

How to **TITLE** **A BOOK**



KINDLEPRENEUR

CHEATSHEET

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STEP 1: BRAIN STORM

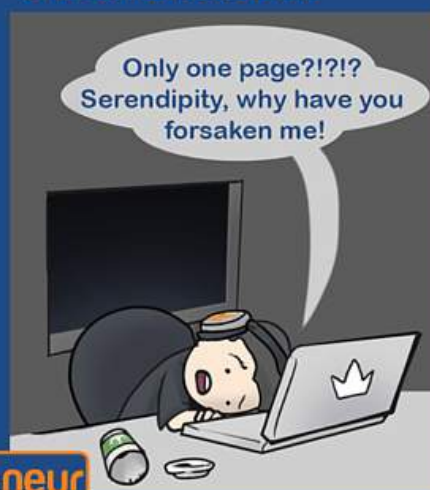
1. Use **Common phrases** that apply
2. Think of one-word titles that have meaning to the story.
3. Use parts of your story:
 - * Character names:
 - * Settings with embellishments
 - * Dates/time/season
 - * Character Motivation
 - * Main event or showdown
 - * Theme
 - * Important lines or revelations
4. Set Word formats & templates
5. Look at your Genre and common themes
6. Hooks & Twists
7. Speak in benefits & pain points
8. Use relevant keywords for discoverability



The perfect time to write



9 hours later....



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STEP 2: TITLE GENERATORS

1. Title Generators that help you think of a great name:

[Fantasy Name Generator](#)

[Book Title Creator](#)

2. Title Generators that help improve your title:

[Portent Title Maker](#)

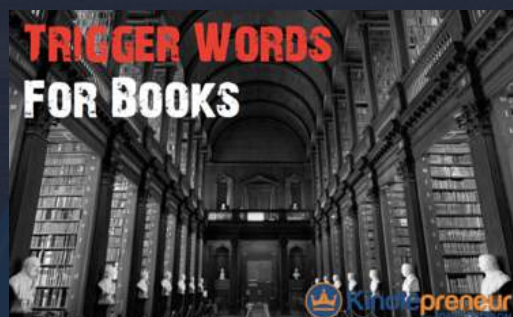
[Tweak your Biz Title Generator](#)

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STEP 3: ADD TRIGGER WORDS

Look at your existing title and add some power words or emotional trigger words to it. This will increase the weight of your book's title and has been proven to drive more sales.

[Click here to download my personal list of emotional trigger words.](#)



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STEP 4: SIMPLE CHECKS

Now that you have a list of great titles, let's check some super important things before we choose:

1. Is the title already in use or popular
2. Can the title have a different meaning in different parts of the world?
3. Is the URL available?
4. How will the title look on a cover?



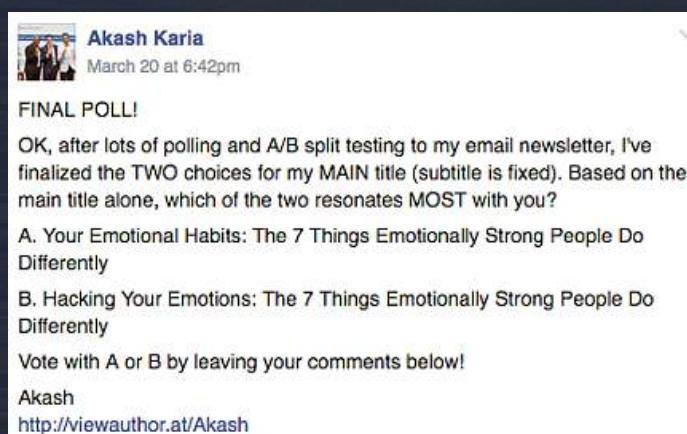
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STEP 5: TEST

Before we select the final one, let's use some advanced marketing tactics to make sure our target market will like it:

Facebook Polls:

Join groups and ask which one people prefer. Just make sure it's the right market.



