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Writing Killer Titles That Sell Your eBook, or Book for You!

Instructional Call 3

“At least half of your success is attributable to the title
you choose.”

Jay Conrad Levinson

8 Major Title Challenges

1. Ignoring the benefit of what the reader will get from reading your ebook
2. Having a disconnect between the title and the content of your ebook

3. Lack of imagination and creativity in title creation
4. Being blinded by your own desires and biases. (Your title doesn't make sense to anyone but you.)
5. Your title doesn't have the right keywords.
6. Your title doesn't connect emotionally with your audience.
7. You didn't think beyond one ebook and serialize it.
8. Not making sure your title differentiates your ebook from the others in your category so potential buyers know to purchase your ebook over all the others.

Challenge #1

Potential buyers won't buy your ebook unless they understand what the benefit is that they will get from reading it and they feel it is speaking to them.

Writing a catchy title without explaining the main benefit of your ebook to your readers won't help you make sales!

Compare:

Title #1 eBook Secrets: 10 Interviews with Top eBook Experts (and then feature large pictures of each expert)

Title #2 "10 eBook Experts Share Their Secrets On How To Write An eBook In 72 Hours or Less, How to Turn Your Blogs, Articles and Newsletters into eBooks Instantly, and How to Make Huge eBook Sales While Building Your List...Guaranteed!"

Title #1: "Real Estate Investing, How To Make Money"

Title #2 "Real Estate Investing, How to Make Money in a Down Economy."

Find the Benefit.

Challenge #2

There is a disconnect between the title of your ebook and it's content.

People forget what they are writing about!

They pick a title they love, but it doesn't correlate to the topic they have chosen to write about.

Example 1:

Title #1: Minding Her Own Business: An Insider's Guide to Becoming a Successful Woman

Title #2: Minding Her Own Business: An Insider's Guild to Becoming a Successful Woman in Business and in Life!

Example 2:

Women Who Love Too Much

Subtitle #1: When you keep wishing and hoping he'll change (women's perspective)

Subtitle #2: And how to get them to back off and love you just a little less! (man's perspective)

Or, they approach the topic from a different angle than the one they set up in their title.

Who Is Your Audience?

You've got to figure out whom you are trying to reach, and then come up with a title that speaks to them, or you will confuse them and you won't sell any ebooks!

Challenge #3

Not putting enough time and effort into coming up with a great title.

This usually happens when you use a title that is simple and straightforward.

"How to be Happy"

"Happiness"

"How To Save Money On Groceries"

"How To Fish"

How To Save 20% A Week On Organic Groceries.

Or, How to Save 20% A Week On Groceries Using Coupons.

Deep Sea Fishing:

How to Catch Big Fish In the Gulf Of Mexico

(location)

Deep Sea Fishing:
Insider Secrets To Catching Big Fish
Without Live Bait!
(expense of live bait?)

Challenge #4

Being blinded by your own desires
and biases.

- The Vagabond Millionaire
- The 4-Hour Work Week
By Tim Ferriss

You only overcome your own desires and biases through
testing and feedback.

Making sure your title makes sense to your readers. They
won't have Cliff Notes or you there to explain it.

Challenge #5

Your title doesn't have the right keywords. You have to
understand what your strategy is and then use the right
keywords for that strategy.

Example 1: Parenting: 50 Tips on Building Your Child's Self
Esteem (Raising Girls, Boys, Potty Training Toddlers to
Teenagers)

Example 2: Weight Loss: 30 Tips on How to Lose weight Fast
Without Pills or Surgery, Weight Loss, Motivation, and Fat-
Burning Strategies
(How to Lose Weight Tips, Extreme...Weight Loss Motivation
Tricks Book 1)

Example 3: The 18 Rules of Happiness: How to be Happy!

Challenge #6

Your title doesn't connect emotionally with your audience.

You must connect with your audience so they can't wait to buy your ebook or book.

Good example:

Skinny Bitch: A No-Nonsense Tough-Love Guide for the Savvy Girls Who Want to Stop Eating Crap and Start Looking Fabul...

Challenge #7

You haven't thought beyond one ebook to see if your idea can support a bigger vision including serializing your book.

