




HOOKS *for* BOOKS



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

DEREK DOEPKER

Hooks For Books

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

By: Derek Doecker

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In this guide and the course, I am sharing some of the tips that have worked for me. I have done my best to make it as accurate and complete as possible based on my current level of knowledge, but by reading this guide and going through the course you accept there may be errors made in any aspect of the content. You also accept the possibility for omissions of tips and tactics that resulted in my sales as I cannot remember every aspect responsible for success. Please seek your own legal advice and counsel regarding the laws of publishing content, include your use of other people's work. Nothing in this book is meant to be taken as legal advice.

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If you got it for free illegally somewhere, truthfully I'm *probably* not going to hunt you down. I understand what you may be thinking... "Information should be free!" "I don't know whether this will work... so I don't want to pay for it." "I'm so poor I couldn't buy it anyways."

Not only do I forgive you for taking my hard work without paying me, I'm actually going to share with you one of my biggest secrets to success to help you make money online.

That secret is this: If you want to *get* value (money), you must first **give** value. That means providing valuable content like I've done with this guide and my other books and courses. It means making sacrifices in order to help others. It means getting out of the mindset of "what's in it for me?" and asking "how can I provide something to others so that they will then give me something in return?"

What it doesn't mean is looking for quick-fix gimmicks, loopholes, and tricks. While these may work in the short-term, they rarely lead to long-term success. You see, only in the online world does it seem that people focus on gimmicks, rather than building a real business based on genuine service.

So if you're browsing black-hat forums and pirating copies of guides to learn how to make a quick buck, ask yourself, "What kind of mindset do I have?" One of abundance and giving? Or one of selfish entitlement, that says the world owes me something without me having to do anything for it?

You may think *information* should be free, but it's my *service* of writing and creating this guide, including all the experimentation that went into discovering how to make this method work, that I'm really charging for. It's taken me years of research, losing a lot of time and money, and more sacrifices than you can imagine to discover what I'm handing to you on a silver platter.

I could keep my secrets to myself, but I openly share them (holding nothing I deem important back) for a very small charge, to help others. I've taken many hours of my life that I'll never get back to provide something of value to people so they can achieve similar results to mine. This is because I want to *give* as much as I want to receive.

This guide doesn't lay out any gimmicks to making money, it lays out a method that requires you to first provide *genuine* value to people. If what you offer them isn't valuable, they won't take it and opt-in to a list, *even if it's free*. Realize that whether or not you purchased this guide

or got it for free, it's going to require real work and real sacrifice to actually make this (or any other legitimate) method work to help build an online business.

Does your mindset and behavior demonstrate a willingness to make that sacrifice?

I'll let you decide that for yourself....

Who Are You And Why Should I Listen To You?

My name is Derek Doepker, and not too long ago, I was a struggling internet marketer. Like many people, I had the aspiration of making a full-time, job-quitting income online. I had dreams of pursuing my passion for music, and being a dead-broke, valet parker dealing with some of the world's rudest customers was starting to wear down my patience.

So I did what a lot of people do when they discover internet marketing, I bought every captivating WSO, and jumped from product to product trying to make something work. I really DID do the work, but things weren't ever quite as easy and guaranteed as the sales copy made it out to be.

When I discovered kindle self-publishing, I quickly recognized this could be the answer I was looking for. Given that Kindle ebooks are rapidly growing in popularity, that there is very little cost involved to create a kindle book, and that Amazon would provide all the traffic of hungry book buyers I could ever want, it seemed like the perfect opportunity to grow my fitness brand and books that I had already written. Plus it would be nice to bring in some extra income on the side. (Little did I know how much extra income).

To make a long story short, after months of publishing books, running promotions, and not seeing much in the way of results, I finally had a breakthrough. In December of 2012, I launched my third book "50 Fitness Tips You Wish You Knew." Utilizing everything I knew on how to promote books and getting some help from mentor Tom Corson Knowles (author of The Kindle Publishing Bible), I saw the true power of Kindle publishing as my sales *exploded*. I made over \$5,383 in 11 days from that one kindle book. You can learn more about how I did that [here](#).

Since then, I've become somewhat of an expert on Kindle publishing and what it takes to not only make money on kindle, but to absolutely *dominate* it. I've since taught over a thousand people from all over the world on how to publish and market their kindle books.

Some of My Results



SOME OF MY CURRENT NON-FICTION BOOK SALES IN FEBURARY 2014

o-date unit sales covering period 02/01/2014 to 03/01/2014

Title	ASIN	Units Sold	Units Refunded	Net Units Sold	Units Borrowed*
		1128	6	1122	38
		376	9	367	46
		156	4	152	3
		111	7	104	21
		89	3	86	35

What's The Big Deal About Book Titles?

Before going any further, let me note that “title” refers to the title AND subtitle combination.

In my time coaching students, I noticed that one of the biggest things holding them back from success was they missed the most important *first* thing you need to do to make a sale.

Without doing this one thing first, your book will be lost among a sea of competing books, because people won't even stop to check out your book. If you can do just this one simple thing, you'll set yourself apart from 90%+ of all the other self-published authors out there, and compete in the big leagues.

That one thing you MUST do first is *get a person's attention*! No attention = no sale.

The way to grab attention in the book world is with a great/right title and cover. If my book “50 Fitness Tips You Wish You Knew” was simply called “50 Fitness Tips” and didn't have the “You Wish You Knew” hook, I can guarantee it would NOT have become a #1 bestseller. It might not have even cracked the top 20.

Remember this:

You will NOT be massively successful without the right title and a great cover! You CAN be successful with the right title and a great cover EVEN IF you screw up a lot of other things!

I eventually became *obsessed* with discovering why certain book titles grab attention and other titles don't. I spent a couple days in Barnes and Noble bookstore as well as on Amazon browsing through *thousands* of books to find which titles grabbed my attention.

From that research, I compiled a list of over 500 book titles that had some sort of hook to them – even if it was just a single word that I found that made it stand out compared to the books next to it. I should note the examples in this guide isn't a list of *all* the best book titles of all time. You'll notice many great book titles aren't included on this list. Rather it's a list of current book titles that had *something* about them that made me curious to check them out. I.E. They all have a hook.

What is a hook?

It's just my way of saying it's something that grabs attention and makes a book unique. In some cases the hook is very unique and captivating while in other cases it's just a simple point of distinction that makes it a *little bit* different from all the books in the same category.

As a self-published author, if you're just starting out, you can't rely on your reputation to sell books for you. Instead, you need to *make* people pay attention to YOU when there are thousands of other books competing for their attention. With this guide, you'll be on your way to doing just that.

Your Success Depends On *This* Process

I want to note that no matter how helpful this guide is, it's still a trial-and-error, **experiential learning** process to create great book titles. It's just like learning any new skill, in that transferring intellectual "book" knowledge into real world competency takes time and practice. You don't get better at driving a car by reading about driving a car, and you don't get better at crafting good book titles by simply reading or listening to tips on creating book titles.

So I HIGHLY encourage you to actually go to a bookstore in person, as well as go online, and go through the same process I went through of browsing through books to see what grabs your attention. You don't have to spend days on end doing this like I did, but you should spend at least an hour. After all, what's an hour investment into the entire future of your book publishing business?

The experience you get from actually going through this process and pretending to be a book buyer is something that cannot be replaced. Once you start to *feel* inside of your body how some titles grab you and others don't, then you'll have firsthand knowledge of the impact of book titles. The best part is when you find a title that REALLY grabs your attention, you can ask yourself, "How can I apply what they're doing to my own books?"

I'll be explaining my experience in this book, and fortunately for you I have years of study in marketing, psychology, and influence to explain why certain things work the way they do. That being said, don't get too caught up in the gritty details if you find it to be too much. If you find yourself getting overwhelmed, remember that you can always bypass the analytical approach, and take the intuitive route instead by exposing yourself to many good examples of great book titles and pondering for yourself what it is that makes them great. Eventually you'll be able to successfully mimic and model what other authors and marketers have done, even if you can't always explain why it works.

How to Use This Guide

In the first part of this guide, I'm going to be laying out the psychological underpinnings of what every title needs, and how to craft a captivating title that grabs a reader's attention.

The latter half of the book is a reference guide of over 500 book titles I've found that have some sort of hook. They're divided up differently in each section. The first section has them divided by the positioning they use to speak to the reader on an emotional level. The second section is divided by niche.

Following this are some templates you can use to jumpstart your title and subtitle ideas with actual book examples from the list of 500+ titles.

The final section contains "power words" that tend to grab attention either on their own or when combined with other words. You can browse through these power words for inspiration, or you can browse them for ideas of synonyms to current words you already have in your title.

What Do You Need For A Great Title?

I'm going to make the argument that if you're a self-published author and you're just getting started, you can't necessarily get away with what other more established authors may be able to do. The reason being is that some authors can sell books on their author name alone, while you need to focus on having a catchy title to really grab people's attention.

It's not just about having a great title however. It's about having the "right" kind of title. A title that accomplishes certain objectives.

A good title and subtitle combination will ideally do these three things:

1. It grabs attention (hook) – Answers the potential reader's question "What will I get from reading this book?"
2. It clearly establishes the target audience – Answers "Is this book relevant to me?"
3. It shows how the book is unique (bonus) – Answers "Why should I check out this book instead of another book on the same topic?"

The title or subtitle needs to be clear to what the book is about and who it's for. A mistake some authors make is they get so cute with their title that no one knows what it means. Although you can usually blend the two, if you had a choice between a catchy hook that is unclear about the book's message vs. a boring title that is clear about the book's message, you're better off going with the boring but clear title.

If the title isn't clear about the book's content, then I suggest using a subtitle to clarify. The book "[Manology](#)" uses a broad title that is unclear as to the exact nature of the book. The subtitle "Secrets of Your Man's Mind Revealed" however specifies exactly what it's about and who the target audience is.

The hook can be a tricky part for people first learning this, but there are a few methods that can be done to automatically create a hook.

First, you should understand that the ways to grab attention include:

1. Curiosity
2. Surprise and Humor
3. Controversy
4. Specific or Powerful Benefit
5. Novelty

As long as your book has one of these elements, you have the bare minimum requirement to hook a person's attention.

It is HIGHLY SUGGESTED to have the hook somewhere in the title or early on in the subtitle. The sooner you get to the hook or unique selling proposition, the better.

Keep in mind many book titles may include a combination of these elements such as being funny and controversial. Also, ALL non-fiction book titles should have some sort of benefit in them. It's just that the benefit may not be the "hook." You'll see what I mean in just a moment.

Let's take a look at each one of these in depth, and see some specific examples.

Curiosity

Curiosity is my personal favorite way to grab a person's attention. The feeling of curiosity is what drives people to eagerly anticipate the next episode in their favorite TV series. While benefit-driven titles will always have their place, adding curiosity to the mix can give you an edge in highly competitive niches.

Curiosity Themes

Be on the lookout for these themes among the various examples of curiosity driven hooks.

- Secrets or insider information
- “Know”- or “Need to Know”-type phrases
- Uncommon results or uncommon method (also ties to novelty)

Curiosity Case Studies

Note: With these case studies, keep in mind that I'm simply giving you some insight into what I have done or have seen others do. There are no absolute rules. You shouldn't assume that just because I did something and because I'm a genius that you should do it too. There are plenty of ways anything I do could be better, and each person's book will speak to a different type of demographic.

MY PERSONAL BOOKS

[50 Fitness Tips You Wish You Knew: The Best Quick and Easy Ways to Increase Motivation, Lose Weight, Get In Shape, and Stay Healthy](#) by Derek Doepker

The simple hook of “You Wish You Knew” is an essential component to this book's success. One thing to point out is that I came up with the hook for this book (as well as most of my books) *before* creating the content. That means the hook and unique selling proposition are so important, I figure them out *first*, before writing.

Another aspect of the book is that I focused on the idea that there's a lot of health and fitness information out there, but what's in this book is either *different* or *superior*.

The word “you” is the most powerful word in copy writing, and I use twice. You'll see the word “you” come up quite often in book titles and ad copy.

Now I know some people are going to be tempted to just stick on “you wish you knew” to their book titles and call it a day. While I can't blame you for modeling my awesomeness, nor can I take credit for inventing the phrase, I would caution you against this unless it really makes sense for your book. Remember, this hook was what I built my book around. I didn't just simply slap on the words to the title because I thought it sounded cool. Instead, understand WHY it works and you can come up with anything that accomplishes a similar psychological outcome.

The use of the words “best” as well as “quick and easy” are important to note too. People always want to know what the best of anything is, and many of my tips are designed for people who are busy.

[Why You're Stuck: Your Guide To Finding Freedom From Any Of Life's Challenges](#) by Derek Doepker

Notice that the intriguing hook here is “Why You're Stuck.” If I called it “Get Unstuck,” this would have been a benefit-driven title. Nothing wrong with that, but it's not very strong, and there are other books with a similar title. In other words, “Get Unstuck” by itself would lack the hook I need (which could be compensated for by a hook in the subtitle).

Starting with the word “Why” automatically creates curiosity. It triggers the question “Why AM I stuck?” in a person's brain. You can, of course, use this with any type of book in the title or subtitle to engage a person's curiosity. EX: “Why You Can't Sleep”, “Why Good People Suffer”, “Why Dieters Stay Fat”.

It's not until the subtitle that I get to the benefit, which in this case is “Your Guide To Finding Freedom From Any Of Life's Challenges”

Here's a clever psychological trick I used. I didn't make this “A Guide,” but rather I made it “Your Guide.” Can you feel a difference there? This simple change in wording all of a sudden creates a personal connection to the material.

Another option would have been to go with “*The Ultimate Guide To Finding Freedom From Any Of Life's Challenges.*” Using “The Ultimate Guide To...” is a common approach and one I recommend, but it didn't feel as appropriate for this type of book.

[How To Stick To A Diet: The Ultimate Guide To "Hacking" Your Brain For Unstoppable Motivation And Lifelong Diet Success](#) by Derek Doepker

This book has a somewhat ordinary but straight-to-the-benefit title of “how to stick to a diet.” By itself, this is functional albeit nothing to write home about. The hook in this case is the phrase “The Ultimate Guide To Hacking Your Brain For Unstoppable Motivation.”

The first part, “The Ultimate Guide To,” is something you'll see on a LOT of books. That's because it works. The second part about “hacking your brain” adds a bit of curiosity and intrigue to the mix. You might wonder, “how can I hack my brain?”

The final part uses what I call a “power word” which you'll have a reference guide for. These are words that stand out and grab attention. Compare “Hacking Your Brain For **More** Motivation” with “Hacking Your Brain For **Unstoppable** Motivation.” It's a subtle difference, but one simple word change can create noticeably more impact.

OTHER PEOPLE'S BOOKS

[50 Secrets of the World's Longest Living People](#) by Sally Beare

The first curiosity trigger is a specific number. Numbers create curiosity simply by making people wonder “what are those 50 things?”

The second and primary curiosity trigger is “secrets of.” Anything related to secrets is utilizing our psychological desire to know secret or inside information.

Finally, the idea that it’s the “longest living people” also creates curiosity because of something I call an uncommon result. Experts or outliers in any area are assumed to know things we don’t.

This triple combo creates a strong curiosity pull, in which the benefit is implied rather than explicitly stated. It doesn’t outright say, “you’ll learn to live longer,” but notice how you automatically make that assumption if you’re learning the secrets of the longest living people?

[I Shouldn't Be Telling You This: Success Secrets Every Gutsy Girl Should Know](#) by Kate White

“I shouldn’t be telling you this” instantly grabs your attention because it seems like something I call “forbidden knowledge.” It’s another way of saying a secret. The subtitle then goes to spell out the word “secrets every gutsy girl should know.”

A common theme in curiosity driven titles to notice are phrases like “should know,” “need to know,” “must know” “XYZ person knows” “want to know” etc.

[How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows](#) by Gregg Michaelsen

This title has two hooks. A strong benefit “get your ex back fast” and the curiosity of being able to toy with the male psyche and learn what only a dating coach knows. The thing to notice here is that it doesn’t say “secrets a dating coach knows” but rather *implies* secrets by using the phrase “skills ONLY a dating coach knows.”

This is a way to get around the word “secret” if you find it’s too cliché in a particular niche.

