

BOOK PROPOSAL BOOT CAMP

by W. TERRY WHALIN



Brainstorm an Excellent “Working” Book Title

“The publisher will never use my title.” Or “It doesn’t matter what I call my book because the publisher will change it.” Writers often make these statements but they are not true from my publishing experience. Repeatedly, if the author has an excellent title, then the name makes it through the publishing process. The best publishing is a consensus building / team approach, and you want the best title for your published book.

Every author needs to put a lot of energy into finding the best “working” title for their book. If you do, then your proposed title could be the published title for your book. Here are some basic guidelines:

1. The main title should be three to five words long. It has to fit the spine of a book and most books are spine out. Select short, punchy and active words.
2. Test the title with friends and relatives to get their feedback and reaction. You can even brainstorm titles with a group of friends. In your proposal have a main title but also include a section with other possible titles.
3. Check the title on Amazon (the largest online book catalog). Do other books use the same words? You can’t copyright a title, and often other books use the same words. Possibly the title was used years ago and that book is out of print. Or your research may restart your title search to the beginning.
4. Create several possible subtitles for your book (particularly nonfiction). The subtitle highlights a benefit for the reader. For example, *Book Proposals That Sell* (title), *21 Secrets to Speed Your Success* (reader benefit).

Pour the right effort into your title and you will be rewarded with your working title becoming the name of the printed book in the bookstores. ■

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W. Terry Whalin's free teleseminar on book proposal creation with a free eBook, **Some Book Proposal Essentials**, is online at:

<http://AskAboutProposals.com>.

His **Jumpstart Your Publishing**

Dreams is available at bookstores

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