

Write Publish Market.Ep 118_mixdown

Tue, Feb 21, 2023 7:18PM • 13:38

SUMMARY KEYWORDS

book, subtitle, title, entrepreneurs, searching, readers, habits, phrases, author, cover, alliteration, memorable, publishing, writing, genre, trademark, today, action, publish, talk

00:05

Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet.

00:37

Welcome to today's episode, author entrepreneurs, today we're talking about choosing your title and subtitle, which are two and I'm separating them into choosing your title and choosing your subtitle. These are two of the most important and impactful decisions that you will make when it comes to Writing, Publishing and marketing your book. So let's dig into why a little bit. I mean, most importantly, it's because covers our first impressions book covers our first impression. So what that cover looks like, a lot that goes into that is the book title, and how that book title looks and is styled on that book cover. Because you want it to be memorable, both that cover as well as the title itself, because the title itself is what people are going to search by later on. So if they don't remember what it was, then you have not done your job. So the title is where you want something, you know, sort of maybe shorter, punchier, more memorable. And then in the subtitle is where, you know, that's where you kind of describe what the book is really about, and the promise that you're making and the delivery, the outcome that the reader can expect is in that subtitle, if you can do that in a title, great, but oftentimes, the most memorable titles do not fall into that description. And the subtitle is really where it's at. However, the title is what you know, is getting the marquee letters on the book cover itself. So you want to think about what that cover is going to look like, as far as you know, graphic design, as well as what the title itself looks like on that cover. So you're looking at what the covers look like, in general, in your genre, you know, Are there patterns? Is there usually some sort of image and then the title? Like the the type itself is at the top of the cover? In the middle at the bottom? Are there patterns? Are there not? Are there colors that seem to be more commonly used in your genre, whatever that is, whatever category, you know, your book is going to end up being shelved in a bookstore or library or, you know, just categorized, you know, on Amazon or Barnes noble.com, or whatever the case may be. You want to think about your book looking and feeling like and fitting in with other books in those categories. So that readers that are expecting a certain type of book or getting a certain type of book, we talk about that a

lot on this podcast, same thing goes, you know, with titles and subtitles, so especially for nonfiction books, the subtitle is just as important. It serves a different function. But it's just as important as the title. That's not necessarily the case for fiction with novels. Right. But that is absolutely the case for nonfiction books, particularly the books that the type of people who are listening to this podcast today business owners are writing, because you need to be sure that you are letting readers know what the book is about. And typically that's done in the subtitle. So I have a couple of examples here just to sort of share with you, I'm going to start with my own book. So the title, right publish market, short, punchy, I hope memorable. And then the subtitle from idea to published book, the entrepreneurs blueprint. So I'm showing you what you're getting. It's a blueprint, who it's for entrepreneurs, and then obviously it goes deeper than that, but that is the crux of who the book is for. And then what we're delivering here. Let's take atomic habits, atomic habits, certainly a memorable title. I mean, in part now, because the book has done so well, so we hear about it so much, but atomic habits is a very powerful title, the subtitle, an easy and proven way to build good habits and break bad ones. That very clearly spells out what this book is about and what you can expect when you're finished reading this book. Here's another one, the employee experience solution by Melissa Osman This is a book full disclosure, I worked with Melissa as her editor on this book. I didn't have anything to do with the title or subtitle. But I love the alliteration in the employee experience. But the employee experience solution is not something that anyone searching for probably like typing those keywords in, right? Here's her subtitle, transform employee engagement, improve workplace culture and drive results. Those are very clear deliverables that she's promising to deliver in this book. And last one built to belong by Natalie Frank, built to belong again with the alliteration. You will see that a lot if you start looking at this subtitle discovering the power of community over competition now community over competition is another, you know, buzz phrase that especially in Natalie's world she's known for, but those again, keywords that people might be searching. So this leads us into the next part of what we're going to talk about here is how you come up with this title. And you heard me talk about what people are searching for a few times in that example with the sample books. Think about what people are searching for, think about the language people use when they're filling out your inquiry form when they're talking to you on a coaching call or a sales call or in an email to you. And then you can mimic that language that phrasing back to your audience. I mean, that is not that is not my my brilliant knowledge. That is something you hear copywriters telling us to do all the time. And if you've ever worked with a copywriter, they are asking you for the words, phrases, language that people use when reaching out to you, as a business owner. So think about what those things are. And then also a fun exercise that can take you down a rabbit hole. So be mindful of your time if you do this is sort of seeing an Amazon in YouTube on Google. What autofills when you start typing in, like book writing, what are the next 15 things that come up? Are any of those applicable to the audience I'm trying to reach with my book habits, Breaking Bad habits, creating good habit building good habits. James clear subtitle could have been create good habits, but he chose build good habits. Why is that? Is that something that people are searching for build good habits versus create versus maintain versus you know, any of the other gazillion action words out there, that would be possible. So you want to think about what fills in automatically, because that's what people are searching for. And then find that sweet spot between, you know, those phrases that pop up and who you're trying to reach with your book. So you want to make sure that you are using action words if possible. Alliteration is very popular, especially in a title because again, you're trying to be you know, punchier and memorable. So you will see a lot of alliteration and short phrasing in titles. And then you want to make sure again, that the subtitle title is about the promise that you're making, what you're going to be delivering to readers,