[The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month](#) by Jennifer Jolan

This is another title with a strong specific benefit, but the curiosity component comes with the word “secret.”

However the REAL curiosity trigger is the phrase “5-Second Flat Belly.” Instantly you wonder “how the heck can you get a flat belly in 5 seconds? Or what can I do in 5 seconds that will help me get a flatter belly?”

This is an example of what I call “uncommon results” or “uncommon method.” The more unconventional a result is, the more curiosity it triggers. This also ties into the novelty aspect of

grabbing attention. Even though I divide these up into different ways of getting attention, it's very common for there to be some carryover between them.

[**WTF Are Men Thinking?: 250,000 Men Reveal What Women REALLY Want to Know**](#) by Christopher Brya and Miguel Almaraz

Simple point – if you ask a question in your title, you're more than likely triggering curiosity. ESPECIALLY if that question is the exact question in your target readers mind.

The use of the word "reveal" is another way to imply that the information is secret without using the word secret.

Notice the use of the word "know" at the end as well. Are you seeing the pattern yet with using the word "know" or "knew?"

[**1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview**](#) by Nancy Schuman and Burton Jay Nadler

I should note I'm not a fan of 1,001 because this number to me seems overwhelming for this niche. I don't want to memorize 1001 phrases just to get a job!

Ignoring that, what does stand out is "you need to get a job." While the word "know" isn't in there, it's implied. Meaning you could just as easily say "you need *to know* to get a job."

Think about how powerful this title is for a second. If you NEED to know this, and you don't read the book, doesn't that mean you probably won't get the job? By telling someone they need what's in a book, it automatically makes them curious to want to check it out.

Even more sneaky is that it makes them UNCOMFORTABLE to pass by the book because of the risk they're potentially taking in *not* knowing this information. It actually hurts NOT to buy a book like this (if it's relevant to your needs) after you read the title. Pretty powerful stuff!

This is the effect that is also created with "you wish you knew" and other titles that imply you're missing out on something very important or useful by not having the book. This means if you can create a sense of loss in a person who may not read your book, that pain from the sense of loss will actually trigger them to buy (or learn more) as much or more than the pleasure they hope to gain. Just be sure to use this knowledge in an ethical and honest way. I never force this into any of my books if it doesn't make sense.

Surprise and Humor

Surprise and humor go somewhat hand in hand. While you have to be careful with sensitive subjects when using humor, there's a saying in sales about "be funny to make more money."

Humor can be a great way to contrast your book against what might be relatively boring titles in your niche.

Surprise and Humor Themes

Be on the lookout for these themes:

- Absurdity
- Brutal Honesty
- Relatable

Surprise and Humor Case Studies

[**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**](#) by Eli Sussman

The title in itself is a strong-benefit title with "the best cookbook ever." It is also funny because it's a bit arrogant to claim you have the best cookbook ever.

Then just to take it to the extreme, the subtitle is filled with adverbs (words that end in *ly*), and continues on for an absurd length. I'm probably not the person to teach how to be funny (because it just comes so naturally to me), but as a simple rule of thumb, taking things to the extreme can make something funny.

I should note if you're taking this type of approach, it would be recommended to have the rest of the book's content follow a similar light-hearted style.

[**Shut Up, Stop Whining, and Get a Life: A Kick-Butt Approach to a Better Life**](#) by Larry Winget

[Larry Winget](#) has many books that would fall under the funny/controversial attention grabbing theme. In this case, the humor is generated by what I call radical honesty. "Shut up, stop whining, and get a life" is the kind of thing we may secretly want to tell people, but hold ourselves back because of tact and political correctness.

This pull-no-punches approach can be a great attention grabber if it fits your style.

[**Living with Your Body and Other Things You Hate: How to Let Go of Your Struggle with Body Image Using Acceptance And Commitment Therapy**](#) by Emily K. Sandoz and Troy DuFrene

This title uses the approach of relatability. Notice how it starts out with “living with your body” which is normal, and then you get the surprise/humor once you reach the words “and other things you hate.”

If you’ve ever laughed at a comedian’s joke not because it was absurd, but because it was “so true” and you knew exactly what it was like, you understand this concept. You’re taking something your target audience can relate to and making a joke out of it.

The good news about this approach is that it’s funny and attention grabbing, *but* you can still maintain a somewhat serious approach in the actual book content.

[Raise Your Hand If You Have Issues](#) by Michael Baisden

This is utilizing the exact same concept of connecting with the reader through something we can all relate to. It doesn’t take itself too seriously by making a joke out of the fact that we ALL have issues in some way or another.

Controversy

I'm using the word "controversy" very lightly here. I don't recommend books that are so controversial that they'll turn a good portion of people off. Rather, it tends to mean books that go against the grain in some respect. The use of curse words is a simple example of a book that will be attention grabbing by virtue of controversy.

Controversy Themes

- Strong language
- Brutal Honesty
- Against the Grain

Controversy Case Studies

[**You're Broke Because You Want to Be: How to Stop Getting By and Start Getting Ahead**](#) by Larry Winget

This is another example of brutal honesty, but in a way that will potentially irritate some people. While this has the potential to turn-off some people from checking out the book, the payoff is it gets a LOT of people to pay attention that otherwise might not.

Notice how even though the title is controversial, there's still a benefit in the subtitle. The title gets your attention and the subtitle delivers the promise of what you'll gain by reading the book.

[**Running SUCKS! - Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises**](#) by Jennifer Jolan and Rich Bryda

Simply using the word "SUCKS" is attention grabbing in itself. This is the power of strong language.

The controversial aspect is that it's counter to conventional thinking. Isn't running supposed to be good?

It's also funny because so many people can relate to the idea of hating running. This will naturally appeal to that demographic.

Finally, notice once again the benefit in the subtitle. You can get their attention with controversy, then you deliver the benefit after they're hooked.

[**Book Marketing is Dead: book promotion secrets you MUST know BEFORE you publish your book**](#) by Derek Murphy

The controversy here is that it's against the grain to say book marketing is dead. Should you not market your books? You don't really know the answer until you read more.

It does, however, still deliver a benefit in that you're going to discover book promotion secrets. This is a great example of tying controversy with curiosity.

Finally, I should note the word "dead" has a powerful effect. I consider words like "die" and "dead" to be power words because seeing them instantly grabs your attention.

On a side note, notice the use of curiosity in the subtitle with "secrets you MUST know..." which also creates pain if you ignore the book. What if you don't know these secrets, and you decide to publish anyway? Could you be screwing yourself over? That's what people will be wondering if they read that!

[Kill Your Blog: 12 Reasons Why You Should Stop F#\\$%ing Blogging!](#) By Buck Flogging

This title hits controversy from two angles. The first angle which we saw with the previous example is by going against the grain. Isn't blogging supposed to be good? Why is this author telling us not to blog?

The second controversial aspect is that it uses strong language. Even though they don't spell it out, just seeing or hinting at curse words will grab a person's attention. The third thing is the author has a funny name which might not work for people who prefer to use their real name, but certainly works well if you want to use a pen name to grab attention!

[Ignore Everybody: and 39 Other Keys to Creativity](#) by Hugh MacLeod

This is a perfect example of recommending something against the grain. We're not taught to ignore people, but in this case it's positioned as one of the keys to creativity.

This could also be considered a surprising and humorous title as well.

Specific or Powerful Benefit

We've covered the concept that every book title should have a clear benefit. So what determines whether a benefit is a hook or not?

I say that a benefit becomes a hook when it is specific or powerful. For instance, "Lose Weight" is a benefit, but it's not specific or powerful. "Lose Weight Fast" is more specific, but still quite common for the niche. "Lose 20lbs in 20 days" is VERY specific, and paints a clear picture of the results the reader will obtain. *That's* the point it becomes a hook.

Powerful benefits are usually something with a special quality to them. It's the difference between "Chicken Recipes" (no hook or benefit), "Great Chicken Recipes" (weak benefit) and "The Best Chicken Recipes of All Time" (powerful benefit) "The Best Chicken Recipes Of All Time You Can Make In 20 Minutes Or Less" (powerful AND *specific* benefit)

Specific or Powerful Benefit Themes

- #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. "Make Anyone Fall In Love With You"
- ABC Without XYZ – "Self promote without being a jerk"

Specific or Powerful Benefit Case Studies

[Perfect Phrases for Resumes](#) by Michael Betrus

This goes to show you the power of one word. In this case, it's the word "perfect." Notice the amount of certainty you feel knowing you'll have the *perfect* phrases to put on your resume?

Compare this with "Great Phrases For Resumes" and you can see how it just doesn't quite have the same effect. If you can give someone something that is "perfect" or "the best," then you're providing them a benefit above and beyond things that are simply "good" or "ideal."

[The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It](#)

The number 10 creates *specificity*, and the words "best-ever" creates a *powerful* benefit. This simple title instantly grabs your attention, because who doesn't want to learn the best of the best techniques?

I will note that it also adds a little curiosity by stating "understanding how your brain makes you anxious" which triggers the question, "how *does* my brain make me anxious?"

[How to Make Anyone Fall in Love with You](#) by Leil Lowndes

The powerful word here is “make.” “**Make** someone fall in love with you” has a different feeling than “**Get** someone to fall in love with you” although both could work.

The second specific (although in a certain sense vague) benefit is that this will work with ANYONE. You’ll remember that Anys and Everys are a common way to add power to your benefits. “Make ANYONE Fall In Love With You” has a different impact than “Make People Fall In Love With You,” although once again, both could technically work.

Finally, “fall in love with you” is a powerful way to phrase the benefit. It could be said “love you more” but this obviously would fail to paint the same picture as people falling in love with you.

[**Make Every Man Want You: or Make Yours Want You More**](#) by Marie Forleo

Once again we see the word “make,” which gives you an overwhelming sense of power and control when you think about being able to force people’s hands. This speaks to our desire for significance, which you’ll learn about later.

We also see the use of our “Anys and Everys” with the phrase “Every Man.”

Finally the benefit is that you’ll get to be wanted. This works well for both women and men (make every woman want you), because we all share the desire to be wanted, loved, and approved of by others. This is speaking to the core needs we have as human beings, without all the fluff, making it *very* powerful.

[**Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days**](#)

This title has a specific benefit in that you’re not just going to reverse aging, but do so IN A WEEK. This is part of the timeframe aspect of a specific benefit.

You’ll see the word “ultimate” come in which is one of the more common power words in titles.

Finally, you get another recap of the week theme, only this time it actually spells out “7 days” at the end of the subtitle to give that added specificity.

[**Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them To Buy**](#)

This is a title that doesn’t have one single particular hook, but is more benefit-driven all throughout.

“Web Copy That Sells” is a simple and yet surprisingly attractive title because it goes straight to the point – MAKE SALES.

The subtitle adds to the power of the benefits by using power words like “revolutionary” and “killer.”

I like this title because it shows you don't have to be overly flashy and hyped up to hook people effectively.

The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love

This title is the epitome of a specific benefit. The title and subtitle both talk about losing a pound a day in different language. Then to add to the specificity, you get a powerful benefit of *being able to eat the foods you love*.

Lose a pound a day AND eat foods I love... how does it get any better than that!?

How to Self-Promote without Being a Jerk

This is an example of a powerful benefit by utilizing the formula of "ABC benefit *without* XYZ undesirable thing." Learning how to self-promote is a benefit, but by itself, it's not all that compelling. What this title does is take an objection to self-promotion, coming across as a jerk, and removing the reader's fears about it.

In other words, the real benefit is "Self-promote and still be liked."

To make it even more simple psychologically speaking, it's really saying "Get the pleasure, avoid the pain."

By making things broader like this, you can reverse-engineer why titles work and come up with something completely brand new.

"Get ripped without setting foot in the gym." "Cook world-class meals without spending more than 10 minutes in the kitchen." "Build your 6-figure business while still enjoying life."

Novelty

Novelty is the word I use to describe something that stands out simply by being out of the ordinary. Novelty and curiosity often go hand in hand, in that novelty tends to trigger curiosity.

In a certain respect, any book with a unique selling proposition that's not common could be considered novel. That doesn't, however, mean that it's the novelty that jumps out and grabs attention.

At this point, I will note that some books don't need a particularly strong hook if they're very unique. If you have a book written for a very specific audience that no one else is catering to, then that can in itself be the hook. An example would be something like "productivity for real estate agents" where there wouldn't be a lot of other similar books.

Novelty Themes

- Made up words and play on words
- Uncommon method
- Special or unique audience

Novelty Case Studies

[Mini Habits: Smaller Habits, Bigger Results](#) by Stephen Guise

This was one of the bestselling non-fiction books at the time of creating this guide (and a great book to read). I believe it peaked in the top 20 of all Amazon Kindle books, and it's a good example of a deceptively simple and yet effective title.

It's clear enough that the book is about developing habits, but you're still left wondering, "What is a mini habit?"

While the title isn't overly flashy or hype-filled, it creates just enough intrigue with the novel idea of "Mini Habits" to generate an interest in learning more. I should note Stephen runs a popular blog and the success of this book (or any book) isn't *only* due to the title, but it goes to show that a simple title can still work very well.

You also get the uncommon results aspect in the subtitle that generates curiosity. Doing less and getting more is not how we're taught to think, so you're left wondering, "how this is possible?"

Another example of this would be "eat more food and lose more weight." Anything contrary to what we're conditioned to believe creates an element of intrigue.

[Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#) by Roger Dooley

This book title has two made-up words, "brainfluence" and "neuromarketing." The novelty of these words also triggers curiosity because you want to know what they mean. Notice that

even though the title is vague, you get a *clear* benefit in the subtitle that this is a book for people interested in marketing and sales.

The Can't Cook Book: Recipes for the Absolutely Terrified! By Jessica Seinfeld

This book takes the approach of marketing to an unconventional audience. It's a cookbook for people who can't cook and are generally scared to try.

Now it could have just as easily been titled "Easy Recipes For Beginners" which would be something you see quite often in the self-publishing world. Pay attention to how they're still targeting beginner "non-cooks," but do so in a way that is somewhat humorous and novel.

It also uses emotional language like "absolutely terrified" which paints a nice picture. If a person that is completely terrified of cooking can make these recipes, CLEARLY they must be easy and beginner friendly!

Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat by Quentin Bacon (Photographer), Ellen DeGeneres (Afterword) , Roberto Martin

This is another example of a book with a unique target audience. Vegan cookbooks are quite common, but this one is positioned specifically for people who are meat lovers. The stark contrast between the words vegan and carnivore in the title grabs your attention even before you read through the whole title.

Banish Clutter Forever: How the Toothbrush Principle Will Change Your Life by Sheila Chandra

The novelty here is with the concept of the "toothbrush principle." Notice how this triggers your curiosity as well. The toothbrush principle is clearly not something most are going to be familiar with, making it a novel concept.

To add to that, it states a powerful benefit that the toothbrush principle will *change your life*. I like how this title ties in a benefit-driven title and subtitle, while subtly using novelty to trigger your curiosity.

Quick Tips To Spice Up Your Title

The following suggestions can help you create a spin on your title or subtitle that adds punch. These are merely suggestions. Trying to force these into a title unnaturally is not recommended.

Use “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. You'll notice the emotional difference between phrases like “The Top 10 Mistakes You're Making” vs. “The Top 10 Mistakes People Make.” Pay attention to how many book titles incorporate these words.

Use Adjectives and Adverbs

Words like “top,” “best,” “fast,” “easy” and so on, grab a reader's attention due to providing a benefit. Just don't go overboard, or you can sound overly hyped up, unless, of course, that's what you're going for. <http://www.enchantedlearning.com/wordlist/adjectives.shtml> (Note that these are in alphabetical order and make a great reference when trying to come up with alliteration.)

When appropriate, find synonyms that are more emotionally engaging using <http://thesaurus.com>. Even better, refer to the power words section of this book for ideas.

Here are some examples of using synonyms:

- Great vs. Irresistible
- Easily vs. Effortlessly
- New vs. Cutting Edge

Adverbs are words that end in “ly” like easily and effortlessly. Can you feel a difference between “a simple method” and “a surprisingly simple method?” Note that one isn't always better than another. These are things to experiment with. Remember you can change many words INTO adverbs by adding “ly” to the end.

Utilize Numbers

Using numbers and lists: “Top 10...” “7 ways to...” are a **proven** way to grab attention. Numbers help convey the impression of simplified and/or systemized.

