

4 tips for choosing book titles

1. Intro

Welcome to Published & Profitable.

My name is Roger C. Parker.

My goal is to help you write a book to build your personal brand.

Today, I'm going to share 4 tips for choosing titles that will make your book irresistible **advance** to your intended readers.

2. Few know as much about the importance of book titles as Michael Larsen.

Michael is one of the top literary agents in the country and he's written extensively about getting published.

He speaks at every important writing conference and has written two of the top books about getting published:

- How to Write a Book Proposal
- How to Get a Literary Agent.

Recently, Michael remarked:

From my 30-year perspective as a literary agent, **advance**, Titles Sell Books...

3. They...

... excite agents, editors, booksellers, the media, and book buyers.

The title must sell everyone involved in the success of your book. Your title must be as compelling and engaging as possible.

If your title doesn't sell agents, editors, booksellers, the media, and book buyers, they're going to **advance** move on to the next title.

4. Start by selling the benefit

Your book titles must emphasize the benefit, or positive results, readers will gain from your book.

Successful titles offer a promise to solve a problem or achieve a goal.

Examples include:

1. Get Clients Now!
2. Sell Your Book on Amazon
3. Write the Perfect Book Proposal
4. Book Yourself Solid!

In each case, the benefit **advance** is transparently obvious!

5. Next, target your readers

Target your readers by making it obvious who can benefit from your book.

Identify your intended readers *in the title*, and specify the circumstances they're experiencing, for example:

- The Single Mother's Survival Guide
- What to Expect When You're Expecting
- Guerrilla Marketing for Writers
- Cooking for Two: 120 Recipes for Every Day and those Special Nights

The right title will resonate with your readers. This resonance adds *urgency* **advance** to the purchase of your book.

6. Be specific

Start your titles with numbers; numbers simplify complex tasks and create landmarks for your readers. For example:

- The 7 Habits of Highly Effective People
- Guerrilla Marketing in 30 Days
- Rachel Ray's 30-Minute Meals
- The One-Page Book Proposal
- 21 Pounds in 21 Days: The Martha's Vineyard Diet Detox Cookbook
- How to Sell Your Home in 5 days

In each case, the numbers add credibility to the promise **advance** made in the title.

7. Finally, use metaphors to make your titles easy to understand and remember

Titles like *The Well Fed Writer* or *Chicken Soup for the Military Wives Soul* don't need explanations. More important, the metaphors **advance** make the titles memorable.

8. If you want to learn more about choosing the right titles for your books and e-books....

I've just written the first book dedicated exclusively to choosing compelling nonfiction book and e-book titles.

It's called *Book Title Tweet*. *Book Title Tweet* includes 140 bite-sized tips, examples, and strategies.

Book Title Tweet is *intended for quick reading*. Each idea and example is expressed in 140 characters, or less.

Book Title Tweet is available as a book, or e-book, for under twenty dollars.

To learn more, and order *Book Title Tweet*, visit [Tiny URL.com](http://TinyURL.com) Forward slash Title Tweet.

And visit [Published & Profitable](#) and my [Published and Profitable](#) blog where you'll find more about choosing the right title.

Thank you, and let me know if I can help you choose the right book title!