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FROM DIGITAL TO TANGIBLE



**Boost Your Product's Demand
To Sell More at Higher Prices**

We all know the saying, "Never judge a book by its cover."

It's a metaphor that we can apply to a variety of things in life, but it's a popular phrase for one very important reason. And that reason is...

People **DO** judge books by their covers.

If you want to sell your information products or get more opt-ins on your free offers, you need to have covers that grab attention and entice the reader to learn more or buy. Without those covers, your content is intangible and their perceived value is much lower than if you **SHOW** them the value through visual representation.

To create packaging that gets your target customer's attention and makes them feel it has high value, you need an attention-getting title that solves a real problem and an eye-catching design. That's exactly what we'll cover in this guide to get you started on the right track.

How to Create Attention-Grabbing Book and Product Titles

The images on your book cover draw the eye in, but it's your title that helps your potential customer make their buying decision. Here are five tips to help you create attention-getting titles.

- **Evoke Curiosity.** Make them will want to click just to find out what the book about. Here is an example with the bestselling book "***The 5 Love Languages***" This unusual title certainly piques curiosity and people want to know what a love language is and how could there possibly be 5 of them?



The 5 Love Languages: The Secret to Love that Lasts Paperback – January 1, 2015
by Gary D Chapman (Author)
★★★★★ 6,132 customer reviews
#1 Best Seller in Christian Marriage

See all 59 formats and editions

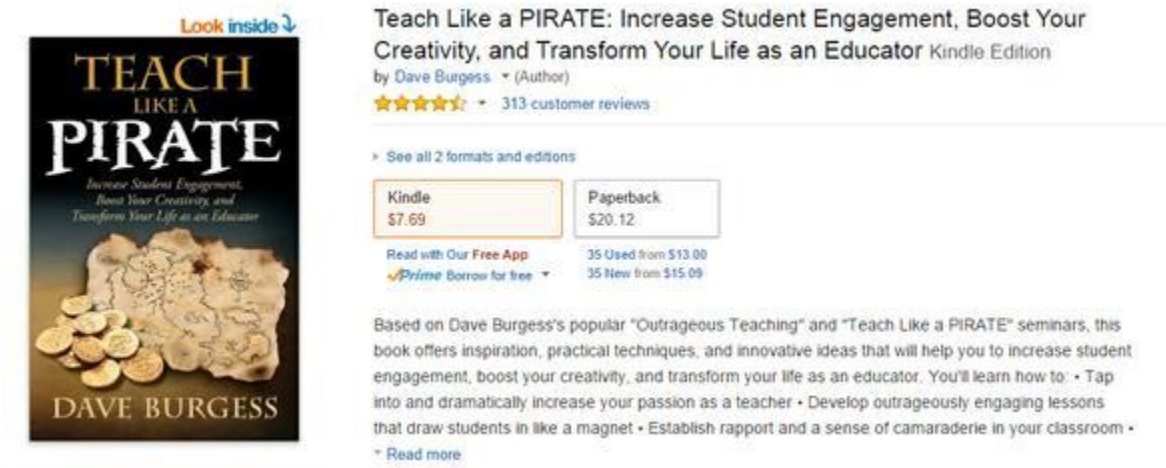
Kindle \$6.00 Read with Our Free App	Hardcover \$16.88 8 Used from \$10.60 50 New from \$10.59	Paperback \$8.83 35 Used from \$6.90 90 New from \$7.53	Audible \$16.95 or Free or Free with Audible 30-day free trial	MP3 CD \$11.83 6 Used from \$15.80 20 New from \$7.85
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Simple Ideas, Lasting Love
Falling in love is easy. Staying in love—that's the challenge! How can you keep your relationship fresh and growing amid the demands, conflicts, and just plain boredom of everyday life?
In the #1 *New York Times* bestseller *The 5 Love Languages*, you'll discover the secret that has transformed millions of relationships worldwide. Whether your relationship is flourishing or failing, Dr. Gary Chapman's proven approach to showing and receiving love will help you experience deeper and
Read more

Listen
See this image

Or here's an example, we've shared before. The book's main title is "***Teach Like a Pirate***," and definitely grabs attention. But note, this isn't just a cute title, which can be the kiss of death of a

book cover. It's still clear the book is about teaching and becoming a great educator. It's just the pirate part that makes the potential customer want learn more.



You could apply this very same model to your books and use a title like, "**How to [INSERT YOUR BOOK SUBJECT] Like a [INSERT CURIOUS IDEA]**" And hey, keep your eye out for another email tomorrow because we'll more fill-in-the-blanks title templates for you.