- 50 Fitness Tips You Wish You Knew
- 23 Anti-Procrastination Habits
- Make Him Beg To Be Your Boyfriend In 6 Simple Steps

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

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 will be simple and easy enough that they can understand and utilize it

Alliteration

Alliteration is when the beginning of two words sound alike. “Simple steps” or “fifty fitness” are examples of alliteration. I would estimate approximately 50% of book titles have alliteration somewhere in them.

Rhymes

Rhyming is a way to make something more catchy and memorable. It has the potential to be a little cheesy, so be careful with it. Alliteration is usually a “safer” option.

Easy Inspiration

Browsing Unrelated Books

While it's great to model the buzz words used most often in your specific book's genre, sometimes you can get great ideas from looking at completely unrelated books. This is the key behind my formula for innovation: **Imitation + Creation = Innovation**

By looking at unrelated books and asking yourself "how can I apply this to what I'm doing?" you'll be able to generate more outside-the-box ideas.

For instance, I was in the bookstore looking at recipe books and just left the vegan recipe section to move on to the arts and crafts section. In the arts section I saw the book [Sewing School: 21 Sewing Projects Kids Will Love to Make](#) by Andria Lisle and Amie Plumley.

Using the subtitle "21 school projects kids will love!" as a springboard, I then asked myself, "How can I do something similar in a different niche?"

Having just looked at the book [Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat](#) by Quentin Bacon, Ellen DeGeneres, Roberto Martin and Portia de Rossi, I combined the two elements to create this subtitle:

"50 Vegan Recipes Carnivores Will Love!"

Notice how I imitated both, but was creative enough that the subtitle is brand new?

If I were to add a title, I could also model the vegan book and switch some words around. Here are some ideas I quickly brainstormed just playing off of these two titles.

- **You Won't Miss The Meat: 50 Vegan Recipes Carnivores Will Love!**
- **Surviving Veganism: 50 Vegan Recipes Carnivores Will Love!**
- **The Ultimate Meat Eater's Vegan Survival Guide: 50 Vegan Recipes Carnivores Will Love!**
- **The Meat Eater's Guide To Veganism: 50 Vegan Recipes Carnivores Will Love!**
- **Vegan Cooking For Meat Addicts: 50 Vegan Recipes Carnivores Will Love!**
- **Vegan Cooking For Meat Lovers: 50 Vegan Recipes Carnivores Will *Crave! (*I opted to remove the two instances of the word love here and replaced with crave – a strong power word that creates alliteration between the words carnivore and crave)**
- **The Ultimate Meat Lovers Guide To Vegan Cooking: 50 Vegan Recipes Carnivores Will Crave!"**

That's seven titles I quickly came up with by modeling two different book titles. The key point is to notice how these titles, while perhaps not the greatest titles of all time, are FAR more engaging than the typical titles you see from self-published authors like **"Vegan Cooking: Healthy Vegan Recipes For People Going Meat-Free."** If you're still awake after reading that

Hacking Human Psychology

The better you understand what your target reader wants on an emotional level, the easier you can connect with them.

There are a lot of psychological models to work with, and for the sake of this guide I'm going to focus on Human Needs Psychology pioneered by Tony Robbins and Cloe Madanes.

To sum it up, there are 6 basic human needs we all have:

- Certainty (Comfort)
- Variety (Uncertainty, Novelty, Entertainment)
- Connection
- Significance
- Growth
- Contribution

You'll notice a paradox here, and that is we want certainty AND uncertainty/variety. Without a degree of certainty, life would be chaotic. Without a degree of uncertainty, life would be boring.

Connection and significance also operate as two opposing forces. Connection is our desire to *fit in* and be part of a group. Significance is the desire to *stand out* and be special.

Many things that you enjoy the most in life fulfill several if not ALL of these needs simultaneously.

Getting into the realm of books, all non-fiction books that are designed to help people solve a problem are on some level speaking to our desire for *certainty*. We want to get answers and clarity to things we don't know.

Books that are meant for entertainment purposes, however, speak more to our desire for *uncertainty/variety*. To illustrate this, you may be pissed off if someone revealed what happens at the end of a novel you're reading. You'd feel like the surprise was spoiled.

Of course, most great non-fiction books will provide certainty through giving valuable insights, BUT ALSO be entertaining at the same time. This means that you need to learn how to speak to multiple needs at the same time.

Before getting to that though, let's take a look at some specific examples of book titles that speak to these varying needs.

Certainty

Words like best, proven, guaranteed, simple, easy, step-by-step, and formula all speak to our need for certainty. You don't have to be left wondering if it works, or if you'll be able to do it.

[Why You're Stuck: Your Guide To Finding Freedom From Any Of Life's Challenges](#) by Derek Doepker

Remembering that people suffer if they go toward one extreme of boredom, or to the other extreme of chaos and confusion, I need to figure out where my target audience is, and to where they want to move closer.

In the case of people who are going through challenges in life, they're often looking for answers (certainty). Therefore, this title speaks directly to them by offering them an answer to the question "Why?" "Why is this happening?"

This book title clearly helps a person see that they're going to have more clarity and less confusion when they're done reading it.

[Perfect Phrases for Resumes](#) by Michael Betrus

The use of the word perfect provides **absolute** certainty. Can you be any more certain than knowing you're doing what's *perfect*? Of course not. People who are trying to write a resume may have a lot of uncertainty about the process, which this book will clearly solve.

[The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It](#)

There are a lot of anxiety management techniques out there, but a person may be uncertain as to which ones really work. Using a phrase like "best-ever" creates certainty in knowing that you'll be getting the best of the best.

The subtitle also will answer people's question about how the brain makes them anxious, giving them more certainty.

Variety

Anything that provides people with a multitude of options, something brand new they've never seen before, and/or entertainment, will speak to their need for variety.

[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](#) by Eli Sussman

This is a title that speaks more to a person's desire for entertainment when they read the book more than simply getting the benefits of cooking. Of course a person wants the certainty of

knowing they have good recipes to make, but they also like the off-the-wall approach and humor that makes it DIFFERENT than all the other cookbooks.

[50 Secrets of the World's Longest Living People](#) by Sally Beare

Whenever you have a larger number of options, this speaks to people's desire for variety. When given 50 options to do something, you're not necessarily going to try to do them all. Instead, you get the choice to pick and choose what is most relevant to you.

[You're Broke Because You Want to Be: How to Stop Getting By and Start Getting Ahead](#) by Larry Winget

This is another unconventional and novel way to approach success, and people who are tired of all the other cliché self-help books would likely be drawn to this. Since it has straight talk and humor, people may like how this is against the grain, and might find the information entertaining as much as they find it practical.

Connection

[How to Self-Promote without Being a Jerk](#)

Connection is our desire to fit in, and this title speaks directly to that need by showing you how you can avoid being a jerk while self-promoting.

[Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days](#)

The desire to be young and beautiful speaks to a person's desire to fit into a certain demographic. In this case, it's the desire for an aging person to be more like those who are younger. It could be said that people want to learn about longevity for health reasons, and this is true. However, there is almost always going to be an element of vanity there based on wanting to *accepted*.

Significance

Significance themes are mixed into anything that makes the reader feel special, privileged, or even better than others. It also speaks to our desire to control others.

[How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows](#) by Gregg Michaelsen

The idea that you can toy with the male psyche gives you a feeling like you'll have a superpower. This feeling that you're going to be special after reading the book and gain insider information others don't know appeals to a desire for significance.

[I Shouldn't Be Telling You This: Success Secrets Every Gutsy Girl Should Know](#) by Kate White

This title subtly hints at significance by using the word *gusty*. By establishing that the target reader is unique in some way, it makes people who read it feel special. Being privy to insider information also makes a person feel significant.

[**How to Make Anyone Fall in Love with You**](#) by Leil Lowndes

This speaks both to the desire for connection (to fit in and be loved) as well as the desire for significance, in that you can MAKE people fall in love with you. The idea being that once you read this book, you'll be so *special* everyone will love you.

You'll notice a common theme among relationship books that they're speaking to both connection and significance, two seemingly opposite things, both at the same time. On one level they're saying that you're going to get people to like you, on another level they're saying that you're going to get people to like you by learning something special that not everyone else knows. With all needs, there is the dual yin-yang balance taking place.

Don't worry if you don't understand this. You don't need to have a degree in psychology to come up with great book titles. Simply know you can speak to multiple needs all within a single book title.

Contribution and Growth

Contribution and growth are often not targeted as much in books because they're more self-actualizing needs. In other words, they're not as compelling as other needs to the average person to get them to buy something.

That being said, just like most books speak to a desire to gain certainty on some level, most books also speak to our desire to grow. This is because if you didn't want to learn and grow, you wouldn't be reading a book!

Combining Needs

Many books will speak to multiple needs. Just because a book is offering you certainty doesn't mean it can't also offer variety. To give an example, you may want to be certain a movie is good before you go see it by looking at reviews, but maintain a sense of uncertainty by not reading the spoilers.

Let's look at a few examples to see how this works.

[**50 Fitness Tips You Wish You Knew: The Best Quick and Easy Ways to Increase Motivation, Lose Weight, Get In Shape, and Stay Healthy**](#) by Derek Doepker

Here I'm combining novelty "50 tips" and "you wish you knew" which speaks to a desire for variety with "the best quick and easy ways" which speaks to a need for certainty. You get the best of both words and that's partly why this works so well.

[**Make Every Man Want You: or Make Yours Want You More**](#) by Marie Forleo

Being wanted speaks to the need for connection, and the ability to make someone do this speaks to the need for significance. Especially with the phrase “your man.” It’s not like we can actually own a person, but we use phrases like “my man” and “my woman” because it makes us feel significant. In other words, this thing is no one else’s but *mine*.

Mis-Calibrating The Needs Of Your Audience

The thing that sparked my interest in combining book titles with my understanding of human needs was when I saw a book that had 101 ways to declutter.

Now I’m not saying this is a bad title, but if you’re already overwhelmed (too much variety) with your house being a mess, do you really want 101 different things to try to do to fix it? Wouldn’t you rather just have the ONE proven way, or maybe top 10 ways to fix it (certainty)?

Since the target audience is actively trying to move away from uncertainty to certainty, you don’t want a uncertainty/variety driven title.

Here are some examples of certainty vs. uncertainty driven titles to illustrate:

101 Ways To Simplify Your Life vs. the 7 Steps To A Simple Life

This first title wouldn’t work, because giving an overwhelmed person 101 ways to do something would only further overwhelm them! This is hopefully common sense, but authors can still make this mistake on a much smaller scale.

101 Ways To Beat Depression vs. the 10 Step Depression Cure

Things get a little greyer here in that the first title COULD be appealing, but I still think people wanting to overcome depression wouldn’t have the energy to try to figure out 101 different options. That being said, personality differences come into play, and some people may prefer the first option.

101 Great Date Ideas vs The Best Date Ever

This is the perfect example of two extremes each being able to work very well. Given that people may want a lot of options for date ideas based on individual preferences, 101 options works very well. There are also going to be times when someone wants a very special date, and having a book that goes in-depth into this to guarantee it’s the best date ever (certainty) would be desirable.

Top 25 Ways to Sell More Books

This title would have a healthy balance between giving someone the top ways (certainty) to do something while also providing them enough options (variety) they can pick and choose what’s most relevant to them. The sweet spot numberwise depends on each niche and individual personality preferences.

How To Guarantee A Winning Title

At this point, you may be feeling overwhelmed with your options.

Don't worry! There's a way to ensure you have a winning title. The first thing I would recommend, however, is to come up with a number of titles using one or more of the five attention-grabbing techniques. It WILL take a little practice at first.

You may also find yourself instantly inspired by one of the case studies or the examples found at the end of this book. My hope is that simply seeing other good book titles will start to trigger your own.

The thing to keep in mind is that it's not about coming up with the ONE best title ever. Did you know that big time publishers may test hundreds of book titles or covers to determine which one performs the best? While you may not be at that level, wouldn't it make sense to at least come up with a small handful of options to test?

The reason is that it's ultimately not about what YOU like as the author, it's about what resonates with *your target audience*. The only guaranteed way to determine what's going to perform well is to test it out.

Some methods include:

1. Facebook Kindle mastermind groups
2. Surveys from strangers
3. Amazon m-turks survey (<http://ebookbestsellersecrets.com/kdcrowd>)
4. Facebook ads
5. Changing the title after publishing

Another thing to do is talk to some people who are in your target demographic. See what kinds of words they use, how they describe their problems, how they describe themselves, and how they describe what they're looking for.

If it were up to me, I'd talk about "weight loss mindset," because I am into personal development and think in terms of mindset. The average person, however, uses a phrase like "weight loss motivation." So what word do I choose to talk about in my book titles? Motivation of course!

I have also heard people talk quite a bit about being "stuck," and even used that to describe my own situation at one point. Eventually this helped inspire my book title "Why You're Stuck." You can even read online forums to get insight into how your target audience speaks and feels.

Title Types and Positioning

After going through 500 different book titles, I've broken them down into a variety of categories that position the book uniquely among other books.

Play On Words – Using made up words to grab attention.

- [Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position](#)
- [Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#)
- [Buyology: Truth and Lies About Why We Buy](#)
- [Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business](#)

Best / Superior Things – Giving people the best or top options.

- [50 Best Jobs for Your Personality](#)
- [The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It](#)
- [The One Command: Six Steps to Attract Wealth with the Power of Your Mind](#)
- [Best of Thursday Crosswords](#)
- [Foods That Cause You to Lose Weight: The Negative Calorie Effect](#)
- [301 Best Questions to Ask on Your Interview](#)
- [Perfect Phrases for Resumes](#)
- [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](#)
- [The Fat Smash Diet: The Last Diet You'll Ever Need](#)
- [50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Stay Health](#)
- [50 Secrets of the World's Longest Living People](#)
- [The 21 Most Powerful Minutes in a Leader's Day: Revitalize Your Spirit and Empower Your Leadership](#)
- [The 100 Best Stocks to Buy in 2014 \(100 Best Stocks You Can Buy\)](#)
- [The Most Important Thing: Uncommon Sense for the Thoughtful Investor](#)
- [The Best Dog Tricks on the Planet: 106 Amazing Things Your Dog Can Do on Command](#)

Straightforward Benefit/Promise (Note: Almost all book titles/subtitles could fit into this category) – Giving people a powerful or specific benefit.

