

# HOW TO WRITE A KILLER EBOOK OR BOOK TITLE

*To Make It A Best-Seller!*



**By Ellen Violette**

# “How To Write A Killer eBook or Book Title to Make It A Best Seller!”



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# How To Write A Killer eBook Or Book Title To Make It A Best-Seller

1. Do a Google Keyword Search. Look for keywords and phrases that have at least 50,000 clicks-per-month globally. (Type in [Googlekeywordtool.com](http://Googlekeywordtool.com), then click on the Adwords hyperlink. If you don't have an Adwords account, you'll need to set one up; it's free.)
2. Next, cross reference your keywords and phrases in Kindle and Amazon to find out what is actually selling. You want to sell where your buyers will see your ebook/book and be able to buy it. That means finding the right keywords and phrases that are popular where you plan to sell it (Sometimes what is popular in Kindle is not popular in Amazon books and vice versa.)
3. Pick the best keywords and/or phrases to start constructing your title-based on the research that you've just done unless a great title just happens to pop into your head. In that case, you'll still want to pick the best keywords and phrases and construct a solid subtitle that supports your title.

4. Find a popular topic with a new angle or hook. To create a top-selling book, or ebook, you have to pick a topic that is already popular, but approach it from a fresh perspective-one that hasn't been done before. Then say it in a fresh way in your title.

Sometimes, an author will come to me and say that their market is saturated, but there's no such thing as a saturated market IF you have a new angle! That's why there is a new best-selling weight-loss book every other week. It's a popular subject; people want to lose weight. But, they have difficulty doing it, so if one diet fails, they will look for another, and another.

*As I'm writing this *The Fast Diet: Lose Weight, Stay Healthy, and Live Longer with the Simple Secret of Intermittent Fasting* and *Eat to Live: The Amazing Nutrient-Rich Program for Fast and Sustained Weight Loss* are both in the top 20 books on Amazon. (#2 and #14 respectively!) I rest my case!*

5. Look for a concept that can be used to write a series of ebooks instead of a title for just one book or ebook. If it's really strong, it could end up being the concept for your entire business and brand-which is the best-case scenario.

Choosing a domain name can often help you find a concept, so check to see if the domain name you want is available. It will also help you decide on your final title.

(If the obvious domain name that people would look for to find your book/ebook is not available choose another one. And only consider those that have the .com available. When people search for your book or ebook, they will put in .com and if it's not there, most will give up.

Not only that, but if the person who owns the .com is a competitor, you will just be sending buyers to your competitor! And nobody wants to do that!

Note: At first you'll feel disappointed, but it will force you to get creative, dig deeper, and come up with an even BETTER title than you had before! At least, that's been my experience.

6. Choose a title that is easy to remember and makes sense to anyone reading it. If people don't understand it they won't remember it, and if they can't remember it, they won't be able to buy it.

When authors write titles that aren't the way people speak or they turn phrases inside out to be cute or clever but it doesn't make sense to the average reader, they fail to connect and then you've lost them.

7. Include the main benefit of what the buyer will get from reading your ebook either in your title or subtitle. If they can't see what's in it for them, they won't be interested no matter how great the content is.
8. Use alliteration and write titles that sound pleasing to the ear. If it doesn't sound good when you say it, it won't sound good to your potential buyers either! Alliteration works because it is pleasing to the ear. It's the repetition of a letter or word.

Example: *How to Talk So Kids Will Listen & Listen So Kids Will Talk*. This is a great title because they were able to invert the same words-so it has the alliteration, but it also completely reverses the meaning which is very clever.

9. Make the title short; you can have a longer subtitle. People look at the title and the ebook cover first and if it's a long title on a tiny graphic in Kindle they won't be able to make it out. The graphic will look busy and the sale will be lost.

The entire title can be around 70 characters, as this is what the search engines will show before cutting it off.

10. Make sure your title is congruent with your content. Figure out your audience and your buyer and if they are the same, write to

appeal to them. If they are different, make sure that you write to appeal to your buyer.

11. Get Creative and have fun with it! Make sure your title is memorable. Allowing yourself to be creative and have fun with it can lead to some amazing title choices! And when you write a great title it will excite the reader and close the sale!
  
12. Be Flexible; don't be married to your title. Test it and be willing to change it if it's not working. Often times, authors think they have a great title when they don't. They know what they are trying to say, so they believe everyone else will too. But, it doesn't always come across.

So, you want to make SURE that your title is connecting with your audience. Remember, buyers don't have Cliff Notes to explain the title to them when they look at your book or ebook and you won't be there either. So, always make sure to test your title!

13. Give it time. If you can't come up with something right away, take a break. Walk, dance, do whatever relaxes you. Give your brain time to process the information.
  
14. Model other titles. When all else fails and you can't come up with a title. Model an already successful title. But, be careful not to



infringe on a trademark. You can't copyright a title, but you can trademark a phrase that becomes your brand that could also be a title like Chicken Soup for the Soul, or Skinny Bitch.

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