- **Use Subtitles:** If the title above was just "**Teach Like a Pirate,**" it probably wouldn't get as much attention. However, it's the subtitle of, "**Increase Student Engagement, Boost Your Creativity and Transform Your Life as an Educator,**" that clearly illustrates what the book is about.
- **Show benefits.** Highlight the benefits of your book, so people know how it will help them, For example, "How to..." , "5 Ways to..." , "Your No-Nonsense Guide to..."
- **Tap into emotions.** Great titles often evoke some form of emotion. What makes your target audience excited, what do they fear and what do they hope for?
- **Make sure it flows.** Whether the title is said aloud or in the mind, the title should contain words that are easy to pronounce and remember.

Visual Elements of Your Book Covers:

Your title is an important part of the cover, but it is the visual elements draws in the eye. The cover should have an element or two that grabs attention

That could be done through:

- Color
- Design
- Font
- Main Image

Look through books in your category and even outside your category as well. What covers and titles grab your attention? What books are selling well?

There are also a lot of templates available out there that give you the starting point you need. You can then experiment with those 4 elements until you get the result that you want. That software we mentioned yesterday actually includes a lot of templates and we're really loving it the more we check it out. It will officially be available Monday, so we'll email you as soon as we can.

For now, start brainstorming by looking at bestselling books that are out there right now. What do you see that you can incorporate into your own titles and designs? We'll be back tomorrow with those fill-in-the-blanks title templates that you're going to find very helpful...and then get ready for Monday when you'll be able to start putting your very own designs together.

Book Title Templates You Can Use

These examples are simply templates. You should also include a subtitle where the benefits of your book and what makes it unique can be illustrated. You'll notice that a lot of these templates include numbers. Numbers make your content quantifiable and make your book seem more tangible, even though they're viewing it on a screen.

Mix and match them. Edit them how you'd like to come up with your own unique book title.

#1: _____ Best Resources for _____

This is a great for a free opt-in report or free book.

Ex. "9 Best Resources for Aspiring Dental Hygienists," or "12 Must-Have Resources for Successful Parents."

#2: A Complete Beginner's Guide to _____

This title give the reader the confidence that they can be successful.

Ex. "A Complete Beginner's Guide to Professional Deck Building"

#3: _____ Ways to Avoid _____

Tap into emotions and fears. What does your audience want to avoid.

Ex. "Surefire Ways to Avoid Bankruptcy" or "3 Simple Ways to Avoid Divorce" ...and then follow it up with a positive subtitle or extend the title. For example, "3 Simple Ways to Avoid Divorce and Fall in Love Again."

#4: How to Get/Start _____ on a Shoestring Budget

Everybody wants to save money, so show your readers how you can help them.

Ex. "How to Start a Profitable Home-Based Business on a Shoestring Budget" or, as a variation, "How to Get Great Travel Opportunities without Spending a Dime."

#5: _____ Tricks for _____

A trick gives the impression of something secret that makes a solution easy. It's something they've never heard before and they're willing to try to get the results they want.

Ex. "17 Secret Tricks for Reducing Your Grocery Budget" or "8 Easy-to-Follow Tricks for Shrinking Your Waistline"

#6: Break Free from _____ with/in _____

This one taps into the pain of the reader. What is holding them back and how can you help them?

Ex. "Break Free from Your Smoking Habit in 3 Simple Steps" or "Break Free from Emotional Eating: Take Charge of Your Life and Your Waistline"

#7: _____ Made Simple

Again, your readers don't want things to be complicated, so make it simple for them.

Ex. "Kids Craft Projects Made Simple: 30 Craft Ideas in 20 Minutes or Less" or "Learning French Made Simple"

#8: How to Improve _____ in _____ Days

This title provides a benefit (improve) and a promise of being able to do it in a relatively short time.

Ex. "How to Improve Your Memory in Just 21 Days" or "Easy Ways to Improve Your Writing Skills in 3 Easy Steps"

#9: The _____ You Always Wanted

Tap into dreams and desires. What does your audience really want?

Ex. "The Body You Always Wanted without Dieting" or "The Career You've Always Wanted"

#10: Your No-Nonsense Guide to _____

People want things to be simple and this title shows that you'll give them straightforward information they can apply right away. **Ex.** "Your No-Nonsense Guide to Setting and Achieving Your Goals" or "Your No-Nonsense Guide to Algebraic Equations"

#11: _____ Easy Steps to _____

Here's another one that plays on the desire for things to be simple. It also includes a tangible number, which helps the reader decide, "Yes, I can do this."

Ex. "4 Easy Steps to Buying Your Next at Home at Below Market Value"

#12: _____ Reasons Why _____

You can use this one to highlight a problem. Show your reader you understand their pain and provide them with a solution.