- [Winning Job Interviews](#)
- [101 Foods That Could Save Your Life](#)
- [Clean Gut: The Breakthrough Plan for Eliminating the Root Cause of Disease and Revolutionizing Your Health](#)
- [Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle](#)
- [How Not to Look Old: Fast and Effortless Ways to Look 10 Years Younger, 10 Pounds Lighter, 10 Times Better](#)
- [How to be Chic and Elegant: Tips From A French Woman](#)
- [Burn the Fat, Feed the Muscle: Transform Your Body Forever Using the Secrets of the Leanest People in the World](#)
- [Eat It to Beat It!: Banish Belly Fat-and Take Back Your Health-While Eating the Brand-Name Foods You Love!](#)
- [How to Argue & Win Every Time: At Home, At Work, In Court, Everywhere, Everyday](#)
- [How to Survive the End of the World as We Know It: Tactics, Techniques, and Technologies for Uncertain Times](#)
- [How to Spot a Liar, Revised Edition: Why People Don't Tell the Truth and How You Can Catch Them](#)
- [How To Win Friends and Influence People](#)
- [How You Can Talk to Anyone A Teach Yourself Guide](#)
- [How to Be a Genius](#)
- [Mastermind: How to Think Like Sherlock Holmes](#)
- [Becoming The 1%: How To Master Time Management And Rise To The Top In 7 Days](#)
- [I Can Make You Confident: The Power to Go for Anything You Want!](#)
- [Make Your Brain Smarter: Increase Your Brain's Creativity, Energy, and Focus](#)

- [Guitar Mastery Simplified: How Anyone Can Quickly Become a Strumming, Chords, and Lead Guitar Ninja](#)
- [How to Make Your Electric Guitar Play Great](#)
- [It's Me or the Dog: How to Have the Perfect Pet](#)
- [Getting Back Together: How To Reconcile With Your Partner - And Make It Last Your Ex-Factor: Overcome Heartbreak and Build a Better Life](#)
- [How to Improve Your Marriage Without Talking About It](#)
- [How to Make a Man Fall in Love with You: The Fail-Proof, Fool-Proof Method](#)
- [How to Make Anyone Fall in Love with You](#)
- [How to Work a Room, 25th Anniversary Edition: The Ultimate Guide to Making Lasting Connections--In Person and Online](#)
- [Make Every Man Want You: or Make Yours Want You More\)](#)
- [Satisfy a Women Every Single Time - Cosmo's First Ever Book for Guys](#)
- [How to Blog for Profit \(Without Selling Your Soul\)](#)
- [How to Get Your Point Across in 30 Seconds or Less](#)
- [How to Say It: Be Indispensable at Work: Winning Words and Strategies to Get Noticed, Get Hired, and Get Ahead](#)
- [The Science of Skinny: Start Understanding Your Body's Chemistry--and Stop Dieting Forever](#)
- [Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days](#)
- [How to Sell Anything to Anyone Anytime](#)
- [How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid](#)
- [How to Write Great Blog Posts that Engage Readers \(Better Blog Booklets\)](#)
- [Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words](#)
- [Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal](#)

- [Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them To Buy](#)
- [Extreme Couponing: Learn How to Be a Savvy Shopper and Save Money... One Coupon At a Time](#)
- [Unleash the Power of the Female Brain: Supercharging Yours for Better Health, Energy, Mood, Focus, and Sex](#)
- [The Total Detox Plan: The Essential Guide to Cleansing Your Body and Mind](#)
- [The Water Secret: The Cellular Breakthrough to Look and Feel 10 Years Younger](#)
- [The Wrinkle Cure: Unlock the Power of Cosmeceuticals for Supple, Youthful Skin](#)
- [Younger Next Year: Live Strong, Fit, and Sexy—Until You're 80 and Beyond](#)
- [Diet Cookbook: Under 160 Calories - Healthy Dessert Recipes. Naturally, Delicious Desserts That No One Will Believe They Are Low Fat And Healthy](#)
- [The Aging Cure: Reverse 10 years in one week with the FAT-MELTING CARB SWAP](#)
- [10 Pounds in 10 Days: The Secret Celebrity Program for Losing Weight Fast](#)
- [Shred: The Revolutionary Diet: 6 Weeks 4 Inches 2 Sizes](#)
- [The Dash Diet Weight Loss Solution: 2 Weeks to Drop Pounds, Boost Metabolism, and Get Healthy](#)
- [The Fast Metabolism Diet: Eat More Food and Lose More Weight](#)
- [The Fat Smash Diet: The Last Diet You'll Ever Need](#)
- [The Freedom Diet - The Simple 6 Step System for Fast, Easy and Permanent Weight Loss](#)
- [The Juice Cleanse Reset Diet: 7 Days to Transform Your Body for Increased Energy, Glowing Skin, and a Slimmer Waistline](#)

- [The New Lean for Life: Outsmart Your Body to Shrink Fat Cells and Lose Weight for Good](#) [The 2-Day Diet: Diet two days a week. Eat the Mediterranean way for five.](#)
- [The Belly Fat Cure](#)
- [The Perfect Formula Diet: How to Lose Weight and Get Healthy Now with Six Kinds of Whole Foods](#)
- [Flat Belly Diet!](#)
- [The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love](#)
- [Overnight Liver Cleanse & Detox Diet: Clean Your Liver, Detox Your Body, Burn Fat & Feel Great](#)
- [The Beauty Detox Solution: Eat Your Way to Radiant Skin, Renewed Energy and the Body You've Always Wanted](#)
- [End Back Pain Forever: A Groundbreaking Approach to Eliminate Your Suffering](#)
- [Forever Beautiful: The Age-Defying Detox Plan](#)
- [From Fatigued to Fantastic: A Clinically Proven Program to Regain Vibrant Health and Overcome Chronic Fatigue](#)
- [The Natural Menopause Solution: Expert Advice for Melting Stubborn Midlife Pounds, Reducing Hot Flashes, and Getting Relief From Menopause Symptoms](#)
- [The New Science of Overcoming Arthritis: Prevent or Reverse Your Pain, Discomfort, and Limitations](#)
- [The Supercharged Hormone Diet: A 30-Day Accelerated Plan to Lose Weight, Restore Metabolism, and Feel Younger Longer](#)
- [8 Minutes in the Morning: A Simple Way to Shed Up to 2 Pounds a Week -- Guaranteed](#)
- [Flat Belly Yoga! : The 4-Week Plan to Strengthen Your Core](#)
- [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](#)

- [Move Without Pain](#)
- [Running SUCKS! - Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises](#)
- [Grow More With Less: Sustainable Garden Methods: Less Water * Less Work * Less Money](#)
- [Conquer Leptin Resistance: How To Get Rid Of Cravings, Fix Your Hormones, Get More Energy And Lose Weight](#)
- [Detox for Women: An All New Approach for a Sleek Body and Radiant Health in 4 Weeks](#)
- [25 Ways to Win with People: How to Make Others Feel Like a Million Bucks](#)
- [It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear](#)
- [Managing Knock Your Socks Off Service \(Knock Your Socks Off Series\)](#)

Benefit While Overcoming A Specific Obstacle – Addressing a problem people will have in the title.

- [Making a Living Without a Job: Winning Ways For Creating Work That You Love](#)
- [Switch: How to Change Things When Change Is Hard](#)
- [End Emotional Eating: Using Dialectical Behavior Therapy Skills to Cope with Difficult Emotions and Develop a Healthy Relationship to Food](#)
- [Stop Negative Thinking: How To Stop Worrying, Relieve Stress, and Become a Happy Person Again](#)
- [How To Find A Job: When There Are No Jobs \(Book 1\) A Necessary Job Search and Career Planning Guide for Today's Job Market](#)
- [How to Self-Promote without Being a Jerk](#)
- [My Blog Traffic Sucks! 8 Simple Steps to Get 100,000 Blog Visitors without Working 8 Days a Week](#)
- [The 8-Hour Diet: Watch the Pounds Disappear Without Watching What You Eat!](#)
- [Happy Hormones, Slim Belly: Over 40? Lose 7 lbs. the First Week, and Then 2 lbs. Weekly-Guaranteed](#)
- [Crucial Conversations Tools for Talking When Stakes Are High](#)
- [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](#)
- [What to Say When Things Get Tough: Business Communication Strategies for Winning People Over When They're Angry, Worried and Suspicious of Everything You Say](#)

Personalized – Custom tailored to the individual.

- [50 Best Jobs for Your Personality](#)
- [Eat Right 4 Your Type: The Individualized Diet Solution](#)
- [Born to Win: Find Your Success Code](#)
- [I Can Make You Confident: The Power to Go for Anything You Want!](#)
- [Discover Your Soul Template: 14 Steps for Awakening Integrated Intelligence](#)
- [Unexplained Zodiac: The Inside Story of Your Sign](#)
- [You Are a Medium: Discover Your Natural Abilities to Communicate with the Other Side](#)
- [You Are a Writer \(So Start Acting Like One\)](#)
- [You Can Act!: A Complete Guide for Actors](#)

Variety / XYZ Ways To Reach A Goal – Titles with a good number of ways to accomplish something.

- [25 Money-Making Businesses You Can Start in Your Spare Time](#)
- [20 Ways to Draw a Cat and 44 Other Awesome Animals: A Sketchbook for Artists, Designers, and Doodlers](#)
- [200 Beauty Tips You Must Know About To Look Amazing And Stay Young](#)
- [Extreme Brain Workout: 500 Fun and Challenging Puzzles to Boost Your Brain Power](#)
- [Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy](#)
- [50 Ways to Soothe Yourself Without Food](#)
- [Law of Attraction - 30 Practical Exercises \(Law of Attraction in Action\)](#)
- [101 Things You Don't Know About Science and No One Else Does Either](#)
- [Ask a Science Teacher: 250 Answers to Questions You've Always Had About How Everyday Stuff Really Works](#)
- [1001 Ways to Be Romantic: More Romantic Than Ever](#)
- [101 Conversation Starters for Couples \(101 Conversations Starters\)](#)
- [6 Simple Tricks To CRACK THE MAN CODE And Get Any Guy To Open His Heart](#)
- [Get Reviews so You Can Sell More Book: 20 Good, Bad and Questionable Tips for Amazon's Review System](#)
- [Great Gluten-Free Vegan Eats From Around the World: Fantastic, Allergy-Free Ethnic Recipes](#)
- [The 250 Questions Everyone Should Ask about Buying Foreclosures](#)
- [Powerful Phrases for Successful Interviews: Over 400 Ready-to-Use Words and Phrases That Will Get You the Job You Want](#)
- [50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Stay Health](#)
- [25 Ways to Win with People: How to Make Others Feel Like a Million Bucks](#)
- [Ignore Everybody: and 39 Other Keys to Creativity](#)

- [Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#)
- [The 250 Power Words That Sell: The Words You Need to Get the Sale, Beat Your Quota, and Boost Your Commission](#)
- [Words that Sell: More than 6000 Entries to Help You Promote Your Products, Services, and Ideas](#)
- [Yes!: 50 Scientifically Proven Ways to Be Persuasive](#)

Easy and Simple – Focusing on the ease of the method.

- [Basic Drawing Made Amazingly Easy](#)
- [Copywriting For The Rest Of Us: How To Write Amazing Copy In less Than 10 Minutes A Day](#)
- [The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results](#)
- [The Paleo Primer: A Jump-Start Guide to Losing Body Fat and Living Primally](#)
- [Yoga for Real Life](#)
- [How to Extreme Coupon Without Extreme Stress](#)
- [Stress-Free Crosswords: Easy, Relaxing Puzzles](#)
- [The Body Fat Solution: Five Principles for Burning Fat, Building Lean Muscle, Ending Emotional Eating, and Maintaining Your Perfect Weight](#)
- [Weight Loss Motivation Hacks: 7 Psychological Tricks That Keep You Motivated To Lose Weight](#)
- [The Productive Person: A how-to guide book filled with productivity hacks & daily schedules for entrepreneurs, students, or anyone struggling with work-life balance](#)
- [The Natural: How to Effortlessly Attract the Women You Want](#)
- [Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy](#)
- [The Easy Way to Stop Smoking: Join the Millions Who Have Become Non-Smokers Using Allen Carr's Easyway Method](#)
- [The Attraction Factor - 4 Simple Yet Powerful Principles That Will Melt Any Man's Heart](#)
- [Easiest Crossword Puzzles: 150 Very Easy Puzzles \(New York Times Crossword Collections\)](#)
- [The Simple Solution to Freedom: The Easiest Way to Get Out of Debt, Save Money, and Get What You Want In Life](#)
- [Happy Money \(Increase the Flow of Money with a Simple 2-Step Formula\)](#)
- [Rule #1: The Simple Strategy for Getting Rich--in Only 15 Minutes a Week!](#)

- [Start Day Trading Now: A Quick and Easy Introduction to Making Money While Managing Your Risk](#)
- [The Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich](#)
- [Graphic Design for Nondesigners: Essential Knowledge, Tips, and Tricks, Plus 20 Step-by-Step Projects for the Design Novice](#)
- [5 Ingredients 15 Minutes Prep Time Slow Cooker Cookbook: Quick & Easy Set It & Forget It Recipes](#)
- [The Crafter's Book of Clever Ideas: Awesome Craft Techniques for Handmade Craft Projects](#) [First-Time Quilting: Learning to Quilt in Six Easy Lessons](#)
- [Running SUCKS! - Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises](#)
- [The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love](#)
- [The Freedom Diet - The Simple 6 Step System for Fast, Easy and Permanent Weight Loss](#)
- [8 Minutes in the Morning: A Simple Way to Shed Up to 2 Pounds a Week -- Guaranteed](#)
- [Life is Short And So Is This Book: Brief Thoughts On Making The Most Of Your Life](#)

Special Needs / Niche Audience – Targeting a unique group or need.

- [Allergen-Free Baker's Handbook](#)
- [Cooking for Geeks: Real Science, Great Hacks, and Good Food](#)
- [How to Woo a Jew: The Modern Jewish Guide to Dating and Mating](#)
- [Fight Fat After Forty](#)
- [Gluten-Free on a Shoestring: 125 Easy Recipes for Eating Well on the Cheap](#)
- [How To Prospect, Sell and Build Your Network Marketing Business With Stories](#)
- [Selling to Anyone Over the Phone](#)
- [Training the Hard-to-Train Dog](#)
- [When Your Lover Is a Liar: Healing the Wounds of Deception and Betrayal](#)
- [After the Affair, Updated Second Edition: Healing the Pain and Rebuilding Trust When a Partner Has Been Unfaithful](#)
- [Great Gluten-Free Vegan Eats From Around the World: Fantastic, Allergy-Free Ethnic Recipes](#)
- [The Thyroid Solution: A Revolutionary Mind-Body Program for Regaining Your Emotional and Physical Health](#)
- [Yoga Over 50](#)
- [I'm Too Young for This!: The Natural Hormone Solution to Enjoy Perimenopause](#) by [Suzanne Somers](#)
- [Let Them Eat Vegan!: 200 Deliciously Satisfying Plant-Powered Recipes for the Whole Family](#)
- [Make-Ahead Paleo: Healthy Gluten-, Grain- & Dairy-Free Recipes Ready When & Where You Are](#)
- [Men's Health Muscle Chow: More Than 150 Meals to Feed Your Muscles and Fuel Your Workouts](#)
- [The Natural Menopause Solution: Expert Advice for Melting Stubborn Midlife Pounds, Reducing Hot Flashes, and Getting Relief From Menopause Symptoms](#)

- [The New Science of Overcoming Arthritis: Prevent or Reverse Your Pain, Discomfort, and Limitations](#)
- [Parents Magazine Quick & Easy Kid-Friendly Meals: 100+ Recipes Your Whole Family Will Love](#)
- [Primal Cravings: Your favorite foods, made Paleo](#)
- [Quick & Kosher: Meals in Minutes](#)
- [Quick-Fix Gluten Free](#)
- [Stuffed: The Ultimate Comfort Food Cookbook: Taking Your Favorite Foods and Stuffing Them to Make New, Different, And Delicious Meals](#)
- [The 30-Minute Vegan: Over 175 Quick, Delicious, and Healthy Recipes for Everyday Cooking](#)
- [The Can't Cook Book: Recipes for the Absolutely Terrified!](#)
- [The Sexy Vegan Cookbook: Extraordinary Food from an Ordinary Dude](#)
- [The Shredded Chef: 120 Recipes for Building Muscle, Getting Lean, and Staying Healthy](#)
- [The Vegan Cheat Sheet: Your Take-Everywhere Guide to Plant-based Eating](#)
- [Vegan Junk Food: 225 Sinful Snacks that are Good for the Soul](#)
- [The Vegetarian Meat & Potatoes Cookbook: 275 Hearty and Healthy Meat-Free Recipes](#)
- [Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat](#)
- [Vegan on the Cheap](#)
- [Vegan with a Vengeance: Over 150 Delicious, Cheap, Animal-Free Recipes That Rock](#)
- [Sewing School: 21 Sewing Projects Kids Will Love to Make](#)
- [You Are Your Own Gym: The Bible of Bodyweight Exercises](#)
- [The Gardener's A-Z Guide to Growing Organic Food](#)
- [Why Can't I Get Better?: Solving the Mystery of Lyme and Chronic Disease](#)

Funny and Inside Jokes – Using humor that the target audience resonates with.

