

Hooks For Your Books

**How To Create The Most Captivating Non-Fiction Book Titles Ever
Using Simple Psychological Tricks**

What are you about to learn?

- Why authors are guaranteed to fail even if they have a great title... if they don't do THIS!
- How I'm able to go into the most competitive niches and dominate by following my simple formula for innovation.
- Some of the most intriguing titles I've ever seen – and why they work.
- Hidden titling mistakes no one else will ever tell you about based on human needs psychology.
- Copy N' Paste templates to jumpstart your title ideas.
- The only proven way to ensure you have a winning title.

About Derek Doepker

- Valet parker / up-and-coming rockstar living paycheck to paycheck from 2009 – 2012.
- Struggled for years with most “push button” make money online courses with my fitness business.
- Published my first kindle book in May 2012. Got about 3 sales in 2 months.
- Published my 2nd kindle book “How To Stick To A Diet”, and started to see results averaging \$100 a month using traditional kindle marketing methods.
- I wasn’t going to quit until I made it because I had a big reason WHY!



Derek Doepker

About Derek Doepker

In December of 2012, I published my 3rd kindle book "50 Fitness Tips You Wish You Knew." Over 14,500 free downloads, then went onto rank #1 in paid kindle store for weight loss. Peaked at #2 Author rank for How-To in December.

Check This Out!

The image is a screenshot of an Amazon product page for the book "50 Fitness Tips You Wish You Knew" by Derek Doepker. The page is annotated with red circles and yellow text to highlight its success. The main product listing is circled in red, with a yellow "#1 in Diets and Weight Loss" label. Below it, the "Hot New Release" section is also circled in red. The "Amazon Best Sellers" section at the bottom is circled in red, with a yellow "#1 in Healthy Living" label. The book's cover is visible in the top left of the main listing and in the "Hot New Release" section. The book's title, author name, and price (\$4.99) are clearly visible. The "Hot New Release" section shows the book as the first release in the "50 Fitness Tips" series. The "Amazon Best Sellers" section shows the book as the top seller in the "50 Fitness Tips" series.

Best Sellers in Diets & Weight Loss
Top 100 Items

#1 in Diets and Weight Loss

50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Sta...
Derek Doepker
★★★★☆ (6)
Auto-delivered wirelessly
\$4.99

Hot New Release
More to Explore in Healthy Living
Hot New Releases > See Top 100

50 Fitness Tips You Wish Yo...
Kindle Edition
\$4.99

Practical Paleo: A Customiz...
Kindle Edition
\$9.99

Witness to Fitness: Pumped...
Hardcover
\$25.99 \$18.97

Amazon Best Sellers
Our most popular products based on sales. View all categories

Any Category
Books
Health, Fitness & Dieting
Personal Health
Aging
Children's Health
Healthy Living
Men's Health
Stress
Teen Health

#1 in Healthy Living

Best Sellers in Healthy Living

50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Sta...
Derek Doepker
★★★★☆ (10)
Kindle Edition
Auto-delivered wirelessly
Kindle Price: \$4.99

About Me: Derek Doepker

- #1 Bestselling Kindle Author in multiple niches – including #1 in weight loss.
- Coached thousands of people around the world on kindle publishing and marketing.
- Founded ebookbestsellersecrets.com
- #1 Bestselling author of Kindle Bestseller Secrets.

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- Self published authors have a unique challenge, and you have to do things a bit differently than traditionally published authors.

The Best Way To Learn This...

Experiential Learning – “You can’t hire someone else to do your pushups for you.” - Jim Rohn

Visit a book store and browse sections both in your niche and outside of it.

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Study other successful SELF PUBLISHED authors!

Before going further...

“Title” refers to title and subtitle combination.

Why Isn't A Great Title Enough?

Something that is creative and clear won't necessarily lead to people actually checking out the book IF...

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Something that is creative and clear won't necessarily lead to people actually checking out the book IF...

It doesn't speak to them and their specific emotional needs AND
It doesn't STAND OUT amongst the competition!

Why Isn't A Great Title Enough?

A title needs to answer these questions...

1. What will you get (how will you benefit)?
2. Who is this for?
3. What makes this different?

Why Isn't A Great Title Enough?

Boring title litmus test:

Would I stop to check this out in a book store?

"Cute" or overly creative title litmus test:

Would I know who to recommend this to?

The Biggest Titling Mistake Is...

The Biggest Titling Mistake Is...

It doesn't grab attention!

The Biggest Titling Mistake Is...

If your title doesn't grab attention, you WILL be lost amongst the sea of competing books. I.E. A "me too" book.

DON'T BE BORING!

Note: More niche books may not need as strong of hooks, but that's because the specificity of the niche is the "hook."

Ways to grab attention

- Curiosity
- Surprise and Humor
- Controversy
- Specific or Powerful Benefit
- Novelty

Curiosity

Curiosity is my favorite method for book titling.

It's the emotion that makes us want to watch each new episode of a favorite TV show when left with a cliffhanger.