Ex. "6 Reasons Why 95% of Business Fail and How You Can Avoid Being a Statistic"

#13: Stop the _____: Your Guide to _____

This one also taps in to pain or highlights a problem. Use the subtitle to share a solution.

Ex. "Stop the Diet Insanity: Your Guide to Healthy Living and the Body You Were Meant to Have"

#14: The Secret to the _____ of Your Dreams

What is your reader's innermost desire. Help them feel that dream is achievable through your product title.

Ex. "The Secret to the Career of Your Dreams in 5 Easy Steps"

#15: The Lazy [Insert type of person: Man's, Woman's, Homemaker's] Guide to _____

Don't make things harder than they need to be. Let your readers know you'll make them look good without too much effort.

Ex. "The Lazy Homemaker's Guide to Meals Your Family Will Love"

#16: _____ Ways to _____ without _____

Ease your reader's fear by eliminating risk with your title.

Ex. "7 Proven Ways to Lose Weight without Starving" or "3 Steps to Effective Disciplining without Alienating Your Teen"

We hope these are a good starting point for you and make it easy for you to start brainstorming. Grab a pen and paper (or go digital if you prefer) and write down 5-7 ideas, so you can pick out the best one to represent your book or product.

Now let's talk about the next important step...

How to Create Your Book and Product Covers

There are a lot of ecover tools out there that you can use or if you're a Photoshop whiz, you can certainly go that route. But if you don't want to mess with complicated technology and want a reliable tool with NO recurring fees, we recommend Pixel Studio FX...and it's what we're now using to create own covers.

It's called Pixel Studio FX and it makes you look like a professional designer with:

- * Easy point-and-click software that **requires no previous design experience**
- * **Hundreds of ready-made designs** you can use, edit or get inspiration from
- * **8000+ stock images and 6000+ icons/clip art images** to customize your covers
- * Ability to **create your own unique designs** and upload our own images, if you prefer
- * Full **12-module training** to ensure you can master the software in no time
- * Ability to **create Kindle-friendly covers**, so you don't have to be a designer ever again

[The full details are here.](#) You can read all about it at that page or watch an informative demonstration video.

Let's look at some covers we created with the software with consideration of the strategies we've shared so far.

Cover Examples

We've talked about product titles and even showed you where pick up the software to easily make professional eye-catching designs. Now let's put those things together.

We've taken a few of the available Pixel Studio themes and applied some of the title creation strategies we shared yesterday.

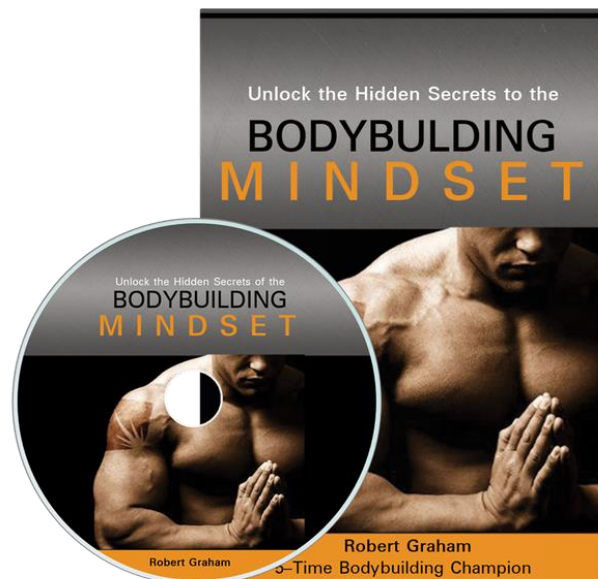
Let's look at a few examples...

Example #1: 37 Easy and Delicious Gluten-Free Pancake Recipes



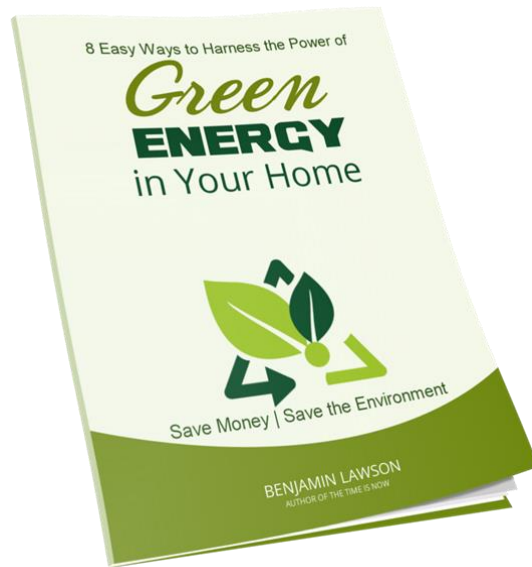
In the above example, the book capitalizes on the gluten-free trend. If you want to sell cookbooks and can tie them into some diet or health trend, it can make it easier to sell. The title is specific in that it offers 37 recipes and they're ready in 20 minutes or less. The benefits are they're easy, delicious and quick to make.

