

## Choosing a Great Book Title

In late 2008, we released our newest e-book, *The Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* At 57 pages, the book continues to entertain and educate; for this month's newsletter, we're going to share a snippet of what you will find in Step Four--*Choosing a Book Title*.

To order your copy of *Wow #2*--which is only \$9.95--visit our website.

Selecting a great title can be both fun *and* frustrating. And just like everything else, it's also an incredibly important part of this process.

More than likely, your initially chosen title may not be the best title for your work, and probably won't be your final title. But don't be discouraged; some of the most popular books in the world started off with different titles. Can you match each original title below with its final published title?

### Original Title

- a) *Before This Anger*
- b) *Prometheus Unchained*
- c) *Ba! Ba! Black Sheep*
- d) *The Sea-Cook*
- e) *The High Bouncing Lover*
- f) *The Whale*
- g) *Bar-B-Q*
- h) *Something that Happened*
- i) *The Chronic Argonauts*

### Final Title

- Moby Dick*
- Treasure Island*
- The Time Machine*
- Frankenstein*
- Of Mice And Men*
- The Postman Always Rings Twice*
- Roots*
- The Great Gatsby*
- Gone With the Wind*



ANSWERS ON  
PAGE THREE

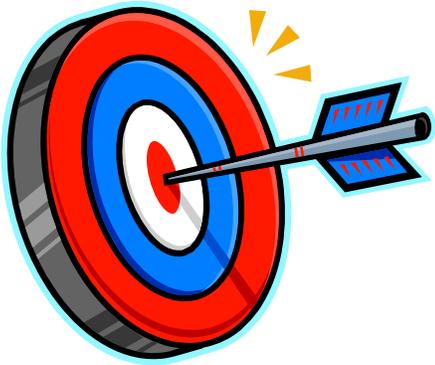
*Continue on page two*

P . S .

Published by *Publishing Syndicate*  
Editor: Ken McKowen  
[info@PublishingSyndicate.com](mailto:info@PublishingSyndicate.com)  
Copyright 2009  
All Rights Reserved

## Choosing a Great Book Title

*Continued from page one*



### **What Makes a Great Title?**

In reality, there's no definitive answer for this question. A great title can be one that is timely or old-fashion-but-fashionable, clever or sad, scary or thought evoking. You have to have that hook we talked about earlier, and you need to grab your prospective publisher—and the prospective customer—with a title that intrigues them or stops them in their tracks.

When you come up with a working title, reflect on all the legwork you've completed in the first three steps of this e-book. How does your title compare with your competition? Will it be considered offensive to others with respect to the world's current events or the general public's mood? Will it make people laugh out loud or bring back childhood memories? Is your title a play-on-words that everyone will understand, not just you and your buddy (no inside jokes)?

Many publishing houses want to make sure your proposed title will appeal to mainstream America and their distributors. "Will it play in Peoria?" has long been used to rank the effectiveness and impact of a product, something to keep in mind when creating your title.

*Continue on page three*

---

## *Side Track*

"Will it play in Peoria?" is used to ask if a given product will appeal to mainstream America. The phrase, which is thought to have started during the vaudeville era, was made popular in the movie by Groucho Marx. If a new show as successful in Peoria, Illinois (a main stop for vaudeville acts), it would be successful anywhere.

*"I think TV is very educational. Every time someone turns on the TV, I go into the other room and read."*

—Groucho Marx, whose favorite pastime was reading

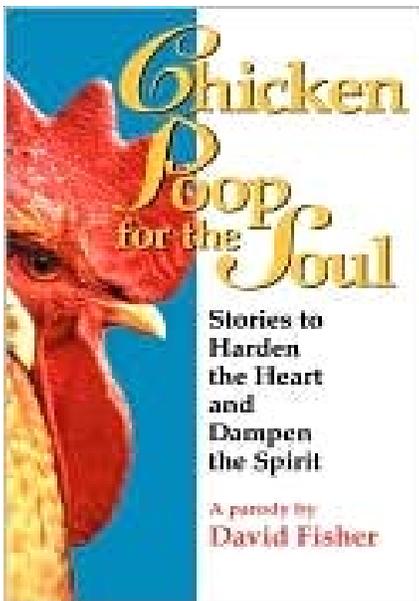


(NBC promo photo)

## Choosing a Great Book Title

*Continued from page two*

In creating your title, really think about those folks in Peoria, Illinois. Think about your demographic. That's what publishers do. For example, in coming up with *Chicken Soup for the Soul* titles, we always asked ourselves (as did the Chicken staff), "How will a woman, age 24-54 who lives in a rural/Mid-western town, like this title?" Step back and look at the demographics you researched in the first chapter of this e-book. Put yourself in their shoes and look through their eyes; would you stop in a bookstore and pick up your own book, the one that is emblazoned with your title? If you think about your demographic while creating your title, you'll be one step closer to being ahead of your competition and you'll also impress your publisher.



It's also important that your title be unique enough to differentiate you from your competition. One exception to that advice is the parody, as it must be similar to sell books. Take, for instance, *Chicken Poop for the Soul* by David Fisher (Pocket, 1997) or his *Chicken Poop for the Soul II More Droppings* (Pocket, 2000). Both tongue-in-cheek books poke fun at the famous anthology series with covers similar to that of the *Chicken Soup for the Soul* series. The books evoke instant-recognition from customers, who, on closer inspection, realize they're parodies. But it made them stop and look!



