



Naming Cheat Sheet

Million Dollar Name Maker

Technique



Book Title Brainstorm

There are two parts to a good title: The hook is the sizzle; the deliverable is the steak. Write down all your potential book titles. There are no bad ideas at this stage.

A.Hook:

B.Deliverable:

Use Canon Wing's Million Dollar Name Maker Technique:

A great name covers the 4 attractions listed below:

E _____

WBH
F _____



NEW BUT
F _____

M _____

On a separate sheet of paper, brainstorm a list of 90 names and number your names from 1-90.

Refine Your Titles

Go through your list and ask yourself for each title: Does it meet Canon's 4 criteria? Don't take more than 4 mins. The more quickly you can answer, the better the title!

- 1 - What is the E_____ this name evokes?
- 2 - Does this name solve a conflict for your audience?
- 3 - Is it new but F_____
- 4 - Is it easy to say? Is it fun to say? Is it easy to spell? Is easy to repeat?

You want a name that:

- Hits all 4 attractions and hits the bullseye!
- Calls into being a greater future for the buyer.
- Takes us on an emotional journey.
- Makes the buyer the hero of the story.
- Makes us feel proud to share it with our friends over dinner.
- Compels people to buy.
- Is loved around the world.



Narrow Down Your List

Remember! People buy benefits not features! Go through your book title list and ask yourself, what benefit will the ideal reader get from having this problem solved in the book?

Features the reader will get from reading the book:

(Ex: more freedom, more time, more power, etc.)

Top 3 features:

1.

2.

3.

Narrow down those titles and pick your Top 3.

Top 3 titles:

1.

2.

3.



Ask Your Ideal Reader

Then share it with your Ideal Reader. Suggestions:

1. Create a survey on Facebook and benefit from social media feedback.
2. Ask for feedback from your email list and write your winners and feedback in the space below.

Practice Saying It

Take your top-ranked titles and share them with people outside your audience. Does it make sense to people who don't know you or what you do? If they look confused, you haven't hit your mark yet. Write a list of people you can share with:

1. _____
2. _____
3. _____

Feeling overwhelmed?
Need feedback on your book title?
Not sure where to start?

No problem! I am here to help with your book title, writing and editing needs.

Email me at Karen@KarenRowe.com to get complimentary 30-minute book clarity call.