Curiosity

Examples of my books:

50 Fitness Tips YOU WISH YOU KNEW

Why You're Stuck

Kindle Bestseller Secrets

Curiosity

Some examples:

- [**50 Secrets of the World's Longest Living People**](#)
- [**I Shouldn't Be Telling You This: Success Secrets Every Gutsy Girl Should Know**](#)
- [**How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows\)**](#)
- [**The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month**](#)
- [**WTF Are Men Thinking?: 250,000 Men Reveal What Women REALLY Want to Know**](#)
- [**1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview**](#)

Curiosity

Common themes for curiosity driven titles...

Secrets or Insider Information

“Know” – “Need to Know”

Uncommon Results

Surprise and Humor

Only use if you're funny and it makes sense...

- **The Best Cookbook Ever: With recipes so deliciously awesome, parties so incredibly mind-blowing, pictures so breathtakingly beautiful, menus so expertly crafted, and stories so heartbreakingly poignant that you will cry as you cook from it, and it will change your life forever**
- **Shut Up, Stop Whining, and Get a Life: A Kick-Butt Approach to a Better Life**
- **Living with Your Body and Other Things You Hate: How to Let Go of Your Struggle with Body Image Using Acceptance And Commitment Therapy**
- **Raise Your Hand If You Have Issues**

Surprise and Humor

Humor themes:

Absurdity

Brutal Honesty

Relatable

Controversy

- **You're Broke Because You Want to Be: How to Stop Getting By and Start Getting Ahead**
- **Running SUCKS! - Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises**
- **Book Marketing is Dead: book promotion secrets you MUST know BEFORE you publish your book**
- **Kill Your Blog: 12 Reasons Why You Should Stop F#\$%ing Blogging!**

Controversy

Controversy Themes

Strong language

Brutal Honesty

Against the Grain

Specific or Powerful Benefit

- [Perfect Phrases for Resumes](#)
- [The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It](#)
- [How to Make Anyone Fall in Love with You](#)
- [Make Every Man Want You: or Make Yours Want You More\)](#)
- [Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days](#)
- [Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them To Buy](#)
- [The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love](#)
- [How to Self-Promote without Being a Jerk](#)

Specific or Powerful Benefit

#s – “Lose 5 pounds in 5 days”

Timeframes – “Look and feel younger in 7 days”

“Best” - “Best ever stress management techniques”

“Make” – “Make him beg to be your boyfriend”

Anys and Everys – Anyone, Anytime, Anywhere, Everyone, Everything, Etc.

Without – “Self promote without being a jerk”

Novelty

- **Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**
- **The Can't Cook Book: Recipes for the Absolutely Terrified!**
- **Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat**
- **Ignore Everybody: and 39 Other Keys to Creativity**
- **The Art of Being Unmistakable: A Collection of Essays About Making a Dent in The Universe**

Novelty

Themes:

Made up words and play on words

Special or unique audience

Combinations

Some titles will have a combination of these things, and ALL titles should have a clear benefit!

Helpful Tips

Using “You” and/or “Your”: These are two of the most powerful words used in ad copy, and it's just as relevant when naming a book title.

Helpful Tips

Use Adjectives and Adverbs: Words like “top” “best” “fast” “easy” and so on both grab a reader's attention.

When appropriate, find synonyms that are more emotionally engaging.

Great vs. Irresistible

Easily vs. Effortlessly

New vs. Cutting Edge

Helpful Tips

Utilize Numbers: Number and lists like “Top 10...” “7 ways to...” are a proven to grab attention. Numbers help convey the impression of simplified and/or systemized.

Helpful Tips

Ways To, Tips, Secrets, Ideas, Steps To...

50 Fitness Tips You Wish You Knew

23 Anti-Procrastination Habits

Make Him Beg To Be Your Boyfriend In 6 Simple Steps

Helpful Tips

Proven, Perfect, System, Step-By-Step, Simple, Easiest, Best Ever, Etc.

These are examples of what I call “comfort words” as they create certainty. They instill comfort that what you’re offering will actually work or be simple and easy enough they can understand and utilize it

Helpful Tips

Alliteration: Alliteration is when the beginning of two words sound alike. This is VERY common with book titles.

“Seven psychological” or “fifty fitness” are examples of alliteration.

Helpful Tips

Rhyming: Rhyming is a way to make something more catchy and memorable, but has more potential to be cheesy than alliteration.

Helpful Tips

Specific niches are instant hooks if there's not a lot of competition.

XYZ for sub group – Productivity for entrepreneurs, Fitness for pregnant women, Dating tips for single moms, time management for real estate investors, etc.

Helpful Tips

If your title is vague, clear things up in the subtitle.

Helpful Tips

If your title is vague, clear things up in the subtitle.

Example: Manology: Secrets of Your Man's Mind Revealed

Do NOT have a vague or overly creative title AND subtitle.

Getting Inspiration

My simple formula for innovation...

THIS is what lead to my massive success!

Getting Inspiration

Imitation + Creation = Innovation

It's an experiential learning process you **MUST** go through

Getting Inspiration

Look at unrelated books for ideas...