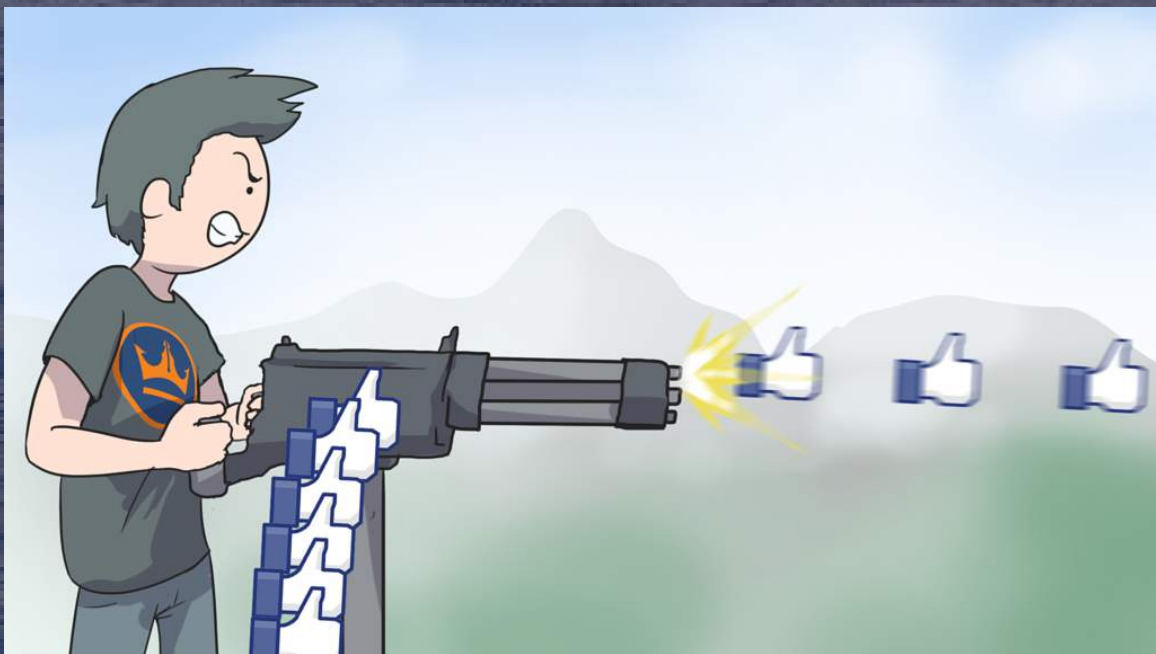
Adwords & Facebook A/B Testing: Setup simple advertisement and see which one actually gets potential customers to click on your ad. This will definitely tell you which one is a winner with your market.

	Ad	Labels ?	Status ?	% Served ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
	The Phoenix Project A Novel About IT, DevOps and Breakthrough Business Performance www.itrevolution.com	--	Campaign paused	18.89%	8	5,579	0.14%	\$2.28	\$18.28	3.9
	The Phoenix Project A Novel About IT, DevOps and Helping The Business Win www.itrevolution.com	--	Campaign paused	8.52%	1	1,946	0.05%	\$1.83	\$1.83	3.9
	The Phoenix Project A Novel About IT, DevOps and Creating Breakthrough Performance www.itrevolution.com	--	Campaign paused	10.88%	3	3,248	0.09%	\$2.19	\$6.58	3.9
	When IT Fails A Novel About IT, DevOps and Helping Business Win www.itrevolution.com	--	Campaign paused	38.97%	11	11,634	0.09%	\$2.68	\$29.48	3.5
	The Phoenix Project A Novel About IT, DevOps and Breakthrough Performance www.itrevolution.com	--	Campaign paused	24.94%	4	7,445	0.05%	\$3.06	\$12.24	3.6

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STEP 5: TEST cont...

Pickfu.com: A professional site that will A/B test for you by selecting random people to choose which one they like best. Works for covers as well.





**THANKS AND I HOPE YOU
ENJOYED!**