this is not about you, this is not about the process necessarily. It's about that end result. So a lot of people use, you know, like title generators and formulas and things like that, I don't necessarily recommend doing that. You can use it again, as an exercise to sort of play around with different things to kind of see, oh, I really like this sounds like what I'm trying to do versus, you know, in I don't know if I like that one so much. But, you know, a lot of times it's here's the title, and then action results, like Melissa's book transform employee engagement, that's an action, improve workplace culture, action, drive, results, action. And all three of those things. Employee engagement, I bet is something that is searched workplace culture, I know, it's something that's being searched. And driving results, like results driven, I would imagine is a phrase that's being searched, and then she tweaked that to drives results. So that it would be you know, like, parallel within her list of action result, Action Result action results. So there's a lot more that goes into creating book titles and subtitles than just, oh, I think I want to call my book this, which I think a lot of people think sometimes is the case. But there really is there's it's really both an art and a science, you know, thinking about what makes sense for the content of your book, and the promise that you're making with your book. And then also, you know, the art piece of it, I think is more the title piece versus let's get something memorable. Let's get something short enough that people can remember it short enough so that we can make it big on the cover font. Why? As little size on the cover, the title is going to be bigger than the subtitle. If it's your first book, The title is usually bigger than the author's name. It's prominently displayed and even on a little thumbnail on your phone, the title is readable. And you know, digestible. And I want to make one more note about book titles and subtitles, because this is something that has been coming up quite a bit lately, and I'm not sure. I'm not sure why, but it has. So I figured, why not, you know, sort of address it a little bit here. I had somebody talking about a book title and they said, Oh, I don't want to title my book that because that that book already exists as like a children's book or, or whatever. If you don't want your book to have the same title as another book, that's 100% Fine, and cool. It's totally fine. If your book does have the same title as another book, because you'll have a different ISBN, a different subtitle, obviously a different author. And then I the follow up question I've gotten in response to that answer is then should I trademark my book title. And first, you cannot trademark a book title, you can trademark a series like, I would bet Harry Potter is trademarked although I don't know off the top of my head, the Chicken Soup for the Soul anthology series that's like that series is trademarked, but individual book titles cannot be trademarked. So I just wanted to sort of point that out. And that is okay. If another book shares the same title as your book, I know a lot of authors don't like that. But technically, it's, it's okay within the book publishing industry. So I did want to just mention that sort of as a last, you know, a last thing there. But that's what we have today for choosing title and subtitle. And again, I think of those as two separate things, the title is more of the art piece. The subtitle is more the science piece where you're going to really outline what that book is about. What it's going to do for readers who it's for any combination of those in the subtitle, the more you can get in there, the better. But definitely look at other titles and subtitles of books in your genre. See what what those are, what they're like how they're structured, so that you don't end up with too much of a mouthful and your subtitle, I will caution that that is something that does sometimes happen. When we can't decide, you know, we want to include every single piece that we've come up with on our shortlist of subtitle ideas. We want to make sure we're reading it out loud and that it's not, you know, too much of a mouthful. So that is what I have for you today. Happy researching for your subtitle and title creation. I know they're going to be fantastic and we'll get the job done as far as artfully and scientifically helping your readers know what your book is about. So

12:49

until next time, happy writing friends. Thanks for listening to today's episode of the right published market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab