

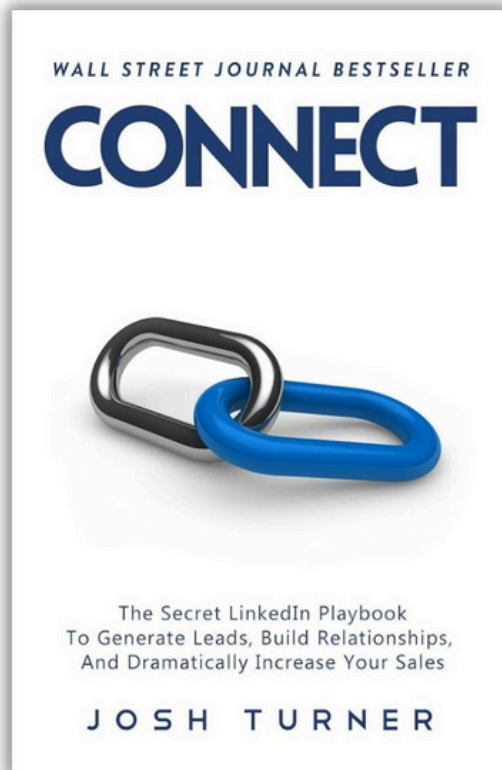


How To Create A Powerful Title For Your Next Book

BY JOSH TURNER

The title of your book makes a big difference. Many people will decide to read it—or not—based on the title alone.

Here's my first book, *Connect*, which became a Wall Street Journal Bestseller. It's likely outsold any other book on LinkedIn.



It's likely outsold any other book on LinkedIn. Naturally, a lot of people want to achieve the same results with their business.

I get asked all the time how to do it.

Years later, I'm still selling books and generating revenue each month.

But my purpose in writing the book wasn't to make money from book sales; it was to use the book as a powerful marketing tool to grow my business.

And it worked exceptionally well.

I believe creating a book that accomplishes this starts with a strong title—and an impactful subtitle, too.

So, let's dive in and look at how to craft a title that works.





Crafting Your Main Title

For starters, my book's title is simply "Connect." I'm a big fan of one-word titles, especially in the business world, as they're memorable and impactful.

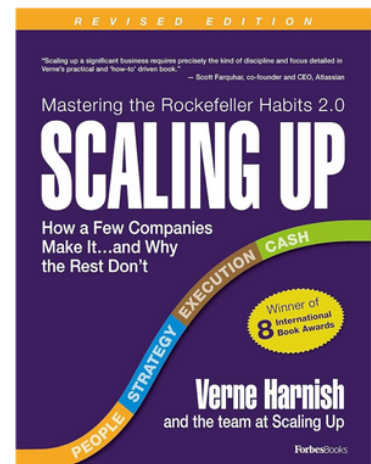
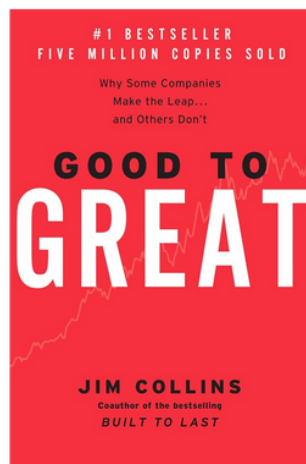
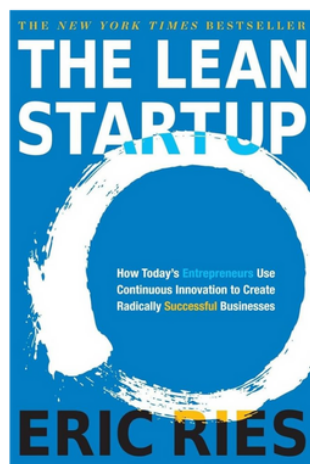
If you can find a single word that resonates, it can give your book a sense of authority and clarity.

However, many successful books use multi-word titles. Examples include *Good to Great* by Jim Collins, *The Lean Startup* by Eric Ries, *Scaling Up* by Vern Harnish.

So, don't get too hung up on exactly how many words it should be.

However, I highly recommend doing some research on popular books and considering their titles.

Looking through them might just trigger a brilliant idea for your own book.





To get started, here are a few questions that can help you generate ideas:

What is the primary outcome you deliver for clients?

Example: If you help clients generate leads, your title could be *"Unlimited Leads."*

Can you add a powerful adjective to make it even stronger?

For example, a leadership coach might choose *"Unstoppable Leadership"* or *"Next Level Leadership."*

Here's another framework you could use:

[Outcome] [Secrets] of the Top [Target Market]

Sticking with the leadership coaching example, it could be:

"Leadership Secrets of High Performing CEO's"

That is a lengthy title, but it could work. Now, you can also use that framework to come up with ideas for your subtitle.



Crafting A Subtitle People Can't Resist

Your subtitle should expand on your title and make a compelling promise.

For instance, if your title is "Iron Clad," your subtitle might be: *The Timeless, Rock-Solid Leadership Secrets of the World's Top CEOs.*

This isn't the time to be meek or humble. A great subtitle makes a big claim, and promises to deliver information that is going to be incredibly impactful for your reader.

With my book, **Connect**, the subtitle is "*The Secret LinkedIn Playbook to Generate Leads, Build Relationships, and Dramatically Increase Your Sales.*"

If I were to adjust it today, I might tighten it a bit, but it still follows a strong formula.

"*Secret LinkedIn Playbook*" obviously implies that I'm providing an entire playbook that hasn't been made public before, along with the outcomes—leads, relationships, and sales.

The idea of building relationships was important to me, so I wanted that in the subtitle.



I didn't want it to focus only on "leads" but to reinforce the idea that it's about building relationships.

And, of course, the ultimate goal is to increase sales, so it all made the cut.

The bottom line is that there are many ways to approach creating your title and subtitle. Take some of the tips I've shared today, give it some thought, and I'm sure you'll come up with something impactful.

It will be the first step in creating an amazing book that drives your business to the next level!

Consider these tips as you develop your subtitle:

Identify Key Benefits List the outcomes readers can expect.

Use Power Words Words like "secrets," "playbook," or "insider" build curiosity.

Be Specific The more specific, the more credible it sounds.



Homework For You To Do Today

In the space below, come up with 3 ideas for your book title and subtitle.

Title Ideas

1.

2.

3.

Subtitle Ideas

1.

2.

3.

Once you've listed your options, choose your favorite.

Run it by a trusted friend or colleague and ask for their honest feedback.

Or, feel free to send it to me, and I'll be happy to share my thoughts!



What's Next?

After creating your book title and subtitle, it's time to create an outline.

Keep an eye out for my next guide—just a couple of days from now, I'll send it to you—which includes a simple process for developing your chapters and outline.

After that, I'll be sharing a revolutionary new process for writing the copy for your book in record time and launching it faster than you thought possible.

Stay tuned for announcements on all of this in the coming days!

Talk to you soon,



Josh Turner

WSJ Best-Selling Author &
Founder // The Blueprint

The 
Blueprint.
by Josh Turner