

TITLE IDEAS



The Build Your Book Course



with Angela Treat Lyon

IDEAS FOR TITLES

This is a list I got from Kristen Joy Laidig, a book publishing expert and coach. She and her husband, Tony Laidig have scads of courses at thecasualentrepreneurs.com.

You can see from the headings that there are numerous types of titles. See which one your book might fit under, and play with some of the title ideas! The numbers ones work great, and even better if you have alliterations, like, *The 7 Secrets of Sitting Meditations*.

Numbers Titles

1. 5 Secrets to ____ [do anything you're an expert at teaching]
2. 10 Best ways to get your ____ [Book/Product] Done Fast
3. 7 Strategies for More Productive ____ [Activity]
4. ____ [Number] Ways to ____ [Result]
5. 10 Quick & Clever ____ [Subject you're an expert at] Techniques
6. ____ [Number] Ways to ____ [Boost/Enhance] Your ____ [Career] in ____ [Number] Minutes a Day
7. 101 Best ____ [Resource(s)] for ____ [Audience Member]
8. ____ [Number] Steps to Better ____ [Writing/Weddings/Activity]
9. 25 Secrets of Super Simple ____ [Activity]
10. 7 Best ____ [Subject you're an expert at] Tricks You Haven't Tried
11. ____ [Number] Unforgettable ____ [People/Places/Subject]
12. My 7 Secrets to ____ [Staying Slim/Making Money]
13. ____ [Number] ____ [Delicious/Trendy/Fast/Adjective] ____ [Noun] You Will Love
14. 5 Strategies to ____ [do anything you're an expert at teaching] Your Way to Real ____ [Wealth/Health/Prestige/Result]
15. ____ [Number] Tough ____ [Subject you're an expert at] Questions & the Right Answers
16. The Mistake that Will Cost You ____ [Number] ____ [Dollars/Hours/Measurable cost]

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How-to Titles

1. How ____ [Current Event News] is/are Changing the ____ [Economy/Industry]
2. The Best Way to ____ [do anything you're an expert at teaching]
3. Your Guide to ____ [Opportunities/to do anything you're an expert at teaching] that Pay(s) Off BIG
4. How to Win Free ____ [Resource/Prize] to ____ [Result]
5. Put Your Skills to Work to ____ [Support/Follow/Achieve] Your ____ [Dream, Goal, Plan]
6. How to Get a Dream ____ [Career]
7. ____ [subject you're an expert at] Made Simple
8. How to Win at ____ [Activity/Career]
9. ____ [subject you're an expert at] Made Easy
10. ____ [subject you're an expert at] in ____ [Number]

Simple Steps

11. How to Spot Bad ____ [subject you're an expert at] Advice
12. How to Cut Your Risk of ____ [Problem]
13. Your Final Solution to ____ [Problem]
14. More ____ [Result], Less ____ [Problem]—Here's How
15. How to ____ [Result] and Not Get Burned
16. Easy ____ [subject you're an expert at] Secrets
17. Why You Shouldn't Ignore ____ [Problem]

Benefit-Driven Titles

1. What Every ____ [Writer/Plumber/Occupation] Needs to Know About ____ [Your Expertise]
2. Why Someone Else's ____ [Product] Could be Your ____ [Chance/Result]
3. Save Hundreds of Dollars on ____ [Activity/Item]
4. Avoid ____ [Mistake]
5. Prevent ____ [Consequence] by ____ [Your Solution]

IDEAS FOR TITLES

6. Celebrate _____ [Result] through _____ [Problem]
7. Stop _____ [Mistake] Here's Why
8. Your Perfect _____ [Result] Starts Now
9. Have More _____ [Result]
10. Top Secret: How You Can Achieve _____ [Result]
11. Got _____ [Problem]? Here's How to _____ [Result]
12. The _____ [Result] You Can Get at _____ [Home/Work/Place]
13. Supersize Your _____ [Result]
14. Secrets of _____ [Benefit Adjective] People
15. Smart People _____ [Result]
16. Low _____ [Risk/Cost/Problem], Big Results
17. A Surprisingly Simple Cure for [Problem]

Amazon.com 2013 Non-Fiction Best Sellers

These samples are from the top non-fiction sellers on Amazon.com for 2013 (not counting biographies, autobiographies, and memoirs).

1. *StrengthsFinder 2.0* by Tom Rath [benefit title]
2. *Lean In: Women, Work, and the Will to Lead* by Sheryl Sandberg [tips]
3. *Jesus Calling: Enjoying Peace in His Presence* by Sarah Young
[results-driven subtitle]
4. *The 5 Love Languages: The Secret to Love that Lasts* by Gary D. Chapman
[number title: results-driven subtitle]
5. *The Four Agreements: A Practical Guide to Personal Freedom* by Don Miguel Ruiz
[number title: how-to subtitle]
6. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change* by Stephen R. Covey [number title: benefit subtitle]

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7. *Shred: The Revolutionary Diet: 6 Weeks 4 Inches 2 Sizes* by Ian K. Smith
[benefit title, number subtitle]
8. *Quiet: The Power of Introverts in a World that Can't Stop Talking* by Susan Cain
[benefit title and subtitle]
9. *Wheat Belly: Lose the Wheat, Lose the Weight, and Find Your Path Back to Health*
by William Davis [benefit subtitle]
10. *Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live,
Love, Parent, and Lead* [benefit title and subtitle]

Thank you to Kristen Joy Laidig
<https://thecasualentrepreneurs.com>