



Summit Press Publishing

The Elements of A Strong Title And Subtitle

A strong title is important to differentiate your book from others on a shelf or online. The title is the first promise you make to the reader, so matching title with content is key. Strong titles are concise but describe the content within the book in a way that piques the reader's interest or establishes an emotional connection between the reader and author.

It's important that the title clearly establishes the purpose and overall content of the book and prepares readers for the story before they open to the first page.

To further represent the content of your book you may even consider adding a subtitle.

Here are two examples of strong titles and sub titles:

1. *Lean In: Women, Work and the Will to Lead* by Sheryl Sandberg
 - *Lean In* (title): Gives the reader an action to complete (literally or metaphorically); introduces the book's main point (encouraging women to be active, take risks and pursue their goals). This phrase is easy to understand and simple enough that it sticks with a reader.
 - *Women, Work and the Will to Lead* (Subtitle): Provides more specific information about content of the book. Sandberg will be discussing the part women play in society, the role they play as professionals, and how to become a strong female leader.
2. *Pushback: How Smart Women Ask and Stand Up for What They Want* by Selena Rezvani
 - *Pushback* (title): Introduces the book's main concept (advocating firmly for yourself in order to get what you want or need). Again, the single word is a simple catchphrase that immediately resonates and is easily remembered.

- *How Smart Women Ask and Stand Up for What They Want* (subtitle): Clearly showcases what the book will be discussing and that, if the reader cares to, they can learn how to do the same. The title is direct, forthcoming, and lets the reader know immediately that they will benefit by purchasing this book.