- [Thou Shall Not Use Comic Sans: 365 Graphic Design Sins and Virtues: A Designer's Almanac of Dos and Don'ts](#)
- [Assholes: A Theory](#)
- [What to Say if He Shows You His #*\\$& \(And other Blunt Dating Advice for Women\)](#)
- [Shut Up, Stop Whining, and Get a Life: A Kick-Butt Approach to a Better Life](#)
- [Ten Stupid Things Men Do to Mess Up Their Lives](#)
- [Grow a Pair: How to Stop Being a Victim and Take Back Your Life, Your Business, and Your Sanity](#)
- [... then just stay fat.](#)
- [How Not to Look Old: Fast and Effortless Ways to Look 10 Years Younger, 10 Pounds Lighter, 10 Times Better](#)
- [Living with Your Body and Other Things You Hate: How to Let Go of Your Struggle with Body Image Using Acceptance And Commitment Therapy](#)
- [Perv: The Sexual Deviant in All of Us](#)
- [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](#)
- [How to Be Richer, Smarter, and Better-Looking Than Your Parents](#)
- [You're Broke Because You Want to Be: How to Stop Getting By and Start Getting Ahead](#)
- [It's Me or the Dog: How to Have the Perfect Pet](#)
- [How To Stubbornly Refuse To Make Yourself Miserable About Anything-yes, Anything](#)
- [Raise Your Hand If You Have Issues](#)

Personal Story / “How I...” – Sharing a personal experience to reach a goal

- [How I Made Over \\$42,000 in 1 Month Selling My Kindle eBooks](#)
- [How I make \\$4,000 a Month selling eBooks on Amazon Kindle - And How You Can Too: A Step by Step Guide](#)
- [Confessions of a Credit Junkie](#)
- [How I Made 80K Part Time On The Internet -: While Working a Full Time J.O.B.](#)
- [The 30 Day Attraction Experiment: One Man's Quest to Put the Law of Attraction to the Test](#)
- [The Shift: How I Finally Lost Weight and Discovered a Happier Life](#)
- [The Beauty Experiment: How I Skipped Lipstick, Ditched Fashion, Faced the World without Concealer, and Learned To Love The Real Me](#)
- [344 Pounds: How I Lost 125 Pounds by Counting Calories](#)
- [Counting Calories: A True Story From An Average Jane Who Lost Over 120 Pounds In Less Than 6 Month](#)
- [How I Made Over \\$1 Million Using The Law of Attraction: The Last Law of Attraction, How-To, Or Self-Help Book You Will Ever Need To Read](#)
- [Make Money Online - Exactly how I Make over \\$3,000 Monthly selling Products on Etsy, Tophatter & eBay!](#)
- [The \\$1,000 Challenge: How One Family Slashed Its Budget Without Moving Under a Bridge or Living on Government Cheese](#)

Avoiding Mistakes

- [Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong](#)
- [Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers](#)
- [What Keeps Leaders Up at Night: Recognizing and Resolving Your Most Troubling Management Issues](#)
- [How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid](#)
- [The 25 Most Common Sales Mistakes: . . . And How to Avoid Them](#)
- [Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration](#)

Insider Secrets/Tips

- [I Shouldn't Be Telling You This: Success Secrets Every Gutsy Girl Should Know](#)
- [Manifesting: The Secret behind the Law of Attraction](#)
- [Secrets of Your Cells: Discovering Your Body's Inner Intelligence](#)
- [The Book of Secrets: Unlocking the Hidden Dimensions of Your Life](#)
[Banned Manifestation Secrets](#)
- [The Lost Key: The Supranatural Secrets of the Freemasons](#)
- [The Soulmate Secret](#)
- [The Toltec Secret to Happiness: Create Lasting Change with the Power of Belief](#)
- [The Thin Woman's Brain: Re-wiring the Brain for Permanent Weight Loss](#)
- [50 Secrets of the World's Longest Living People](#)
- [What Makes Olga Run?: The Mystery of the 90-Something Track Star and What She Can Teach Us About Living Longer](#)
- [Everyone Communicates, Few Connect: What the Most Effective People Do Differently](#)
- [The Tidy Closet: Tips From A French Woman - Easy Steps And Motivation To Declutter Your Closet And Organise Your Wardrobe](#)
- [Complete Book of Dirty Little Secrets From the Credit Bureaus: Money Saving Strategies the Credit Bureaus Won't Tell You](#)
- [How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets](#)
- [Cracking Creativity: The Secrets of Creative Genius](#)
- [How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows\)](#)
- [Manology: Secrets of Your Man's Mind Revealed](#)
- [The Soulmate Secret](#)
- [The Truth About Men: The Secret Side of the Opposite Sex](#)

- [What Men Really Want In Bed: The Surprising Facts Men Wish Women Knew About Sex](#)
- [Get the Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve](#)
- [My Secret List of Sites that Pay \(The beginners guide to Quick Easy Money\)](#)
- [Secrets of the Millionaire Mind](#)
- [The Five Lessons a Millionaire Taught Me About Life and Wealth](#)
- [Secrets of Screen Acting](#)
- [The Actor's Secret: Techniques for Transforming Habitual Patterns and Improving Performance](#)
- [The Hidden Tools Of Comedy](#)
- [The No B.S. Guitar Advantage: Secret Strategies Most Guitarists Will Never Tell You About To Go From Beginner to Head Turning Guitar Player Faster Than You Ever Thought Possible](#)
- [Secret of The Ages](#)
- [Self Confidence Without All The BS: The Truth About Being Confident That Your Therapist Will Never Tell You](#)
- [Burn the Fat, Feed the Muscle: Transform Your Body Forever Using the Secrets of the Leanest People in the World](#)
- [How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others](#)
- [Business Secrets of the Trappist Monks: One CEO's Quest for Meaning and Authenticity](#)
- [Speak Like a CEO : Secrets for Commanding Attention and Getting Results](#)
- [Team Secrets of the Navy SEALs: The Elite Military Force's Leadership Principles for Business](#)
- [Who Kidnapped Excellence?: What Stops Us from Giving and Being Our Best](#)
- [The Innovation Secrets of Steve Jobs : Insanely Different Principles for Breakthrough Success](#)
- [The Leadership Lessons of Jesus](#)

- [The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience](#)
- [Secrets of Millionaire Moms](#)
- [The Secrets to Writing A Successful Business Plan: A Pro Shares A Step-By-Step Guide To Creating A Plan That Gets Results](#)
- [Secrets from the White House Kitchens](#)
- [10 Pounds in 10 Days: The Secret Celebrity Program for Losing Weight Fast](#)
- [Perfect 10 Diet: 10 Key Hormones That Hold the Secret to Losing Weight and Feeling Great-Fast!](#)
- [Secrets of the Best Chefs: Recipes, Techniques, and Tricks from America's Greatest Cooks](#)

Timeframe – Reaching a goal in a specific period of time

- [You Can Draw in 30 Days: The Fun, Easy Way to Learn to Draw in One Month or Less](#)
- [Becoming The 1%: How To Master Time Management And Rise To The Top In 7 Days](#)
- [Happy This Year!: The Secret to Getting Happy Once and for All](#)
- [Master Your Time In 10 Minutes a Day: Time Management Tips for Anyone Struggling With Work-Life Balance](#)
- [Minimalist Lifestyle: 30 Days to Minimalist Living and a Happier Life with Less](#)
- [Simple Living - 30 days to less stuff and more life](#)
- [How to Read Music Easily in 30 Days: An actionable daily guide that will transform you from a total beginner to advanced music reader](#)
- [You Say More Than You Think: Use the New Body Language to Get What You Want!, The 7-Day Plan](#)
- [The New Lean for Life: Outsmart Your Body to Shrink Fat Cells and Lose Weight for Good](#) [The 2-Day Diet: Diet two days a week. Eat the Mediterranean way for five.](#)
- [Detox for Women: An All New Approach for a Sleek Body and Radiant Health in 4 Weeks](#)
- [Copywriting For The Rest Of Us: How To Write Amazing Copy In less Than 10 Minutes A Day](#)
- [Internet Marketing: An Hour a Day](#)
- [How to Sell Your Home in 5 Days](#)
- [The One Minute Millionaire: The Enlightened Way to Wealth](#)
- [Rule #1: The Simple Strategy for Getting Rich--in Only 15 Minutes a Week!](#)
- [The Juice Cleanse Reset Diet: 7 Days to Transform Your Body for Increased Energy, Glowing Skin, and a Slimmer Waistline](#)
- [The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love](#)

- [The Supercharged Hormone Diet: A 30-Day Accelerated Plan to Lose Weight, Restore Metabolism, and Feel Younger Longer](#)
- [8 Minutes in the Morning: A Simple Way to Shed Up to 2 Pounds a Week -- Guaranteed](#)
- [Flat Belly Yoga! : The 4-Week Plan to Strengthen Your Core](#)
- [Younger Next Year: Live Strong, Fit, and Sexy—Until You're 80 and Beyond](#)
- [How to Write a Nonfiction eBook in 21 Days - That Readers LOVE!](#)
- [10 Pounds in 10 Days: The Secret Celebrity Program for Losing Weight Fast](#)
- [Happy Hormones, Slim Belly: Over 40? Lose 7 lbs. the First Week, and Then 2 lbs. Weekly-Guaranteed](#)
- [Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days](#)
- [Shred: The Revolutionary Diet: 6 Weeks 4 Inches 2 Sizes](#)
- [The Dash Diet Weight Loss Solution: 2 Weeks to Drop Pounds, Boost Metabolism, and Get Healthy](#)

Step by Step / System – Anything systemized or with a formula

- [Author Expert Marketing Machines: The Ultimate 5-Step, Push-Button, Automated System to Become the Expert, Authority and Star In Your Niche](#)
- [Make Your Book Work Harder: How To Use Multiple Platforms To Make More Money](#)
- [How to Be Interesting: \(In 10 Simple Steps\)](#)
- [You Are Not Your Brain: The 4-Step Solution for Changing Bad Habits, Ending Unhealthy Thinking, and Taking Control of Your Life](#)
- [The 10-Step Stress Solution: Live More, Relax More, Reenergize](#)
- [The One Command: Six Steps to Attract Wealth with the Power of Your Mind](#)
- [The Secrets to Writing A Successful Business Plan: A Pro Shares A Step-By-Step Guide To Creating A Plan That Gets Results](#)
- [Who Holds The Cards Now? 5 Lethal Steps to Win His Heart and Get Him to Commit](#)
- [The Freedom Diet - The Simple 6 Step System for Fast, Easy and Permanent Weight Loss](#)
- [7 Steps to a Pain-Free Life: How to Rapidly Relieve Back and Neck Pain](#)
- [My Blog Traffic Sucks! 8 Simple Steps to Get 100,000 Blog Visitors without Working 8 Days a Week](#)
- [Happy Money \(Increase the Flow of Money with a Simple 2-Step Formula\)](#)
- [How to Sing Better Fast- The Incredible 7 Step Formula](#)
- [Make Him Beg To Be Your Boyfriend In 6 Simple Steps](#)
- [The Commitment Guide: The Seven Secret Steps To Get Him To Commit To The Relationship You Want](#)

Counter-Intuitive or Controversial

- [Book Marketing is Dead: book promotion secrets you MUST know BEFORE you publish your book](#)
- [Grow a Pair: How to Stop Being a Victim and Take Back Your Life, Your Business, and Your Sanity](#)
- [The Art of Uncertainty: How to Live in the Mystery of Life and Love It](#)
- [The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are](#)
- [You Can Buy Happiness \(and It's Cheap\): How One Woman Radically Simplified Her Life and How You Can Too](#)
- [Perv: The Sexual Deviant in All of Us](#)
- [The Calorie Myth: How to Eat More, Exercise Less, Lose Weight, and Live Better](#)
- [Addicted to Unhappiness: Free yourself from the moods and behaviors that undermine relationships, work, and the life you want](#)
- [You Are Not Your Brain: The 4-Step Solution for Changing Bad Habits, Ending Unhealthy Thinking, and Taking Control of Your Life](#)
- [The Problem is YOU: How to Get Out of Your Own Way and Conquer Self-Defeating Behavior](#)
- [The Great Cholesterol Myth: Why Lowering Your Cholesterol Won't Prevent Heart Disease-and the Statin-Free Plan That Will](#)
- [Ignore Everybody: and 39 Other Keys to Creativity](#)
- [Talk Less, Say More: Three Habits to Influence Others and Make Things Happen](#)
- [What Got You Here Won't Get You There: How Successful People Become Even More Successful](#)
- [Kill Your Blog: 12 Reasons Why You Should Stop F#\\$%ing Blogging!](#)
- [The Millionaire Dropout: Fire Your Boss. Do What You Love. Reclaim Your Life!](#)
- [The Wealthy Barber, Updated 3rd Edition: Everyone's Commonsense Guide to Becoming Financially Independent](#)

Fast or Instant Results – Focus on speed of results or process

- [How to Get Your Point Across in 30 Seconds or Less](#)
- [7 Steps to a Pain-Free Life: How to Rapidly Relieve Back and Neck Pain](#)
- [A Short Guide to a Long Life](#)
- [Start Day Trading Now: A Quick and Easy Introduction to Making Money While Managing Your Risk](#)
- [Overnight Liver Cleanse & Detox Diet: Clean Your Liver, Detox Your Body, Burn Fat & Feel Great](#)
- [Instant Self-Hypnosis: How to Hypnotize Yourself with Your Eyes Open](#)
- [The Spontaneous Healing of Belief: Shattering the Paradigm of False Limits](#)
- [The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month](#)
- [Attract Money Now](#)
- [Get It Done: From Procrastination to Creative Genius in 15 Minutes a Day](#)
- [The Art Of Speed Cleaning And Organizing: How To Organize, Clean, And Keep Your House Spotless](#)
- [The Busy Mom's Guide To Speed Cleaning And Organizing: How To Organize, Clean, And Keep Your Home Spotless](#)
- [How to Sing Better Fast- The Incredible 7 Step Formula](#)
- [Play Piano in a Flash!: Play Your Favorite Songs Like a Pro -- Whether You've Had Lessons or Not!](#)
- [How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows\)](#)
- [30-Minute Necklaces: 60 Quick & Creative Projects for Jewelers](#)
- [Origami for Busy People: 27 Original On-The-Go Projects](#)
- [8 Minutes in the Morning: A Simple Way to Shed Up to 2 Pounds a Week -- Guaranteed](#)
- [Fit Quickies: 5-Minute, Targeted Body-Shaping Workouts](#)
- [5 Ingredients 15 Minutes Prep Time Slow Cooker Cookbook: Quick & Easy Set It & Forget It Recipes](#)

- [60 Seconds to Slim: Balance Your Body Chemistry to Burn Fat Fast!](#)
- [Sew Quick, Sew Cute: 30 Simple, Speedy Projects](#)

Novelty and Nontraditional Means

- [Screenwriting Tricks For Authors \(and Screenwriters!\)](#)
- [Action Movie Hero Workouts: Get Super Crime-Fighter Ripped](#)
- [Yoga for Pain Relief: Simple Practices to Calm Your Mind and Heal Your Chronic Pain](#)
- [Eat Chocolate, Lose Weight: New Science Proves You Should Eat Chocolate Every Day](#)
- [Financial Sorcery: Magical Strategies to Create Real and Lasting Wealth](#)
[Mind Programming: From Persuasion and Brainwashing, to Self-Help and Practical Metaphysics](#)
- [Extreme Brain Workout: 500 Fun and Challenging Puzzles to Boost Your Brain Power](#)
- [Fascinatingly Fierce Crosswords: 150 Hard Puzzles \(New York Times Crossword Puzzles\)](#)
- [Yoga for Your Brain a Zentangle Workout](#)
- [You Are Your Own Gym: The Bible of Bodyweight Exercises](#)
- [Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History](#)
- [Banish Clutter Forever: How the Toothbrush Principle Will Change Your Life](#)
- [How to Train a Wild Elephant: And Other Adventures in Mindfulness](#)
- [The Art of Being Unmistakable: A Collection of Essays About Making a Dent in The Universe](#)
- [The Cow in the Parking Lot: A Zen Approach to Overcoming Anger](#)

Attention Grabbing Word(s) – Titles that use a specific word or words that are designed to grab your attention.

