

## **Continuing Session #5**

### **Think Like a Marketer —**

## **SEO, Killer Titles, Subtitles, and Back Cover Copy that Sells**

*Learn what to put on your back cover so readers will buy your book. Provides an overview of 30 different ways to title your book. Covers the importance of choosing the right key words and categories on Amazon to help search engines and readers find your book online to boost your sales.*

This Session Covers:

Characteristics of a Title

Functions of a Title

SEO and Key Words

50 Killer Ways to Title a Book

### **4 Seconds: a Reader Decides 3 Things about Your Book.**

- 1.
- 2.
- 3.

### **What's the Point of a Book Title?**

- 1.
- 2.
- 3.
- 4.
- 5.

### **6 Typical Characteristics of a Nonfiction Title**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### **Typical Characteristics of a Fiction Title**

- 1.
- 2.
- 3.
- 4.

### **The Title Functions As**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

### **A Title: Your Book's First Marketing Tool**

- **Advertising Hook:** Contributes 75% of the grab reader's interest
- **Marketing Hook:** 33% of the sales package
- **Sales Hook:** Strong title sells 15% more books in mail order.

### **Discoverability**

- 1.
- 2.
- 3.

### **Relevant Key Words in Title and Subtitle**

- 1.
- 2.
- 3.

### **Reader's Search Words**

## **Predictive Matching**

## **SEO: Difference Between Google and Amazon**

## **Timing the Trends**

## **Amazon Key Word Types**

## **Searchable Titling: Reason for Short Titles**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## **Searchable Descriptive Blurb**

- 1.
- 2.
- 3.

## **Entering Keys Words on Amazon Publishing Platforms**

## **Key Words NOT ALLOWED on Amazon Publishing Platforms**

*References to*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

## **Think: Viral Friendly**

*Books in Print*

## **Google Analytics**

## **Enhanced Discoverability**

- 1.
- 2.
- 3.
- 4.
- 5.

### **Adding Your Book to Bowker's *Books in Print***

- 1.
- 2.
- 3.
- 4.

### **Descriptive Keywords and Phrases**

### **Brainstorm Key Words and Phrases**

### **Check Out the Competition**

### **Marketing and Key Words**

### **Experiment with Key Words**

### **Where to Begin: Writing Powerful Back Cover Copy**

**Know Your Reader**  
**WHO: Demographics**

**WHY: Psychographics**

**WHO: Affinity Groups**

**PROMISE**

**PREMISE**

**PROPOSITION**

**Nonfiction Template**

**Think Benefits**

**Back Cover Copy Tips and Specs**

**Back Cover Copy Do's and Don'ts**

**Trade Copy**

**Consumer Copy**

**Web Copy**

**7 Essential Tips**

## Answer the Key Questions

## Fiction Template

### 50 Killer Ways to Title a Book

1. P \_\_\_\_\_ N \_\_\_\_\_

2. M \_\_\_\_\_

3. S \_\_\_\_\_ M \_\_\_\_\_

4. E \_\_\_\_\_ M \_\_\_\_\_

5. I \_\_\_\_\_ M \_\_\_\_\_

6. P \_\_\_\_\_ E \_\_\_\_\_

7. P \_\_\_\_\_

8. D \_\_\_\_\_ C \_\_\_\_\_

9. H \_\_\_\_\_ C \_\_\_\_\_



10. I \_\_\_\_\_

11. L \_\_\_\_\_ A \_\_\_\_\_

12. H \_\_\_\_\_

13. Q \_\_\_\_\_

14. F \_\_\_\_\_ S \_\_\_\_\_

15. S \_\_\_\_\_ F \_\_\_\_\_

16. O \_\_\_\_\_ F \_\_\_\_\_

17. P \_\_\_\_\_ N \_\_\_\_\_

18. R \_\_\_\_\_

19. G \_\_\_\_\_ F \_\_\_\_\_

20. S \_\_\_\_\_ F \_\_\_\_\_

21. C \_\_\_\_\_

22. P \_\_\_\_\_ on W \_\_\_\_\_

23. C \_\_\_\_\_ on S \_\_\_\_\_

24. C\_\_\_\_\_W\_\_\_\_\_

25. R\_\_\_\_\_

26. N\_\_\_\_\_W\_\_\_\_\_,N\_\_\_\_\_T\_\_\_\_\_

27. P\_\_\_\_\_O\_\_\_\_\_P\_\_\_\_\_

28. A\_\_\_\_\_

29. C\_\_\_\_\_C\_\_\_\_\_P\_\_\_\_\_

30. O\_\_\_\_\_

31. C\_\_\_\_\_E\_\_\_\_\_

32. Q\_\_\_\_\_

33. E\_\_\_\_\_in a N\_\_\_\_\_

34. O\_\_\_\_\_P\_\_\_\_\_

### **Titles That Provide Book Structure**

35. R\_\_\_\_\_

36. N\_\_\_\_\_

37. K\_\_\_\_\_

38. W\_\_\_\_\_

**Cookie Cutter Titles**

39. \_\_\_\_\_

40. \_\_\_\_\_

41. \_\_\_\_\_

42. \_\_\_\_\_

43. \_\_\_\_\_

44. \_\_\_\_\_

45. \_\_\_\_\_

46. \_\_\_\_\_

47. \_\_\_\_\_

48. \_\_\_\_\_

49. \_\_\_\_\_

50. \_\_\_\_\_

00:00:04 Seconds

Shorter Is Better

Out of 20 books on a Weekly Bestseller List

Do Your Chapter Titles & Subtitles....?

Are Chapter Titles & Subtitles...?

Ask Yourself. . . .

Rob Eager's 5 Question Title Test

In Conclusion

What WERE These Author's Thinking?