

#BOOK TITLE
TWEET

ROGER C. PARKER
FOREWORD BY MICHAEL LARSEN

140 Bite-Sized Ideas for *Compelling Article, Book,
and Event Titles*

BOOK 01

A THINKaha BOOK

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140 Bite-Sized Ideas for Compelling Article, Book, and Event Titles

Book Excerpt

By Roger C. Parker

Foreword by Michael Larsen

BOOK EXCERPT Table of Contents

Foreword by Michael Larsen

Introduction: Why a Book About Titles—and Why Me?

Section I: Characteristics of Successful Titles

Section II: Examples and Best Practices

Section IX: Conclusion—A Word of Caution

About the Author

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword by Michael Larsen	11
Introduction	
Why a Book About Titles—and Why Me?	13
Section I	
Characteristics of Successful Titles	17
Section II	
Examples and Best Practices	29
Section III	
Combining Title Techniques	63
Section IV	
Leverage Your Title’s Initial Success into Future Success	73

Section V	
20 Quick & Easy Title Template Ideas	83
Section VI	
Steps to Title Success	97
Section VII	
Research Tips	103
Section VIII	
Survey Tips	109
Section IX	
Conclusion—A Word of Caution	117
Section X	
Resources	123
About the Author	129

Foreword by Michael Larsen

From my 30-year perspective as a literary agent,
titles sell books.

Getting a book picked up is half the battle.
Browsers look at books for just seconds; titles help
determine if they're going to read further.

Roger's excellent, easy-to-read ideas will help
you come up with titles to excite agents, editors,
booksellers, the media, and book buyers.

Michael Larsen

Michael Larsen is a partner in Larsen-Pomada,
Northern California's oldest literary agency,
<http://www.larsen-pomada.com>. He's also the author
of 'How to Write a Book Proposal' and 'How to Get
a Literary Agent,' and co-author, with Jay Conrad
Levinson, Rick Frishman, and David Hancock, of
'Guerrilla Marketing for Writers: 100 Weapons for
Selling Your Work.'

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Introduction

Why a Book About
Titles—and Why Me?

Titles sell books the same way headlines in advertisements sell products and services; they *make a promise that compels further reading.*

Titles attract both readers and search engines. Without compelling titles, it's unlikely prospects will read your message.

Your titles must *sell at a glance*: they have to immediately convince busy readers to take the time to read the words that follow.

Twitter's 140-character format provides great training for creating brief, compelling titles that engage readers and prompt action.

Today, titles are even more important because they must appeal to search engines that will drive Internet traffic to your book and website.

I love titles; I've been analyzing the characteristics of titles that create strong brands for over 20 years.

My goal is to help you choose a title that makes an irresistible offer to your intended market and sets your book apart from the competition.

I want to help you choose a title that will create a powerful brand for both you and your book.

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Section I

Characteristics of Successful Titles

Familiarize yourself with 16 typical
characteristics usually found in
successful titles.

1

Successful titles offer a promise, or benefit, that your intended readers desperately want, e.g., ‘Get Clients Now!’

2

Target your readers by identifying whom you’re writing for, e.g., ‘Red Wine for Dummies.’

3

You can also position your topic by making it obvious whom you are not writing for, e.g., ‘Design for Non-Designers.’

4

Focus on your prospect’s desired results, e.g., ‘Lose 21 Pounds in 21 Days.’

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Section II

Examples and Best Practices

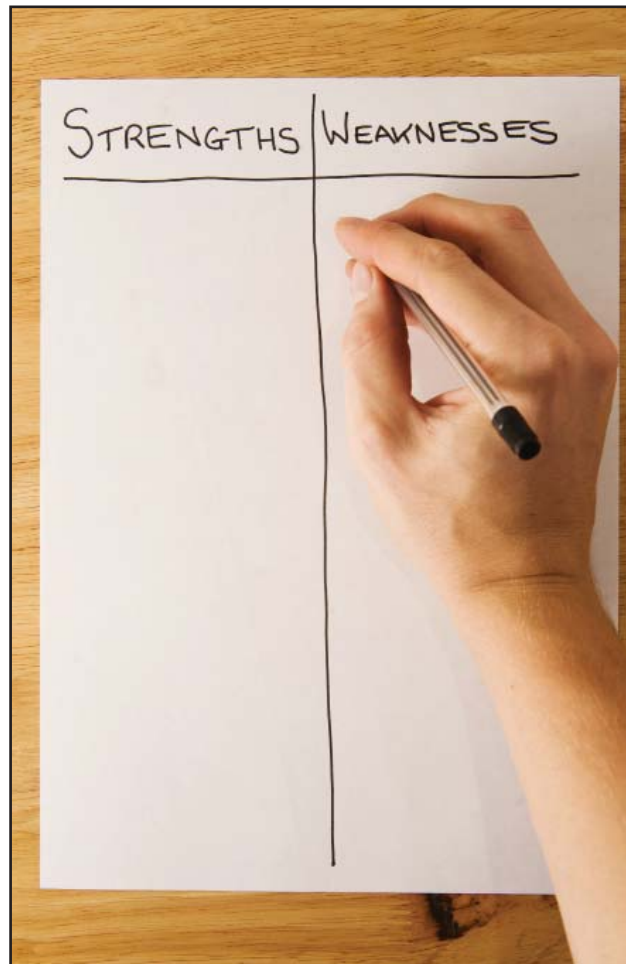
Examples and best practices illustrate ways you can use the ideas introduced in Section I.

21

Combine a promise title with a subtitle that provides more information, e.g., ‘Made to Stick: Why Some Ideas Survive and Others Die.’

22

Opposites attract in titles,
e.g., 'Smart Women/Foolish
Choices: Finding the Right
Man While Avoiding the
Wrong Ones.'



Section IX

Conclusion—A Word of Caution

Why successful titles are not enough, and a few other pointers.

135

Titles are powerful; they can attract attention, engage prospects, and pave the way to profitable relationships and sales.

136

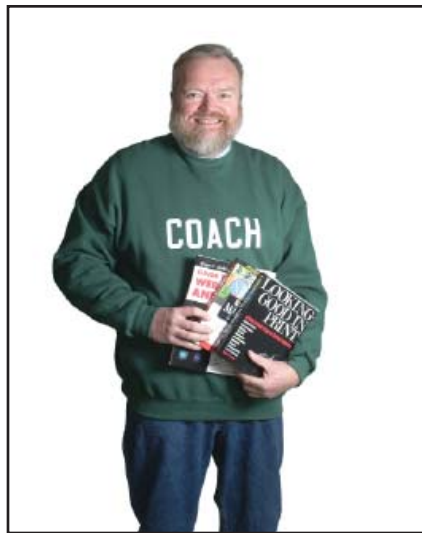
But, and it's a "big but," your contents must live up to the promise you made in your title.

137

If your article, book, or event fails to live up to the promise you made in the title, you've lost all possibilities of future sales.

140 Bite-Sized Ideas for Compelling Article, Book, and Event Titles

About the Author



Roger C. Parker is a best-selling and book coach. He helps authors plan, write, promote, and profit from books that build brands.

Learn more at <http://www.publishedandprofitable.com>, where you'll find over 500 pages of resources, interviews, templates, and worksheets.

Sign up to receive daily writing tips at Roger's *Published & Profitable* blog at <http://blog.publishedandprofitable.com> and the Book Title Tips blog at <http://www.booktitletips.com>.

You can find bonus titles and free Title Planning and Evaluation Worksheets at the Book Title Resource Center, <http://tinyurl.com/TitleResources>.⁴

4. www.publishedandprofitable.com/public/674.cfm

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