Example:

- Skinny Bitch cook books
- Skinny Bastards for men
- Skinny Bitch Bun in the oven
- Skinny Bitch in the Kitch
- Skinny Bitch Fitness DVD

Challenge #8

How is your book different from the other books out there?
What makes it special?

Why should potential buyers purchase yours over all the other ones in your category?

Example:

Breaking up is a Bitch, But Getting Over It Doesn't Have To Be!
How to Stop Thinking About Your Ex, Mend a Broken Heart,
and Get Over a Breakup: Expert Relationship Advice for
Women

Title Formula

Benefit + Angle + Emotional Connection=
Big Profits!

What You Need To Know

What is your title going to be?

How many chapter headings are you going to have?

What is the main idea or golden nugget or each chapter that will give you the headings?

What are your chapter headings called?

Identifying Characteristics

- Readers understand it immediately

- They identify with it
- Uses every-day words-9th grade level and simple language.
-

12 Ways To Create A Title

Model already existing best-selling eBooks

- Model titles from songs & sayings
- Create a concept
- Benefit-driven titles
- Use curiosity
- Promise change
- Use active verbs (ing)
- Use congruence in your title and the sounds you use
- Alliteration
- Short Titles, long subtitles
- Steps & time limits.

#1 Modeling Existing Best Sellers

- Think and Grow Rich
- Speak and Grow Rich
- Relax and Grow Rich
- Flip and Grow Rich, The Heart and Mind of Real-Estate Investing).
- Relax and Get Rich
- Succeed and Grow Rich Through Persuasion
- Think and Grow Rich Everyday: 365 Days of Success
- Grow Rich Slowly: The Merrill Lynch Guide To Retirement Planning.
-

Mixing & Matching

Start Late, Finish Rich +
Get Organized, Get Published
Put them together and you get:
Get Fired, Get Rich.

#2 Modeling Songs & Sayings

Better Safe Than Sorry-saying
Better Sorry Than Safe-song title
Could be used to write an ebook on taking a chance on love.

#3 Create A Concept

Something that says it all about your ebook product, or service.

Energizer Battery-lasts, and lasts, and lasts

Weather-Beater Paints-Sears

Books for Dummies-immediately identifiable

Chicken Soup Series-associated with comfort food, being taken care of (with a new twist).

#4. Benefit-Driven Titles

The core idea of your business
The main benefit of doing business with you
The core benefit of reading your ebook.

Example 1:

The Moving Cure: How to Organize your Move to Save Time,
Money and Your Sanity

Keyword: organize your move

Not a good title, so I put it in the subtitle and it helps in explaining the main benefit.

Constructing Benefit-Driven Titles

If they do “A” they will get “B”, which is the benefit they will receive that only you can provide (preferably)

Take out a piece of paper, or get on the computer and use this formula now to describe your ebook.

Tied To Marketing

The Moving Cure came from the idea of being the Moving Dr. It doesn't make sense anymore since I'm NOT the Moving Dr. Changing the title to: Help! This Move Is Driving Me Crazy, the ultimate guide to organizing your move to save time, money & your sanity!

Example 2: The Perricone Promise: Look Younger, Live Longer in 3 Easy Steps

Above the title, explains more:

Takes off 20 years in 28 days

It hooks you, and that's what has to happen to make the purchase.

#5. Use Curiosity

Curiosity catches the reader's attention by making them curious about what's inside.

Example #1

“The Millionaire Next Door” by Thomas, J. Stanley

Most people are middle class and don't expect to find a millionaire next door

The implication is that they are just like you and me, so how did they do it? And if they can do it, maybe I can do it too!

Example #2

"Why People Don't Heal And How You Can" By Caroline Myss

It implies that most people won't heal, but there is a way out and she's going to show it to you!

#6 Promise Change

If they read your ebook, they will get better.

How to Survive The Loss Of A Love
The Luck Factor; The 4 Essential Principles
Why People Don't Heal And How You Can

Selling Hope.

#7 Active-Verb Titles

They promote action.

Power Aging by Gary Null
Controls the symptoms of aging naturally.