- [Write & Sell Your Damn Book](#)
- [The Crafter's Book of Clever Ideas: Awesome Craft Techniques for Handmade Craft Projects](#) [First-Time Quilting: Learning to Quilt in Six Easy Lessons](#)
- [Sextrology: The Astrology of Sex and the Sexes](#)
- [52 Ways to Live a Kick-Ass Life: BS-Free Wisdom to Ignite Your Inner Badass and Live the Life You Deserve](#)
- [Forbidden Science: From Ancient Technologies to Free Energy](#)
- [Cleaning Sucks: Speed Cleaning and Organizing Like a Pro: For Busy Moms and Dads \(Home Cleaning and Organizing\)](#)
- [Assholes: A Theory](#)
- [He's Just Not That Into You: The No-Excuses Truth to Understanding Guys](#)
- [What to Say if He Shows You His #*\\$& \(And other Blunt Dating Advice for Women\)](#)
- [The Cow in the Parking Lot: A Zen Approach to Overcoming Anger](#)
- [The Coconut Oil Miracle](#)
- [Stitch 'N Bitch Crochet: The Happy Hooker](#)
- [The Big-Ass Book of Crafts](#)
- [Crazy Sexy Diet](#)
- [Die Empty: Unleash Your Best Work Every Day](#)
- [Primal Leadership, With a New Preface by the Authors: Unleashing the Power of Emotional Intelligence](#)
- [The Compound Effect: Jumpstart Your Income, Your Life, Your Success](#)
- [Kill Your Blog: 12 Reasons Why You Should Stop F#\\$%ing Blogging!](#)
- [Tweet Naked: A Bare-All Social Media Strategy for Boosting Your Brand and Your Business](#)
- [Missed Fortune 101: A Starter Kit to Becoming a Millionaire](#)
- [Winning the Loser's Game: Timeless Strategies for Successful Investing](#)

- [Collapsing Consciously: Transformative Truths for Turbulent Times \(Sacred Activism\)](#)
- [How to Train a Wild Elephant: And Other Adventures in Mindfulness](#)
- [Fascinatingly Fierce Crosswords: 150 Hard Puzzles \(New York Times Crossword Puzzles\)](#)
- [Sew Quick, Sew Cute: 30 Simple, Speedy Projects](#)

Complete or Essential Guide – Titles that focus on having everything or the essentials you need to know about a subject.

- [The Yoga Bible](#)
- [You Are Your Own Gym: The Bible of Bodyweight Exercises](#)
- [The Only Negotiation Book You'll Ever Need: Find the negotiation style that's right for you, Avoid common pitfalls...](#)
- [The Only Budgeting Book You'll Ever Need: How to Save Money and Manage Your Finances with a Personal Budget Plan That Works For You](#)
- [All You Need to Know About the Music Business](#)
- [The Complete Vocal Workout: A Step-By-Step Guide to Tough Vocals](#)
- [Writing Better Lyrics: The Essential Guide To Powerful Songwriting](#)
- [You Can Act!: A Complete Guide for Actors](#)
- [Art of the Apology: How, When, and Why to Give and Accept Apologies](#)
- [Obsessive-Compulsive Disorder Demystified: An Essential Guide for Understanding and Living with OCD](#)
- [The Gardener's A-Z Guide to Growing Organic Food](#)
- [The Art of Talking to Anyone: Essential People Skills for Success in Any Situation](#)
- [The Only Dog Training Book You Will Ever Need: From Avoiding Accidents to Banishing Barking, the Basics for Raising A Well Behaved Dog](#)

Word Pictures and Cute

- [Creepy Cute Crochet: Zombies, Ninjas, Robots, and More!](#)
- [I Love Your Style: How to Define and Refine Your Personal Style](#)
- [Chewy Goopy Crispy Crunchy Melt-in-Your-Mouth Cookies](#)
- [Buddha's Brain: The Practical Neuroscience of Happiness, Love, and Wisdom](#)

Budget – Focus on saving money

- [Self-Publishing on a Shoestring: Insanely Helpful Links For Indie Authors](#)
- [Vegan on the Cheap](#)
- [Grow More With Less: Sustainable Garden Methods: Less Water * Less Work * Less Money](#)
- [The Small Budget Gardener: All the Dirt on Saving Money in Your Garden](#)
- [How to Run Incredible Facebook Advertising & For Cheap](#)
- [How to Retire the Cheapskate Way: The Ultimate Cheapskate's Guide to a Better, Earlier, Happier Retirement](#)
- [Gluten-Free on a Shoestring: 125 Easy Recipes for Eating Well on the Cheap](#)

What You Need or Want To Know – Curiosity driven titles that focus on need-to-know information for an outcome.

- [101 Toughest Interview Questions: And Answers That Win the Job!](#)
- [The Fat Smash Diet: The Last Diet You'll Ever Need](#)
- [200 Beauty Tips You Must Know About To Look Amazing And Stay Young](#)
- [How to Survive the End of the World as We Know It: Tactics, Techniques, and Technologies for Uncertain Times](#)
- [What to Do When the Shit Hits the Fan: THE ULTIMATE PREPPER'S GUIDE TO PREPARING FOR, AND COPING WITH, ANY EMERGENCY](#)
- [When All Hell Breaks Loose: Stuff You Need To Survive When Disaster Strikes](#)
- [What to Do When You Can't Get Pregnant: The Complete Guide to All the Options for Couples Facing Fertility Issues](#)
- [The Secret Language of Influence: Master the One Skill Every Sales Pro Needs](#)
- [Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy](#)
- [The Education of Millionaires: Everything You Won't Learn in College About How to Be Successful](#)
- [Love Yourself Like Your Life Depends On It](#)
- [Drive: The Surprising Truth About What Motivates Us](#)
- [Obsessive-Compulsive Disorder Demystified: An Essential Guide for Understanding and Living with OCD](#)
- [Overcoming Compulsive Hoarding: Why You Save and How You Can Stop](#)
- [The Power of Habit: Why We Do What We Do in Life and Business](#)
- [Willpower Is Not Enough: Understanding and Overcoming Addiction and Compulsion](#)
- [Destiny vs. Choice: The Scientific and Spiritual Evidence Behind Fate and Free Will](#)

- [Financial Sorcery: Magical Strategies to Create Real and Lasting Wealth](#)
- [Mind Programming: From Persuasion and Brainwashing, to Self-Help and Practical Metaphysics](#)
- [The Science of Happily Ever After: What Really Matters in the Quest for Enduring Love](#)
- [The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You](#)
- [The 250 Power Words That Sell: The Words You Need to Get the Sale, Beat Your Quota, and Boost Your Commission](#)
- [The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It](#)
- [What to Say When Things Get Tough: Business Communication Strategies for Winning People Over When They're Angry, Worried and Suspicious of Everything You Say](#)
- [Knock 'em Dead Cover Letters: Cover letter samples and strategies you need to get the job you want](#)
- [1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview](#)
- [The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two](#) (Violate At Your Own Risk)
- [The 250 Questions Everyone Should Ask about Buying Foreclosures](#)
- [Why We Buy: The Science Of Shopping](#)
- [Hiring Manager Secrets: 7 Interview Questions You Must Get Right](#)
- [What Works for Women at Work: Four Patterns Working Women Need to Know](#)
- [106 Mortgage Secrets All Borrowers Must Learn - But Lenders Don't Tell](#)
- [21.5 Unbreakable Laws of Selling: Proven Actions You Must Take to Make Easier, Faster, Bigger Sales](#) [Make the Sale Happen Before Lunch: 50 Cut-to-the-Chase Strategies for Getting the Business Results You Want](#)

- [Words Every Woman Should Remember: Messages of Support, Encouragement, and Gratitude for All You Are and All You Do](#)
- [The Oil Painting Course You've Always Wanted: Guided Lessons for Beginners and Experienced Artists](#)
- [50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Stay Health](#)
- [How to Spot a Liar, Revised Edition: Why People Don't Tell the Truth and How You Can Catch Them](#)
- [The Body Language of Liars](#)
- [What Every BODY is Saying](#)
- [You Say More Than You Think: Use the New Body Language to Get What You Want!, The 7-Day Plan](#)
- [I Can Make You Confident: The Power to Go for Anything You Want!](#)
- [There Are No Accidents: Synchronicity and the Stories of Our Lives](#)
- [Your Infinite Power to be Rich: Use the Power of Your Subconscious Mind to Obtain the Prosperity You Deserve](#)
- [Your Magic Power to be Rich!](#)
- [101 Things You Don't Know About Science and No One Else Does Either](#)
- [Ask a Science Teacher: 250 Answers to Questions You've Always Had About How Everyday Stuff Really Works](#)
- [Would You Kill the Fat Man?: The Trolley Problem and What Your Answer Tells Us about Right and Wrong](#)
- [Quiet: The Power of Introverts in a World That Can't Stop Talking](#)
- [What Do You Want to Do Before You Die?](#)
- [Is God Happy?: Selected Essays](#)
- [Why You're Stuck: Your Guide To Finding Freedom From Any Of Life's Challenges](#)
- [Why Does the World Exist?: An Existential Detective Story](#)
- [Would You Kill the Fat Man?: The Trolley Problem and What Your Answer Tells Us about Right and Wrong](#)

- [Quiet: The Power of Introverts in a World That Can't Stop Talking](#)
- [What Do You Want to Do Before You Die?](#)

What You're Thinking or Wondering – Titles that use words and phrases that might be running through the target readers mind already.

- [I'm Too Young for This!: The Natural Hormone Solution to Enjoy Perimenopause by Suzanne Somers](#)
- [Why Can't I Get Better?: Solving the Mystery of Lyme and Chronic Disease](#)
- [Why Isn't My Brain Working?](#)
- [Are You the One for Me?: Knowing Who's Right and Avoiding Who's Wrong](#)
- [Do You Know Your Husband?: A Quiz about the Man in Your Life](#)
- [Why Does He Do That?: Inside the Minds of Angry and Controlling Men ! Love You But I Don't Trust You: The Complete Guide to Restoring Trust in Your Relationship](#)
- [Why Is It Always About You?: The Seven Deadly Sins of Narcissism](#)
- [Why Men Marry Bitches: A Woman's Guide to Winning Her Man's Heart](#)
- [Why You're Not Married . . . Yet: The Straight Talk You Need to Get the Relationship You Deserve](#)
- [WTF Are Men Thinking?: 250,000 Men Reveal What Women REALLY Want to Know](#)
- [Why Can't I Get Better?: Solving the Mystery of Lyme and Chronic Disease](#)
- [But He'll Change](#)
- [You Mean I'm Not Lazy, Stupid or Crazy?!: The Classic Self-Help Book for Adults with Attention Deficit Disorder](#)
- [Why Does He Do That?: Inside the Minds of Angry and Controlling Men](#)
- [What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question](#)
- [I Thought It Was Just Me \(but it isn't\): Making the Journey from "What Will People Think?" to "I Am Enough"](#)
- [Please Stop Laughing at Me: One Woman's Inspirational True Story](#)

Catchy Titles By Category (With Word Clouds From Titles)

Art and Design

- [20 Ways to Draw a Cat and 44 Other Awesome Animals: A Sketchbook for Artists, Designers, and Doodlers](#)
- [Basic Drawing Made Amazingly Easy](#)
- [Graphic Design for Nondesigners: Essential Knowledge, Tips, and Tricks, Plus 20 Step-by-Step Projects for the Design Novice](#)
- [The Oil Painting Course You've Always Wanted: Guided Lessons for Beginners and Experienced Artists](#)
- [Thou Shall Not Use Comic Sans: 365 Graphic Design Sins and Virtues: A Designer's Almanac of Dos and Don'ts](#)
- [You Can Draw in 30 Days: The Fun, Easy Way to Learn to Draw in One Month or Less](#)



Book Publishing and Marketing

- [Author Expert Marketing Machines: The Ultimate 5-Step, Push-Button, Automated System to Become the Expert, Authority and Star In Your Niche](#)
- [Book Marketing is Dead: book promotion secrets you MUST know BEFORE you publish your book](#)
- [Get Reviews so You Can Sell More Book: 20 Good, Bad and Questionable Tips for Amazon's Review System](#)
- [How I Made Over \\$42,000 in 1 Month Selling My Kindle eBooks](#)
- [How I make \\$4,000 a Month selling eBooks on Amazon Kindle - And How You Can Too: A Step by Step Guide](#)
- [How to Write a Nonfiction eBook in 21 Days - That Readers LOVE!](#)
- [Make Your Book Work Harder: How To Use Multiple Platforms To Make More Money](#)
- [Screenwriting Tricks For Authors \(and Screenwriters!\)](#)
- [Self-Publishing on a Shoestring: Insanely Helpful Links For Indie Authors](#)
- [Write & Sell Your Damn Book](#)
- [You Are a Writer \(So Start Acting Like One\)](#)



Careers and Job Seeking

- [101 Toughest Interview Questions: And Answers That Win the Job!](#)
- [50 Best Jobs for Your Personality](#)
- [Winning Job Interviews](#)
- [Knock 'em Dead Cover Letters: Cover letter samples and strategies you need to get the job you want](#)
- [How to Get Your Point Across in 30 Seconds or Less](#)
- [301 Best Questions to Ask on Your Interview](#)
- [I Shouldn't Be Telling You This: Success Secrets Every Gutsy Girl Should Know](#)
- [Making a Living Without a Job: Winning Ways For Creating Work That You Love](#)
- [Perfect Phrases for Resumes](#)
- [Secrets of Millionaire Moms](#)
- [How to Say It: Be Indispensable at Work: Winning Words and Strategies to Get Noticed, Get Hired, and Get Ahead](#)
- [1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview](#)
- [Hiring Manager Secrets: 7 Interview Questions You Must Get Right](#)
- [How To Find A Job: When There Are No Jobs \(Book 1\) A Necessary Job Search and Career Planning Guide for Today's Job Market](#)
- [Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong](#)
- [Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers](#)
- [Powerful Phrases for Successful Interviews: Over 400 Ready-to-Use Words and Phrases That Will Get You the Job You Want](#)
- [The Secrets to Writing A Successful Business Plan: A Pro Shares A Step-By-Step Guide To Creating A Plan That Gets Results](#)

- [What Works for Women at Work: Four Patterns Working Women Need to Know](#)



Cookbooks

- [5 Ingredients 15 Minutes Prep Time Slow Cooker Cookbook: Quick & Easy Set It & Forget It Recipes](#)
- [Allergen-Free Baker's Handbook](#)
- [Chewy Goopy Crispy Crunchy Melt-in-Your-Mouth Cookies](#)
- [Cooking for Geeks: Real Science, Great Hacks, and Good Food](#)
- [Diet Cookbook: Under 160 Calories - Healthy Dessert Recipes. Naturally, Delicious Desserts That No One Will Believe They Are Low Fat And Healthy](#)
- [Gluten-Free on a Shoestring: 125 Easy Recipes for Eating Well on the Cheap](#)
- [Great Gluten-Free Vegan Eats From Around the World: Fantastic, Allergy-Free Ethnic Recipes](#)
- [Let Them Eat Vegan!: 200 Deliciously Satisfying Plant-Powered Recipes for the Whole Family](#)
- [Make-Ahead Paleo: Healthy Gluten-, Grain- & Dairy-Free Recipes Ready When & Where You Are](#)
- [Men's Health Muscle Chow: More Than 150 Meals to Feed Your Muscles and Fuel Your Workouts](#)
- [Parents Magazine Quick & Easy Kid-Friendly Meals: 100+ Recipes Your Whole Family Will Love](#)
- [Primal Cravings: Your favorite foods, made Paleo](#)
- [Quick & Kosher: Meals in Minutes](#)
- [Quick-Fix Gluten Free](#)
- [Secrets from the White House Kitchens](#)
- [Secrets of the Best Chefs: Recipes, Techniques, and Tricks from America's Greatest Cooks](#)
- [Seductive Tables For Two: Tablescapes, Picnics, and Recipes That Inspire Romance](#)
- [Stuffed: The Ultimate Comfort Food Cookbook: Taking Your Favorite Foods and Stuffing Them to Make New, Different, And Delicious Meals](#)

- [The 30-Minute Vegan: Over 175 Quick, Delicious, and Healthy Recipes for Everyday Cooking](#)
- [The Aging Cure: Reverse 10 years in one week with the FAT-MELTING CARB SWAP](#)
- [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](#)
- [The Can't Cook Book: Recipes for the Absolutely Terrified!](#)
- [The Sexy Vegan Cookbook: Extraordinary Food from an Ordinary Dude](#)
- [The Shredded Chef: 120 Recipes for Building Muscle, Getting Lean, and Staying Healthy](#)
- [The Vegan Cheat Sheet: Your Take-Everywhere Guide to Plant-based Eating](#) [Vegan Junk Food: 225 Sinful Snacks that are Good for the Soul](#)
- [The Vegetarian Meat & Potatoes Cookbook: 275 Hearty and Healthy Meat-Free Recipes](#)
- [Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat](#)
- [Vegan on the Cheap](#)
- [Vegan with a Vengeance: Over 150 Delicious, Cheap, Animal-Free Recipes That Rock](#)



