



Checklist 3 - Creating Your Book Title And Subtitle

Project Name: _____

Date: _____

Yes No

Your book title gives your readers the first impression of what your book is about and can determine whether or not a reader is interested in reading the book. The title you select for your book should therefore be captivating and interesting enough to capture your readers' attention. Your choice of words, as well as including keywords for SEO optimization makes your book more discoverable. It is also advisable to use a subtitle for your title that gives an additional description of the contents therein. Here is a guide to creating your book title and subtitle for KDP.

- 1 Research your title to avoid using too obvious titles or titles used by high performing books.

- 2 Brainstorm title ideas to determine the most captivating.

- 3 Consider using a book title generator tool such as Adazing Book Title Generator, Fantasy Novel Title Generator, Title Generator, Random Book Title Generator.

- 4 Ensure your title depicts the tone of the book.

Notes



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- 5 Write a title that is short and specific.
- 6 Ensure the title used is searchable and memorable to your readers.
- 7 Check that your title is attention-grabbing.
- 8 Include relevant keywords in your title for SEO optimization.
- 9 Consider using a book hook in your title.
- 10 Include a title that is more palatable to your genre.
- 11 Include a subtitle for clarity.
- 12 Your title and subtitle should not be more than 200 characters.

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- 13 Get feedback for your title from your target audience through social media polls, friends and family.
- 14 Avoid using unauthorized reference to terms that have been trademarked.
- 15 Ensure your title and subtitle are compliant with Amazon guidelines.
- 16 Do not use unauthorized reference to other titles or authors in your title.
- 17 Avoid using reference to advertisements and promotions (such as free) in your title and subtitle.
- 18 Ensure the subtitle clarifies on the goals of your title.
- 19 Avoid titles that are purely punctuation marks.

Notes



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Consider adding numbers to the title to add on its credibility.

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Avoid including references to sales rank in the title such as 'bestselling'.

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