



Checklist 1: Book Planning

Project Name: _____ Date: _____

Yes No

1 What is the goal of your book?

2 What is the core topic / idea for the book? E.G. Facebook Ads, Mental Health, Fitness etc (One Core Topic)

3 Write down 3-5 working titles for your book...

Tips For Coming Up With Titles

A. Look at some of the top selling titles in your industry – model them.

B. Use 'How to' titles that solve your target audiences biggest problem(s)

C. Use benefit driven titles or titles that help your target audience avoid pain.

Notes