“21 school projects kids will love!”

becomes...

“50 vegan recipes carnivores will love!”

Getting Inspiration

In addition to looking at book titles... look at magazines and read their headlines.

“Flat Belly Finally: Get Lean Abs and Keep Them Forever.”

Using this as a springboard, “Flat Belly Forever: How To Lose Stubborn Fat And Stay Lean For Life” or “Flat Belly Finally: How To Get Lean Abs and Keep Them For Life.”

Templates:

How To...

- *[How to Get Your Point Across in 30 Seconds or Less](#)*
- *[How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows](#)*
- *[The Calorie Myth: How to Eat More, Exercise Less, Lose Weight, and Live Better](#)*

Templates:

How To Make...

- *[How to Make Anyone Fall in Love with You](#)*
- *[25 Ways to Win with People: How to Make Others Feel Like a Million Bucks](#)*
- *[Make Him Beg To Be Your Boyfriend In 6 Simple Steps](#)*

Templates:

The Ultimate (Guide To)...

- [How to Work a Room, 25th Anniversary Edition: *The Ultimate Guide to Making Lasting Connections*--In Person and Online](#)
- [Men's Health The Body You Want in the Time You Have: *The Ultimate Guide to Getting Leaner and Building Muscle With Workouts That Fit Any Schedule*](#)
- [Stuffed: *The Ultimate Comfort Food Cookbook: Taking Your Favorite Foods and Stuffing Them to Make New, Different, And Delicious Meals*](#)

Templates:

Ways To...

- [*25 Ways to Win with People: How to Make Others Feel Like a Million Bucks*](#)
- [*20 Ways to Draw a Cat and 44 Other Awesome Animals: A Sketchbook for Artists, Designers, and Doodlers*](#)
- [*Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*](#)
- [*Yes!: 50 Scientifically Proven Ways to Be Persuasive*](#)

Templates:

The Best

- [*The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It*](#)
- [*301 Best Questions to Ask on Your Interview*](#)
- [*The Best Dog Tricks on the Planet: 106 Amazing Things Your Dog Can Do on Command*](#)

Templates:

Secrets of...

- ***50 Secrets of the World's Longest Living People***
- ***Burn the Fat, Feed the Muscle: Transform Your Body Forever Using the Secrets of the Leanest People in the World***
- ***Manology: Secrets of Your Man's Mind Revealed***

Templates:

The Secret To...

- *[The Secrets to Writing A Successful Business Plan: A Pro Shares A Step-By-Step Guide To Creating A Plan That Gets Results](#)*
- *[Happy This Year!: The Secret to Getting Happy Once and for All](#)*
- *[Perfect 10 Diet: 10 Key Hormones That Hold the Secret to Losing Weight and Feeling Great-Fast!](#)*

Templates:

You Can...

- [***How You Can Talk to Anyone A Teach Yourself Guide***](#)
- [***You Can Act!: A Complete Guide for Actors***](#)
- [***How to Spot a Liar, Revised Edition: Why People Don't Tell the Truth and How You Can Catch Them***](#)
- [***Get Reviews so You Can Sell More Book: 20 Good, Bad and Questionable Tips for Amazon's Review System***](#)

Templates:

The XYZ Solution

- ***The Beauty Detox Solution: Eat Your Way to Radiant Skin, Renewed Energy and the Body You've Always Wanted***
- ***The Thyroid Solution: A Revolutionary Mind-Body Program for Regaining Your Emotional and Physical Health***
- ***The 10-Step Stress Solution: Live More, Relax More, Reenergize***

Templates:

You Need (To Know)

- [*1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview*](#)
- [*All You Need to Know About the Music Business*](#)
- [*What Works for Women at Work: Four Patterns Working Women Need to Know*](#)
- [*The 250 Power Words That Sell: The Words You Need to Get the Sale, Beat Your Quota, and Boost Your Commission*](#)

Common Mistake

We have paradoxical human needs (Anthony Robbins and Cloe Madanes):

Certainty and Uncertainty (Variety, Novelty)

Connection and Significance

Growth and Contribution

If you're speaking to the wrong need, you lose the sale!

Common Mistake

On a practical level, we have TOO much novelty (info overload) in modern times and people tend to want...

Best of the best – (less options)

Simple

Organized

Common Mistake

1001 Ways To Simplify Your Life vs. the 7 Steps To A Simple Life (latter works)

101 Ways To Beat Depression vs. the 10 Step Depression Cure (personally I think latter works better)

101 great date ideas vs The best date idea ever (both work given niche)

Top 25 Ways to Sell More Books (balanced approach)

Ensuring You Have A Winning Title

The ONLY way to know for sure is to TEST!

Ensuring You Have A Winning Title

- Facebook kindle mastermind groups
- Surveys from STRANGERS
- Amazon m-turks
- Facebook ads
- Changing the title after publishing

More Information

<http://ebookbestsellersecrets.com/sample>

<http://ebookbestsellersecrets.com/hooks>

Questions?