## ANSWERS

- a) *Before This Anger = Roots* by Alex Haley
- b) *Prometheus Unchained = Frankenstein* by Mary Shelley
- c) *Ba! Ba! Black Sheep = Gone With the Wind* by Margaret Mitchell
- d) *The Sea-Cook = Treasure Island* by Robert Louis Stevenson
- e) *The High Bouncing Lover = The Great Gatsby* by F. Scott Fitzgerald
- f) *The Whale = Moby Dick* by Herman Melville
- g) *Bar-B-Q = The Postman Always Rings Twice* by James M. Cain
- h) *Something that Happened = Of Mice And Men* by John Steinbeck
- i) *The Chronic Argonauts = The Time Machine* by H.G. Wells



## WRITING PROMPT: Kissee! Kissee!

Last month, our writing prompt was to pen a story, 500 words or less, about your first kiss! The winner was to receive our new e-book *Wow Principles #2: Creating Nonfiction Book Proposals that Wows Publishers!*

Our women judges (and one guy) had a hard time selecting; our winner is Kathe Campbell of Montana! Honorable mentions include Angela Hall, Joyce Rapier, Carol McAdoo Rehme, Sharon Simpson and Sylvia Bright-Green. Thanks to everyone who submitted their stories!

We strongly recommend that all of our contestants submit their entries to *Chicken Soup for the Soul's* newest title: *True Love*. This book was just announced: go to page six for more info.



### Sweet Secrets

by Kathe Campbell



We were big city school girls in 1947, the cheerleaders, actresses, track and swim team, teacher's aides, and top students. Well, not quite, for I always suffered a C or two, and of course we were blessed with Betty Grable legs and figures, or at the very least, that's how we perceived ourselves.

Summer was well upon us, and at fifteen my best pals and I traveled to Aunt Mary's ranch without parents hovering over us. Aunt Mary was widowed, had lost her two sons in WWII, and enjoyed having young people as her working guests. The month would culminate in ranch dreams come true, a dream so foreign to our very urban families, but nonetheless respected. We would indulge in chores, sack lunches, quarter horses, and watch real live cowhands working cattle over the sprawling WBarB spread. I could hardly wait.

After the first day we organized our schedules for afternoon dips in our two-piece swimsuits at the natural pond just out of sight from the main house. When we heard the ti yi yipping of cowpokes returning, we quickly ran combs through our hair, smeared on fresh lipstick, and shifted into casual bathing beauty modes upon the dock. The seemingly indifferent drovers sprang from behind bushes on a dead run, showing off on the diving board, splashin', hootin' and hollerin'.

Supper chores over, the slicked up men appeared in Aunt Mary's parlor to play the piano and guitar while our voices blended in hits of the day. Occasionally the ranch foreman invited us to

*Continue on page five*

## WRITING PROMPT: Kissee! Kissee!

*Continued from page four*

ride fresh horses until dark, sending us out with a few outriders who drawled witty cowboy yarns down the twilight trail. Scents of pine and leather, combined with fancy yodeling under a full moon, conjured up more than a few dreamy visions.

After sixty-two years I still recall it being my turn to rub down and curry a few broncs just as darkness fell without notice. One of the archaic twenty-year-old cowboys entered the barn, and without a word, whirled me around and kissed me very hard. It was a *Gone With The Wind* moment that let this redheaded gal know I needed to be kissed often by someone who knew how, and mercy me - did he know how, musky aftershave and all! Nothing in my young years had sent shivers up and down my spine like that very first grown up kiss. It nearly scared the bejabbers right outa' me. A dozen feelings overwhelmed me, including the fear someone would find out, and yet I almost didn't care. My high school sophomore year had been changed before it even began.



Sending a bunch of moonstruck girls home with sweet thoughts of a lifelong memory was undoubtedly a cowboy ranch tradition. Today, this old gal remains transformed, my own Montana ranch having reinvented me while recalling often the sweet secret told to my mouth instead of my ear.



BIO: Kathe lives on a Montana mountain with her mammoth donkeys, a Keeshond, and a few kitties. She is a prolific writer on Alzheimer's, and her stories are found on many e-zines. Kathe is a contributing author to the *Chicken Soup for the Soul* series, numerous anthologies, *RX for Writers*, and medical journals. E-mail her at [kathe@wildblue.net](mailto:kathe@wildblue.net).

# The Wow Principles e-newsletter

**HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!**

## *Chicken Soup for the Soul*

[www.ChickenSoup.com](http://www.ChickenSoup.com)

*In Harm's Way--Honoring Our Military: Deadline: March 31, 2009*

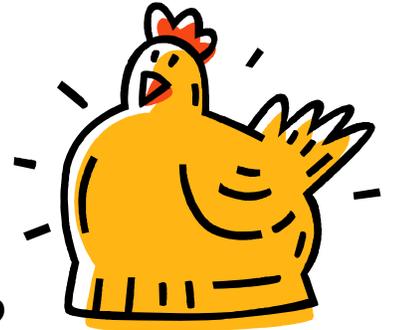
*Learning From Our Cats: Deadline: March 31, 2009*

*Learning From Our Dogs: Deadline: March 31, 2009*

*A Book of Miracles: Deadline: March 31, 2009*



*True Love (no teen stories, please): Deadline: May 31, 2009*



Chicken Soup has a slew of books that need stories, all with June 30, 2009 deadlines. Check out their website to learn about these titles: [www.ChickenSoup.com](http://www.ChickenSoup.com).

---

## *Cup of Comfort -- NEW TITLES!*



The Cup of Comfort series has just posted two new book titles: *A Cup of Comfort for Mothers* and *A Cup of Comfort for a Better World*. If you receive their monthly newsletter, then you've already heard the great news! To subscribe for this very informational and free e-newsletter, go to [www.CupofComfort.com](http://www.CupofComfort.com) and sign up!

*For Fathers: Deadline: April 1, 2009*



*For Mothers: Deadline: May 15, 2009*



*For a Better World: Deadline: June 15, 2009*



[www.CupofComfort.com](http://www.CupofComfort.com)

---

***Go for it! Get published!*** 