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.

Relevent 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.
Entering Keys Words on Amazon Publishing Platforms

Key Words NOT ALLOWED on Amazon Publishing Platforms

References to

Think: Viral Friendly

Books in Print

Google Analytics

Enhanced Discoverability
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_________________
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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?