want on a Friday night?

Miranda, Gertrude, Lola, Shauna and Claudia are five friends living in Chicago. They meet up on Friday night to get their 'groove on' ready for the weekend. But they don't want the typical club and partying scene. Instead, they all agree to meet at Claudia's place for a small gathering and a night of drinking, eating, partying...and revelations.

As the night unfolds, it becomes obvious that all of the ladies have personal secrets and struggles that they've never shared with anyone... until tonight that is. Cue the dramatic music and have your popcorn at the ready!

Ladies Night Unmasked is a written adaptation of the successful play of the same name. Author and Creator, Karen Trimuel, invites you to join the best Friday night party without having to leave the comfort of your own couch!

This laugh-out-loud comedy/drama short novel is full of twists and turns - sure to keep you on the edge of your seat shouting, "Oh my God!" as the night goes on...

C. Children's Book

Project Background

A children's book author needed a captivating description for their new picture book. It tells the story of a narwhal who explores the coral reef, which looks like a "Christmas ocean" all year round thanks to the bright colours.

The book description not only needed to 'sell' the book, but also promote the message of the book, the cute illustrations and also the benefits of the book, such as vocabulary, sight words and interesting facts.

I made sure to optimise the book description to include relevant keywords.

"Nia the Narwhal loves to swim. She could swim all day. She shakes her fins. She wiggles her tail. Look! There she goes!"

As the cold season creeps in, Nia the narwhal is feeling the festive cheer. But why? Well, Nia loves this time of year because she can visit the beautiful coral reef – the bright and vivid colors make it look like a "Christmas ocean" all year round.

Along the way, Nia meets up with her amazing friends, including a starfish, an electric ray, a dogfish shark and even a saltwater catfish! They all exchange Christmas gifts, and Nia is so thankful to have such incredible friends.

Enjoy the beauty of the "Christmas ocean" with stunning, colorful illustrations in this children's picture book, while teaching your children about coral reefs. You're never too young or too old to learn about the importance of ocean health!

The bouncy and fun story will keep your little ones engaged and they won't even realize they are learning! This makes it perfect for story time or even bedtime reading.

- Suitable for ages 4-8
- Short sentences are perfect for young readers
- Build reading confidence and expand their vocabulary
- Common 'sight words' are highlighted to help with memorization and recognition
- Learn interesting facts about the coral reef and the animals who live there
- BONUS coloring pages included

Nia The Narwhal Explores The Christmas Ocean is the perfect book to get into the Christmas spirit and teach kids about the amazing coral reef and the animals of the ocean. This children's picture book would make an ideal gift for Christmas, a birthday or even a Christening.

Scroll up and click "Buy Now" to enjoy this cute story!

D. Non-Fiction/Self-Help

Project Background

A client contacted me about creating a book description for a range of new non-fiction/self-help books that the author was writing. The author needed the book description to clearly state what the book is about, the topics covered and the benefits to the reader.

The description also needed to be formatted to make sure that the information is easy to read and absorb.

I made sure to optimise the book description to include relevant keywords.

Learn to create a **FREE professional business plan and start out on the right foot!**

Do you want to write a free business plan for your business idea/existing company? Do you want to convince banks and investors to buy into your idea? Well, look no further!

Inside this book, you'll find everything you need to **create an innovative business plan using nothing but FREE online tools**. This step-by-step guide will lead you through the process of putting together a comprehensive business plan quickly and easily. Cut through the usual roadblocks to success and learn to evaluate the feasibility of your idea straight away.

Who is this book for?

- Aspiring entrepreneurs with a killer business idea
- Complete business beginners with ZERO experience
- Business owners, managers and experienced professionals looking to grow their skills
- Business students of all levels

What you'll learn:

- What a business plan is and why it's important
- How to write the perfect business plan step by step
- Easily editable business plan templates
- How to prepare a professional financial plan
- Creating the perfect vision statement and pitch deck
- The top business plan mistakes you absolutely **MUST** avoid
- Available funding sources and how to best utilize them
- And much more!

Don't spend countless hours searching the internet for the answers to your questions. We've done the hard work, so you don't have to. We want to help you free

up your precious time and allow you to focus on the things that matter - making your business a success!

Starting On The Right Foot is the ultimate self-help business guide for entrepreneurs wanting to write the perfect business plan. Take the guesswork out of your business plan and get the financial backing that your business needs.

So, what are you waiting for? Click “Buy Now” and let’s get started on building your business future today!

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