

Week Four – Worksheet One

Title Brainstorming

The title of any product is critical to its success, whether you are selling it, or using it as a lead magnet. This is true regardless of the format that you will deliver the product in.

The title has three parts:

1. The series title
2. The main Title of This product
3. The Subtitle

Each part has a specific purpose. This worksheet will help you do some brainstorming to finalise your title. This worksheet should be completed in conjunction with Worksheet two for this week, which is all about keywords. Ideally you will want some of those keywords in your actual title.

1. Series Title –

Worksheet Three this week will help you to decide what other products you will make, leveraging off this one, and extending from it. I would strongly suggest that you aim for creating a series of products, and create a series title. Even if only this one product exists now, the fact that it has a series title on it, and a bit on the publisher page that says “watch out for more products in this series, coming soon”, will grant it extra authority in the view of the reader.

The Series Title should be two to 5 words long – For example my Photography books are “The Photographer’s Quick Guide To....” As a series title. The series title should be something that ties together the topics that you are likely to do, at a higher level. Brainstorm your series title below, remembering that it is ideal if it includes a keyword that people may use to search for your business services.

2. The Main Title.

The Main title of your product should be, in some way, clearly related to your topic – if it's not, people won't stay around long enough to find out what it is about. It should be one to 6 words long, and have IMPACT. This is the thing that grabs people's attention (along with your cover image), so make it count. Again, ideally it should contain one major keyword that people would use to search for your services (a different one from the series title). Brainstorm your title ideas below.

3. The Sub Title

This is the fun bit ! The subtitle is where you really grab people’s attention and make them want to read what is in your product, enough to pay for it – with their email address by opting in, or with real money when buying it. The subtitle should be a short sentence, and it should intrigue and promise. It should not be a plain statement – for example – it should NOT be “25 ways to communicate better” – that is a simple statement, and does not engage the reader. Instead for the example it should be something like “the 25 things that YOU need to know NOW to get better results out of every communication”. That engages the reader directly, emphasises that they need this, but also effectively tells them that the only way to get that information is to get the product.

If you feel uninspired here, try searching for a keyword related to your topic, on Amazon, and see what sort of subtitles others have come up with – that should get some ideas rolling!

Brainstorm some subtitles, for your product, below.

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