

Titles (and Subtitles) Sell Books!

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Titles (and Subtitles) Sell Books!

By Joni Hamilton

Titles (and Subtitles) Sell Books!

by: **Joni Hamilton**

Does a title really sell a book? The short answer is, yes. If a book does not attract a reader initially, it will be overlooked and not purchased. The book title is the element that creates the initial attraction to the book.

Watch people who are browsing in a bookstore. A catchy title grabs their interest and makes them reach for the book out of curiosity. A great title makes browsers think, "Really?" or "What does THAT mean?" or "That's what I need". Think long and hard when choosing your book's title. The title must give some clues about the book's contents in a snappy "one-liner".

Many authors struggle fiercely with the title choice, not realizing that the title is there somewhere in the book's contents. They just haven't recognized it because they are too close to the project. Sometimes it helps to talk to impartial, unbiased persons. Tell them what your book is about, and then listen to their feedback.

Alternately, on the tongue-in-cheek advice of one publishing professional, open a bottle of wine and start writing. Make a list of everything that comes to mind about what you have written in your book. Nothing is too silly, but do try to strike on the central theme or message.

When your list is complete (and the wine is all gone), group your notes into categories. Choose the snappiest, most intriguing words that say something about your book without sounding like a boring explanation.

Perhaps these titles will help you: Woman-Sense Rules! Fit to Cook Climb Your Stairway to Heaven

Light the Fire Spell Success in Your Life

Titles (and Subtitles) Sell Books!

If you are planning on a series, your title should be your "brand". Then as you make your brand into a household word, you ensure future sales. As each title in the series is published, you know that people will buy the latest book to complete the series. Think Harry Potter or Nancy Drew.

The subtitle of your book is a great way to increase sales. The subtitle gets to the heart of the book and convinces the reader of the book's benefits. It lets people know that the book is unique and that they really can't live without it. It makes the reader believe that he or she just can't live without it - and that is your objective.

Check the following subtitles: Woman–Sense Rules! - The Spiritual Woman's Guide to Finding Yourself When You Didn't Know You Were Missing Fit to Cook - Why "Waist" Time in the Kitchen? Climb Your Stairway to Heaven - the 9 habits of maximum happiness Light the Fire - Fiery Food with a Light New Attitude! Spell Success in Your Life – A road map for achieving your goals and surviving success

In the title and in the subtitle, you can use humor or emotions to sell your book, but avoid clichés and

"corny" expressions, or overly common sayings. They soon become stale and annoying. Keep your title unique, catchy and relevant.

Before making the final decision on your title, conduct a title search (see our home study course, Idea to Book...to Success - the fast, easy, simple way! for instructions on title searches). Although you cannot copyright a title, duplicating titles only leads to confusion, and you want people to buy your book, not a competitor's book. Make your title one that increases the likelihood of increasing your book sales.

© Copyright 2004 Ink Tree Ltd.

Ink Tree Ltd. helps authors publish, market and sell books. From "101 Things You Need to Know About Publishing" to our Ultimate Book Marketing Kit, we will help you make your book a success.

Search Engine Secrets: Using Tags

By Mark Lawson

In your web pages, there are hidden areas of the page that the casual browser doesn't see, but that the search engines sure do. These are called tags, and come in two basic types: first the header tags, which are found at the top of web pages, and second the heading tags, which mark the parts of your text in the page that will be used as titles and subtitles in articles. One other form of tag, alternate text, should be filled out as well.

Header Tags

Most of the tags in your header are called metatags or meta tags; they apply to the entire page and, in

Titles (and Subtitles) Sell Books!

HTML, are at the top of your document. In graphic web page design tools like Frontpage or Dreamweaver, if you right-click and select page properties, you'll find these in the first tab that opens.

When the web first opened to the public, metatags were a critical tool enabling the primitive spiders and search engines of that time to determine how to catalog a page. The idea was that you'd tell the spiders where your page was supposed to be catalogued by how you filled in your metatags, and they'd ensure you were listed properly.

It took very little time indeed before this mechanism was used to rank less-worthy pages higher in the search engines. Today, metatags aren't as important as they were then because they're so easy to manipulate; you should still, however, fill them out. They can't hurt, and in many search engine constructs they're useful for identifying what your keyword is intended to be.

Title Tags are the most important of the metatags. Whatever you put here shows up in the header bar of your web page, at the top of the window. It should always start with your keyword so it's clear what you are targeting. Short titles are better, and a very natural style is ideal - no spamming by repeating your keywords over and over.

Description Tags are also important. Start with your keyword or keyword phrase, and describe what your site is about. The content of these tags is often pulled out in search engines and directories to describe your site, so make it concise and precise, and use complete sentences with good spelling and grammar.

The keyword tag should list only keywords you actually mention on your web page. If you use other keywords, some search engines consider it spamming, and will downgrade your page.

Metatags should be focused specifically on the page, not on the site as a whole. Consider each page when you design metatags.

Other Tags In Your Document

Image alternate text or image descriptions should always be filled out; if you're using a graphic web design tool, right-click on the image and answer the questions in the box. Use your keywords in the alternate text, and if the image is something you're selling be certain you give it a proper name. This enables the specialized image search engines to find your images.

The H1-H6 tags in your document should always contain your keyword once. Search engine spiders pay special attention to these containers, which hold your text titles and subtitles. They may not give you a huge boost, but anything counts in the search engine derby.

Mark Lawson is the webmaster for

a leading UK Web Design

Service Please feel free to republish this article together with working hyperlinks.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!