Example #2: Bodybuilding DVD Set



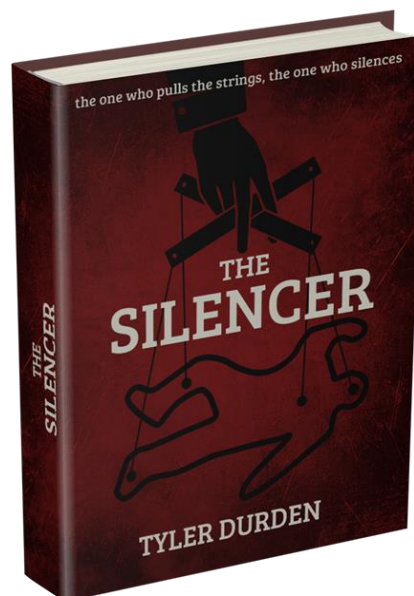
Here we use the power words "unlock" and "secrets" to show this is information you can't get elsewhere. We placed an element of social proof under the author's name. He's a bodybuilding champion, giving him some clout to talk about the topic. Try adding your credentials under your name.

Example #3: Green Energy in Your Home



This cover includes a number of benefits. The ideas are easy, they save money and they save the environment. It also includes power words of "harness" and "power". It's specific in that it includes 8 ways and it's clear the book is about green energy in the home.

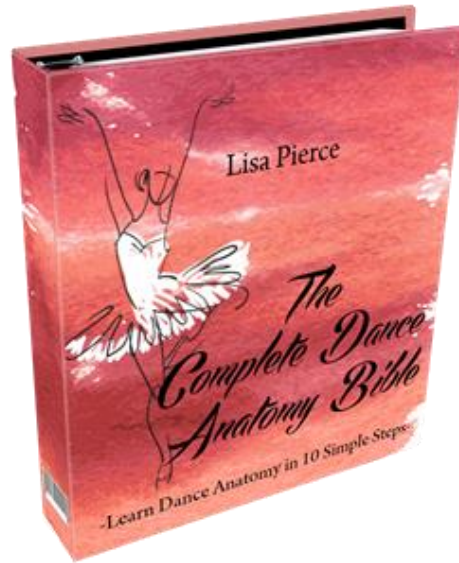
Example #4: Fiction Cover



[Pixel Studio](#) also includes a number of fiction themes that you can work with. This one we published as is, but as you can see, it includes an eye-catching design that could apply to a number of thriller titles. The cover also includes a subtitle to give a clue to what the story is about.

Create your own gorgeous ecovers with Pixel Studio FX. [Get it here](#)

Example #5: The Complete Dance Anatomy Bible



This is a binder design available in [Pixel Studio](#). We've enhanced the original title by calling it the "The Complete Dance Anatomy Bible." Using the words "complete" and "bible" emphasize that this is a comprehensive reference on the topic. The subtitle of "Learn Dance Anatomy in 10 Simple Steps" is specific and illustrates the fact the information is easy to learn.

And again...all these 5 designs are using the templates ***already*** provided in the Pixel Studio software.

We didn't change anything about the look of the designs, but edited and enhanced the text. **Each cover took *less than 10 minutes*** and most of that time was spent thinking about what the text should be. We bet this is something you could do...and if you felt super creative, you can edit the designs in any way you want.

Here's another example that we edited a bit more...

Example #6: Get That Thud Factor

Here's a graphic we created for our Info Product Mastery Class. Because it incorporates audio, video and text elements, we've created a group shot with Pixel Studio. When your customer sees all the different content formats, the perceived value goes up and gives that "thud factor."

If you're not familiar with the term "thud factor," the thud is the sound that a stack of books when you drop them on a table. Even though the product is completely digital, the customer can imagine getting this stack and the thud it would make. But ha...we do hope they wouldn't drop an iPad onto a table, but you get our point. :-)



Putting it All Together

How you create your covers is completely up to you. You can hire someone, go with Photoshop or another ebook cover tool. We personally feel [Pixel Studio FX](#) is the easiest tool out there that offers that most versatility. With gorgeous ready-made templates that you can completely customize, it really is the tool to have on hand.

~ Alice and Ron