Crafts

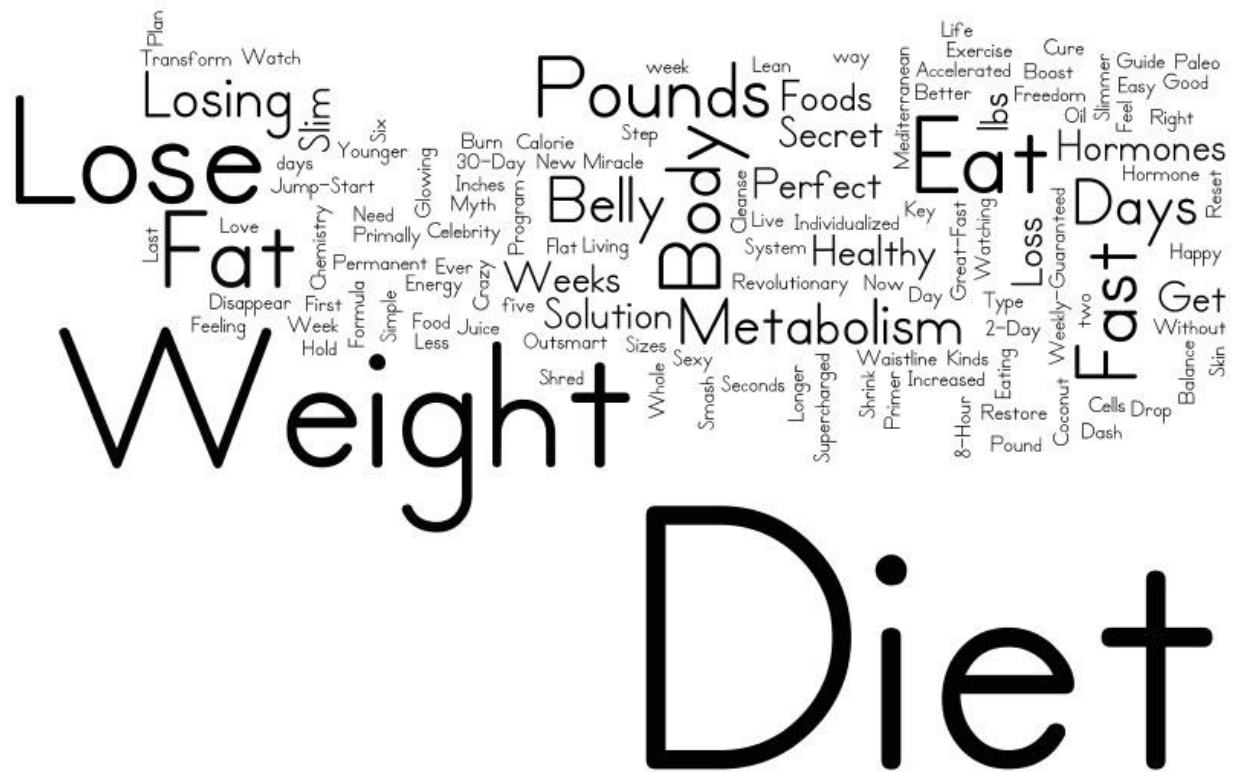
- [30-Minute Necklaces: 60 Quick & Creative Projects for Jewelers](#)
- [Creepy Cute Crochet: Zombies, Ninjas, Robots, and More!](#)
- [Origami for Busy People: 27 Original On-The-Go Projects](#)
- [Sew Quick, Sew Cute: 30 Simple, Speedy Projects](#)
- [Sew What! Bags: 18 Pattern-Free Projects You Can Customize to Fit Your Needs](#)
- [Sewing School: 21 Sewing Projects Kids Will Love to Make](#)
- [Stitch 'N Bitch Crochet: The Happy Hooker](#)
- [The Big-Ass Book of Crafts](#)
- [The Crafter's Book of Clever Ideas: Awesome Craft Techniques for Handmade Craft Projects](#)
- [First-Time Quilting: Learning to Quilt in Six Easy Lessons](#)



Diets

- [10 Pounds in 10 Days: The Secret Celebrity Program for Losing Weight Fast](#)
- [60 Seconds to Slim: Balance Your Body Chemistry to Burn Fat Fast!](#)
- [Crazy Sexy Diet](#)
- [Eat Right 4 Your Type: The Individualized Diet Solution](#)
- [Flat Belly Diet!](#)
- [Happy Hormones, Slim Belly: Over 40? Lose 7 lbs. the First Week, and Then 2 lbs. Weekly-Guaranteed](#)
- [Perfect 10 Diet: 10 Key Hormones That Hold the Secret to Losing Weight and Feeling Great-Fast!](#)
- [Shred: The Revolutionary Diet: 6 Weeks 4 Inches 2 Sizes](#)
- [The 8-Hour Diet: Watch the Pounds Disappear Without Watching What You Eat!](#)
- [The Calorie Myth: How to Eat More, Exercise Less, Lose Weight, and Live Better](#)
- [The Coconut Oil Miracle](#)
- [The Dash Diet Weight Loss Solution: 2 Weeks to Drop Pounds, Boost Metabolism, and Get Healthy](#)
- [The Fast Metabolism Diet: Eat More Food and Lose More Weight](#)
- [The Fat Smash Diet: The Last Diet You'll Ever Need](#)
- [The Freedom Diet - The Simple 6 Step System for Fast, Easy and Permanent Weight Loss](#)
- [The Juice Cleanse Reset Diet: 7 Days to Transform Your Body for Increased Energy, Glowing Skin, and a Slimmer Waistline](#)
- [The New Lean for Life: Outsmart Your Body to Shrink Fat Cells and Lose Weight for Good](#) [The 2-Day Diet: Diet two days a week. Eat the Mediterranean way for five.](#)
- [The Paleo Primer: A Jump-Start Guide to Losing Body Fat and Living Primally](#)

- [The Belly Fat Cure](#)
- [The Perfect Formula Diet: How to Lose Weight and Get Healthy Now with Six Kinds of Whole Foods](#)
- [The Pound a Day Diet: Lose Up to 5 Pounds in 5 Days by Eating the Foods You Love](#)
- [The Supercharged Hormone Diet: A 30-Day Accelerated Plan to Lose Weight, Restore Metabolism, and Feel Younger Longer](#)



Fitness and Exercise

- [50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Stay Health](#)
- [8 Minutes in the Morning: A Simple Way to Shed Up to 2 Pounds a Week -- Guaranteed](#)
- [Action Movie Hero Workouts: Get Super Crime-Fighter Ripped](#)
- [Fit Quickies: 5-Minute, Targeted Body-Shaping Workouts](#)
- [Flat Belly Yoga! : The 4-Week Plan to Strengthen Your Core](#)
- [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](#)
- [Move Without Pain](#)
- [Running SUCKS! - Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises](#)
- [The Yoga Bible](#)
- [Yoga for Pain Relief: Simple Practices to Calm Your Mind and Heal Your Chronic Pain](#)
- [Yoga for Real Life](#)
- [Yoga Over 50](#)
- [You Are Your Own Gym: The Bible of Bodyweight Exercises](#)

Yoga

Using Life Secret Muscle Plan Gym Shed Real Fitness Way Wish Core
Chronic Stay Without Minutes Shape Exercise Inches Guaranteed Tips
Action Time Body Strengthen Targeted Belly Practices Crime-Fighter Body-Shaping Leaner
Knew Ways Schedule Running Hero Method Quickies Ripped Pounds Morning 5-Minute Bible Health Get
Heal Quick Ultimate Effortless Increase Weight Building Lose 5-Second Super
Want Miracle 4-Week Fit Pain Relief Easy SUCKS Mind Men's
Guide Movie Week Best Move Calm

Gardening

- [Grow More With Less: Sustainable Garden Methods: Less Water * Less Work * Less Money](#)
- [The Gardener's A-Z Guide to Growing Organic Food](#)
- [The Small Budget Gardener: All the Dirt on Saving Money in Your Garden](#)

Less Grow
Guide Sustainable
Work Garden Small
Growing A-Z
Dirt Methods
Gardener's Organic Water
Food Saving Gardener Budget Money

Health and Wellness

- [101 Foods That Could Save Your Life](#)
- [50 Secrets of the World's Longest Living People](#)
- [7 Steps to a Pain-Free Life: How to Rapidly Relieve Back and Neck Pain](#)
- [A Short Guide to a Long Life](#)
- [Clean Gut: The Breakthrough Plan for Eliminating the Root Cause of Disease and Revolutionizing Your Health](#)
- [Conquer Leptin Resistance: How To Get Rid Of Cravings, Fix Your Hormones, Get More Energy And Lose Weight](#)
- [Detox for Women: An All New Approach for a Sleek Body and Radiant Health in 4 Weeks](#)
- [End Back Pain Forever: A Groundbreaking Approach to Eliminate Your Suffering](#)
- [Forever Beautiful: The Age-Defying Detox Plan](#)
- [From Fatigued to Fantastic: A Clinically Proven Program to Regain Vibrant Health and Overcome Chronic Fatigue](#)
- [I'm Too Young for This!: The Natural Hormone Solution to Enjoy Perimenopause](#) by [Suzanne Somers](#)
- [Overnight Liver Cleanse & Detox Diet: Clean Your Liver, Detox Your Body, Burn Fat & Feel Great](#)
- [The Beauty Detox Solution: Eat Your Way to Radiant Skin, Renewed Energy and the Body You've Always Wanted](#)
- [The Great Cholesterol Myth: Why Lowering Your Cholesterol Won't Prevent Heart Disease-and the Statin-Free Plan That Will](#)
- [The Natural Menopause Solution: Expert Advice for Melting Stubborn Midlife Pounds, Reducing Hot Flashes, and Getting Relief From Menopause Symptoms](#)
- [The New Science of Overcoming Arthritis: Prevent or Reverse Your Pain, Discomfort, and Limitations](#)

- [The Science of Skinny: Start Understanding Your Body's Chemistry--and Stop Dieting Forever](#)
- [Unleash the Power of the Female Brain: Supercharging Yours for Better Health, Energy, Mood, Focus, and Sex](#)
- [The Thyroid Solution: A Revolutionary Mind-Body Program for Regaining Your Emotional and Physical Health](#)
- [The Total Detox Plan: The Essential Guide to Cleansing Your Body and Mind](#)
- [The Water Secret: The Cellular Breakthrough to Look and Feel 10 Years Younger](#)
- [The Wrinkle Cure: Unlock the Power of Cosmeceuticals for Supple, Youthful Skin](#)
- [What Makes Olga Run?: The Mystery of the 90-Something Track Star and What She Can Teach Us About Living Longer](#)
- [What to Do When You Can't Get Pregnant: The Complete Guide to All the Options for Couples Facing Fertility Issues](#)
- [Why Can't I Get Better?: Solving the Mystery of Lyme and Chronic Disease](#)
- [Why Isn't My Brain Working?](#)
- [Younger Next Week: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days](#)
- [Younger Next Year: Live Strong, Fit, and Sexy—Until You're 80 and Beyond](#)



Leadership and Business Success

- [25 Ways to Win with People: How to Make Others Feel Like a Million Bucks](#)
- [Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position](#)
- [Crucial Conversations Tools for Talking When Stakes Are High](#)
- [Die Empty: Unleash Your Best Work Every Day](#)
- [Everyone Communicates, Few Connect: What the Most Effective People Do Differently](#)
- [How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others](#) [Business Secrets of the Trappist Monks: One CEO's Quest for Meaning and Authenticity](#)
- [Ignore Everybody: and 39 Other Keys to Creativity](#)
- [It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear](#)
- [Managing Knock Your Socks Off Service \(Knock Your Socks Off Series\)](#)
- [Primal Leadership, With a New Preface by the Authors: Unleashing the Power of Emotional Intelligence](#)
- [Speak Like a CEO : Secrets for Commanding Attention and Getting Results](#)
- [Talk Less, Say More: Three Habits to Influence Others and Make Things Happen](#)
- [Team Secrets of the Navy SEALs: The Elite Military Force's Leadership Principles for Business](#) [Who Kidnapped Excellence?: What Stops Us from Giving and Being Our Best](#)
- [The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You](#)
- [The 21 Most Powerful Minutes in a Leader's Day: Revitalize Your Spirit and Empower Your Leadership](#)
- [The Art of Talking to Anyone: Essential People Skills for Success in Any Situation](#)
- [The Compound Effect: Jumpstart Your Income, Your Life, Your Success](#)

- [illegible]

Marketing and Sales

- [106 Mortgage Secrets All Borrowers Must Learn - But Lenders Don't Tell](#)
- [21.5 Unbreakable Laws of Selling: Proven Actions You Must Take to Make Easier, Faster, Bigger Sales](#) [Make the Sale Happen Before Lunch: 50 Cut-to-the-Chase Strategies for Getting the Business Results You Want](#)
- [Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#)
- [Buyology: Truth and Lies About Why We Buy](#)
- [Copywriting For The Rest Of Us: How To Write Amazing Copy In less Than 10 Minutes A Day](#)
- [Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business](#)
- [How To Prospect, Sell and Build Your Network Marketing Business With Stories](#)
- [How to Run Incredible Facebook Advertising & For Cheap](#)
- [How to Self-Promote without Being a Jerk](#)
- [How to Sell Anything to Anyone Anytime](#)
- [How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid](#)
- [How to Write Great Blog Posts that Engage Readers \(Better Blog Booklets\)](#)
- [Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words](#)
- [Internet Marketing: An Hour a Day](#)
- [Kill Your Blog: 12 Reasons Why You Should Stop F#\\$%ing Blogging!](#)
- [Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History](#)
- [Multicast Marketing: How to Podcast, Publish and Promote Your Content to the World with Google Hangouts, YouTube Live, Kindle Books, Mobile and Social Media](#)
- [My Blog Traffic Sucks! 8 Simple Steps to Get 100,000 Blog Visitors without Working 8 Days a Week](#)

- [How to Sell Your Home in 5 Days](#)
- [Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal](#)
- [Selling to Anyone Over the Phone](#)
- [The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two](#) (Violate At Your Own Risk)
- [The 25 Most Common Sales Mistakes: . . . And How to Avoid Them](#)
- [The 250 Power Words That Sell: The Words You Need to Get the Sale, Beat Your Quota, and Boost Your Commission](#)
- [The 250 Questions Everyone Should Ask about Buying Foreclosures](#)
- [The Only Negotiation Book You'll Ever Need: Find the negotiation style that's right for you, Avoid common pitfalls...](#)
- [The Secret Language of Influence: Master the One Skill Every Sales Pro Needs](#)
- [Tweet Naked: A Bare-All Social Media Strategy for Boosting Your Brand and Your Business](#)
- [Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them To Buy](#)
- [Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them To Buy](#)
- [Why We Buy: The Science Of Shopping](#)
- [Words that Sell: More than 6000 Entries to Help You Promote Your Products, Services, and Ideas](#)
- [Yes!: 50 Scientifically Proven Ways to Be Persuasive](#)

Money and Finances

- [25 Money-Making Businesses You Can Start in Your Spare Time](#)
- [Attract Money Now](#)
- [Complete Book of Dirty Little Secrets From the Credit Bureaus: Money Saving Strategies the Credit Bureaus Won't Tell You](#)
- [Confessions of a Credit Junkie](#)
- [Extreme Couponing: Learn How to Be a Savvy Shopper and Save Money... One Coupon At a Time](#)
- [Happy Money \(Increase the Flow of Money with a Simple 2-Step Formula\)](#)
- [How I Made 80K Part Time On The Internet -: While Working a Full Time J.O.B.](#)
- [How I Made Over \\$1 Million Using The Law of Attraction: The Last Law of Attraction, How-To, Or Self-Help Book You Will Ever Need To Read](#)
- [How I Made Over \\$42,000 in 1 Month Selling My Kindle eBooks](#)
- [How I make \\$4,000 a Month selling eBooks on Amazon Kindle - And How You Can Too: A Step by Step Guide](#)
- [How to Be Richer, Smarter, and Better-Looking Than Your Parents](#)
- [How to Blog for Profit \(Without Selling Your Soul\)](#)
- [How to Extreme Coupon Without Extreme Stress](#)
- [How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets](#)
- [How to Retire the Cheapskate Way: The Ultimate Cheapskate's Guide to a Better, Earlier, Happier Retirement](#)
- [Make Money Online - Exactly how I Make over \\$3,000 Monthly selling Products on Etsy, Tophatter & eBay!](#)
- [Missed Fortune 101: A Starter Kit to Becoming a Millionaire](#)
- [My Secret List of Sites that Pay \(The beginners guide to Quick Easy Money\)](#)
- [Rule #1: The Simple Strategy for Getting Rich--in Only 15 Minutes a Week!](#)
- [Secrets of the Millionaire Mind](#)