The Power Of Consonants
D, G, K, P, M & T

Examples:

"Power Aging"

“Good to Great, Why Some Companies Make the Leap and Other’s Don’t”

“Take It Off, Keep It Off, How I Went from Fat to Fit and You Can Too, Safely, Effectively, and Permanently”

#8. Congruence

Happy melodies have happy lyrics
Sad melodies have sad lyrics

In ebook titles, the consonants you use should also be congruent with what you are saying.

“Power Aging”: strong words, strong concept

“Spontaneous Healing”: soft words that implies what it is “healing”.

#9 Alliteration

The repetition of a particular sound in the first syllables of a series or words or phrases

“Get Organized, Get Published”

“The Luck Factor: Change Your Luck, Change Your Life”

“How to Change the Life You Have For The Life You Want.”

#10 Short Titles, Long Subtitles

Shorter titles are easier to remember and they work better in small graphics like you see on Amazon/Kindle.

Examples:

“Self Matters: Creating your life from the inside out” by Dr. Phil

“The 1 eBook Marketing Solution: The 12 secrets to turning a single ebook into a 6-figure income

“Sell More eBooks: Low And No-Cost Tactics To EXPLODE Your eBook Sales & Downloads”

#11. Steps & Time Limits

By putting steps or a time limit in the title, you’re telling the reader that they will be guided through a process, and that it will work with a certain amount of effort or time.

Examples:

- “The Four Agreements, a Practical Guide to Personal Freedom” by Don Miguel Ruiz
- “The 7 Habits of Highly-Successful People” by Stephen Covey
- “The One-Minute Manager” by Ken Blanchard

The Value of Large Numbers

Sometimes, large numbers can be a good thing in writing titles too! The suggestion is that there are so many ways to accomplish what you are trying to do that you’re bound to find some that will work for you, and achieve your goal!

“101 Ways To Promote Yourself,
Tricks of the Trade for Taking Charge of Your Own Success” by
Raleigh Pinsky

“1001 Ways To Market Your Book” by
John Kremer.

#12. Using Buzz Words

When you use certain words, you get people's attention!

"One-minute"

-The One-Minute Manager

-The One-Minute Organizer, Plain & Simple

-The One-Minute To-Do List, Quickly Get Your Chaos

Completely Under Control

-One-Minute Wellness, The Natural Health & Happiness System
That Never Fails.

Other buzz words: "Millionaire", "Rich"

Coming Up With Your Title

Keep a pen and paper by your bed

Keep one in your purse, brief case, or pocket and on
your computer desk

Take a walk, a long shower, or a drive.

Then, take time off to give your brain time to synthesize
your thoughts.

Consider Your URL

Avoid These Titles:

- Are hard to translate or spell
- Sound like another website where they would go there first
- Wouldn't be a logical URL choice.

Look For These Kinds Of Titles

- Would be logical & intuitive
- Common misspellings

Ex: ebook & ebok, quick & quik

- Use keywords that can be typed in and will take potential buyers right to your site
- Ex: chickensoup.com
richdad.com

How will People Find your eBook?

Notice how often you see the concepts we've discussed here.

Make a list of the titles you like best and analyze them to see why you like them. Also see if it makes sense to model one of them.

Use Kindle

Construct titles that will show up in the best categories in Kindle (for the most visibility and sales)

Larger categories require more marketing.
Smaller categories are easier to get on the first page and reach best-seller status

Example:

eBook-Writing Fast-Action Workbook: A Step-by-Step Guide to Take Your eBook From Idea to Best-Seller

(Just fill in the Blanks)

Shows up in 2 categories:

eBook Writing (43,794 books under that phrase)

eBook Writing Workbook (232 books under that phrase)

How to Make Money Writing Quick Non-Fiction

eBooks...Guaranteed! (367 books under that phrase)

3 Step Process for Finding Your Titles

1. Do the research

2. Write down all your ideas

3. Then let it go and let your subconscious mind work on it. Before you go to sleep, ask your mind to give you the perfect title. Or take a long shower, a walk or a drive-whatever relaxes you and allows your creative brain to go to work!

Model Other Titles

If you can't find one, consider modeling a successful title.

Example: Think and Grow Rich

Test Your Titles

Use our exclusive Facebook group

Use social media

Use your subscriber list

Give copies away in exchange for feedback

You can do a survey if you have a list, or release it on social media: <http://www.surveymonkey.com>

You can also do pay-per-click ads in social media.

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