- [Start Day Trading Now: A Quick and Easy Introduction to Making Money While Managing Your Risk](#)
- [The \\$1,000 Challenge: How One Family Slashed Its Budget Without Moving Under a Bridge or Living on Government Cheese](#)
- [The 100 Best Stocks to Buy in 2014 \(100 Best Stocks You Can Buy\)](#)
- [The Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich](#)
- [The Education of Millionaires: Everything You Won't Learn in College About How to Be Successful](#)
- [The Five Lessons a Millionaire Taught Me About Life and Wealth](#)
- [The Millionaire Dropout: Fire Your Boss. Do What You Love. Reclaim Your Life!](#)
- [The Most Important Thing: Uncommon Sense for the Thoughtful Investor](#)
- [The One Minute Millionaire: The Enlightened Way to Wealth](#)
- [The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results](#)
- [The Only Budgeting Book You'll Ever Need: How to Save Money and Manage Your Finances with a Personal Budget Plan That Works For You](#)
- [The Simple Solution to Freedom: The Easiest Way to Get Out of Debt, Save Money, and Get What You Want In Life](#)
- [The Wealthy Barber, Updated 3rd Edition: Everyone's Commonsense Guide to Becoming Financially Independent](#)
- [Winning the Loser's Game: Timeless Strategies for Successful Investing](#)
- [You're Broke Because You Want to Be: How to Stop Getting By and Start Getting Ahead](#)



Organizing and Productivity

- [Banish Clutter Forever: How the Toothbrush Principle Will Change Your Life](#)
- [Cleaning Sucks: Speed Cleaning and Organizing Like a Pro: For Busy Moms and Dads \(Home Cleaning and Organizing\)](#)
- [Master Your Time In 10 Minutes a Day: Time Management Tips for Anyone Struggling With Work-Life Balance](#)
- [Minimalist Lifestyle: 30 Days to Minimalist Living and a Happier Life with Less](#)
- [Simple Living - 30 days to less stuff and more life](#)
- [The Art Of Speed Cleaning And Organizing: How To Organize, Clean, And Keep Your House Spotless](#)
- [The Busy Mom's Guide To Speed Cleaning And Organizing: How To Organize, Clean, And Keep Your Home Spotless](#)
- [The Productive Person: A how-to guide book filled with productivity hacks & daily schedules for entrepreneurs, students, or anyone struggling with work-life balance](#)
- [The Tidy Closet: Tips From A French Woman - Easy Steps And Motivation To Declutter Your Closet And Organise Your Wardrobe](#)



Performing Arts

- [All You Need to Know About the Music Business](#)
- [Guitar Mastery Simplified: How Anyone Can Quickly Become a Strumming, Chords, and Lead Guitar Ninja](#)
- [How to Make Your Electric Guitar Play Great](#)
- [How to Read Music Easily in 30 Days: An actionable daily guide that will transform you from a total beginner to advanced music reader](#)
- [How to Sing Better Fast- The Incredible 7 Step Formula](#)
- [Play Piano in a Flash!: Play Your Favorite Songs Like a Pro -- Whether You've Had Lessons or Not!](#)
- [Secrets of Screen Acting](#)
- [The Actor's Secret: Techniques for Transforming Habitual Patterns and Improving Performance](#)
- [The Complete Vocal Workout: A Step-By-Step Guide to Tough Vocals](#)
- [The Hidden Tools Of Comedy](#)
- [The No B.S. Guitar Advantage: Secret Strategies Most Guitarists Will Never Tell You About To Go From Beginner to Head Turning Guitar Player Faster Than You Ever Thought Possible](#)
- [Writing Better Lyrics: The Essential Guide To Powerful Songwriting](#)
- [You Can Act!: A Complete Guide for Actors](#)

Read Piano total
daily Lyrics Tools Patterns
Business Favorite Guitarists
advanced Habitual Guitarists
actionable Performance
Anyone Sing
Step-By-Step
Secrets Actor's Simplified Fast
Vocals Workout Comedy B.S.
Need reader Songs Hidden
Lead
Ninja Become
Faster
Possible Screen Actors
Formula Electric Chords
transform Whether Tell
beginner Quickly
Strumming Beginner
Strategies Pro
Songwriting Essential Techniques
Mastery Vocal Writing music Player Tough
Easily
Go
Ninja Become
Faster
Great Ever
Chords
Powerful Step
Know
Complete
Incredible Acting
Never Transforming
Advantage
Improving
Thought Make Like
Head
Flash
Lessons
Days
Faster

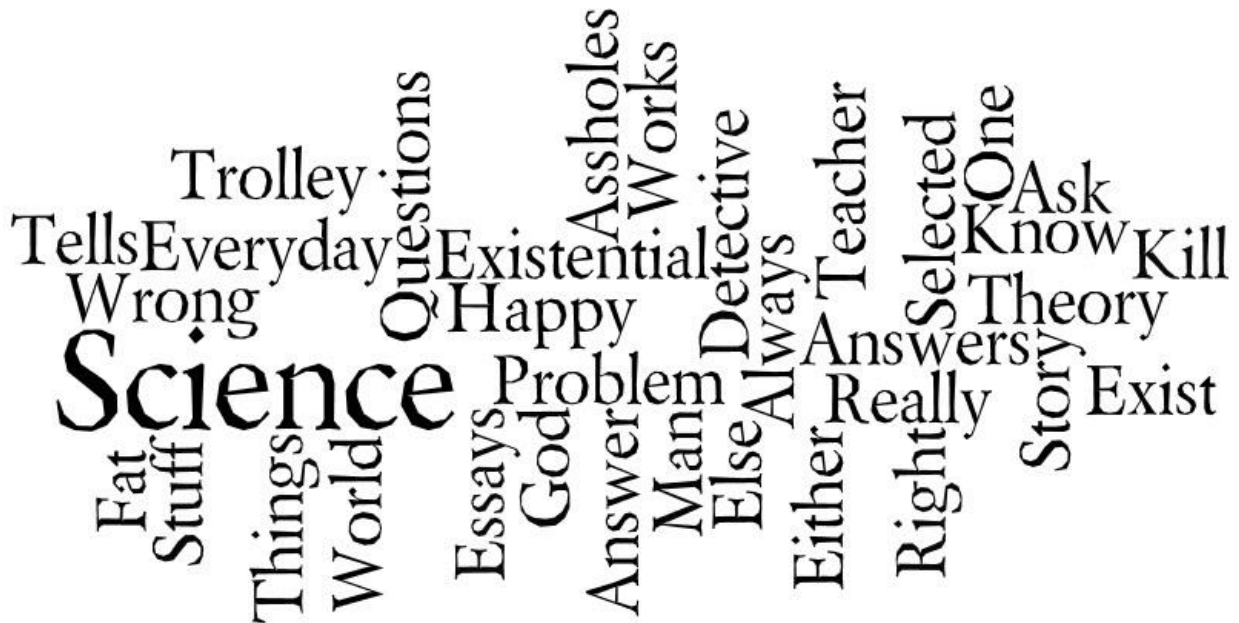
Pets and Animals

- [It's Me or the Dog: How to Have the Perfect Pet](#)
- [The Best Dog Tricks on the Planet: 106 Amazing Things Your Dog Can Do on Command](#)
- [The Only Dog Training Book You Will Ever Need: From Avoiding Accidents to Banishing Barking, the Basics for Raising A Well Behaved Dog](#)
- [Training the Hard-to-Train Dog](#)



Philosophy and Science

- [101 Things You Don't Know About Science and No One Else Does Either](#)
- [Ask a Science Teacher: 250 Answers to Questions You've Always Had About How Everyday Stuff Really Works](#)
- [Assholes: A Theory](#)
- [Is God Happy?: Selected Essays](#)
- [Why Does the World Exist?: An Existential Detective Story](#)
- [Would You Kill the Fat Man?: The Trolley Problem and What Your Answer Tells Us about Right and Wrong](#)



Relationships

- [1001 Ways to Be Romantic: More Romantic Than Ever](#)
- [101 Conversation Starters for Couples \(101 Conversations Starters\)](#)
- [6 Simple Tricks To CRACK THE MAN CODE And Get Any Guy To Open His Heart](#)
- [After the Affair, Updated Second Edition: Healing the Pain and Rebuilding Trust When a Partner Has Been Unfaithful](#)
- [Are You the One for Me?: Knowing Who's Right and Avoiding Who's Wrong](#)
- [Do You Know Your Husband?: A Quiz about the Man in Your Life](#)
- [Get the Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve](#)
- [Getting Back Together: How To Reconcile With Your Partner - And Make It Last](#)
- [Your Ex-Factor: Overcome Heartbreak and Build a Better Life](#)
- [He's Just Not That Into You: The No-Excuses Truth to Understanding Guys](#)
- [How to Get Your Ex Back Fast! Toy with the Male Psyche and Get Him Back with Skills only a Dating Coach Knows\)](#)
- [How to Improve Your Marriage Without Talking About It](#)
- [When Your Lover Is a Liar: Healing the Wounds of Deception and Betrayal](#)
- [How to Make a Man Fall in Love with You: The Fail-Proof, Fool-Proof Method](#)
- [How to Make Anyone Fall in Love with You](#)
- [How to Woo a Jew: The Modern Jewish Guide to Dating and Mating](#)
- [How to Work a Room, 25th Anniversary Edition: The Ultimate Guide to Making Lasting Connections--In Person and Online](#)
- [Make Every Man Want You: or Make Yours Want You More\)](#)
- [Make Him Beg To Be Your Boyfriend In 6 Simple Steps](#)
- [Manology: Secrets of Your Man's Mind Revealed](#)
- [Satisfy a Women Every Single Time - Cosmo's First Ever Book for Guys](#)
- [The Attraction Factor - 4 Simple Yet Powerful Principles That Will Melt Any Man's Heart](#)

- [The Commitment Guide: The Seven Secret Steps To Get Him To Commit To The Relationship You Want](#)
- [The Natural: How to Effortlessly Attract the Women You Want](#)
- [The Science of Happily Ever After: What Really Matters in the Quest for Enduring Love](#)
- [The Soulmate Secret](#)
- [The Truth About Men: The Secret Side of the Opposite Sex](#)
- [What Men Really Want In Bed: The Surprising Facts Men Wish Women Knew About Sex](#)
- [What to Say if He Shows You His #\\$\\$* \(And other Blunt Dating Advice for Women\)](#)
- [Who Holds The Cards Now? 5 Lethal Steps to Win His Heart and Get Him to Commit](#)
- [Why Does He Do That?: Inside the Minds of Angry and Controlling Men ! Love You But I Don't Trust You: The Complete Guide to Restoring Trust in Your Relationship](#)
- [Why Does He Do That?: Inside the Minds of Angry and Controlling Men](#)
- [Why Is It Always About You?: The Seven Deadly Sins of Narcissism](#)
- [Why Men Marry Bitches: A Woman's Guide to Winning Her Man's Heart](#)
- [Why You're Not Married . . . Yet: The Straight Talk You Need to Get the Relationship You Deserve](#)
- [WTF Are Men Thinking?: 250,000 Men Reveal What Women REALLY Want to Know](#)



Self Help – Communication

- [Art of the Apology: How, When, and Why to Give and Accept Apologies](#)
- [How to Argue & Win Every Time: At Home, At Work, In Court, Everywhere, Everyday](#)
- [How to Be Interesting: \(In 10 Simple Steps\)](#)
- [How to Spot a Liar, Revised Edition: Why People Don't Tell the Truth and How You Can Catch Them](#)
- [How To Win Friends and Influence People](#)
- [How You Can Talk to Anyone A Teach Yourself Guide](#)
- [The Body Language of Liars](#)
- [What Every BODY is Saying](#)
- [Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy](#)
- [You Say More Than You Think: Use the New Body Language to Get What You Want!, The 7-Day Plan](#)



Self Help – Creativity

- [Cracking Creativity: The Secrets of Creative Genius](#)
- [Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration](#)
- [Get It Done: From Procrastination to Creative Genius in 15 Minutes a Day](#)
- [How to Be a Genius](#)
- [Mastermind: How to Think Like Sherlock Holmes](#)



Self Help – Personal Development and Success

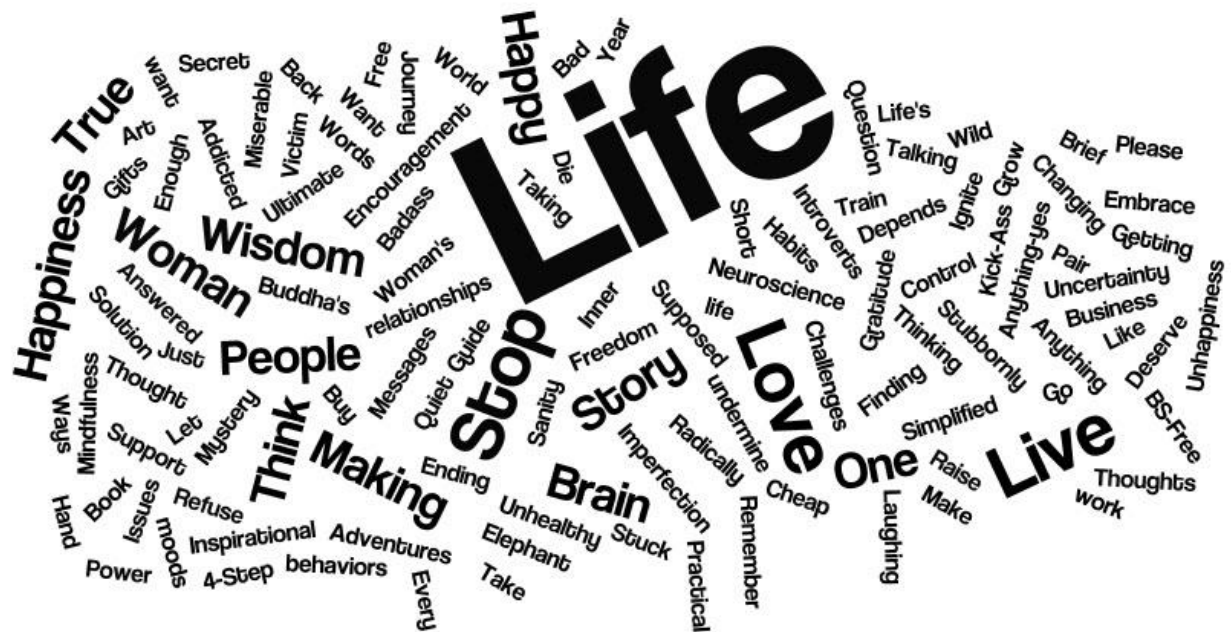
- [Becoming The 1%: How To Master Time Management And Rise To The Top In 7 Days](#)
- [Born to Win: Find Your Success Code](#)
- [I Can Make You Confident: The Power to Go for Anything You Want!](#)
- [Instant Self-Hypnosis: How to Hypnotize Yourself with Your Eyes Open](#)
- [Make Your Brain Smarter: Increase Your Brain's Creativity, Energy, and Focus](#)
- [Secret of The Ages](#)
- [Self Confidence Without All The BS: The Truth About Being Confident That Your Therapist Will Never Tell You](#)
- [Shut Up, Stop Whining, and Get a Life: A Kick-Butt Approach to a Better Life](#)
- [Ten Stupid Things Men Do to Mess Up Their Lives](#)
- [There Are No Accidents: Synchronicity and the Stories of Our Lives](#)
- [Your Infinite Power to be Rich: Use the Power of Your Subconscious Mind to Obtain the Prosperity You Deserve](#)
- [Your Magic Power to be Rich!](#)



Self Help – Happiness

- [52 Ways to Live a Kick-Ass Life: BS-Free Wisdom to Ignite Your Inner Badass and Live the Life You Deserve](#)
- [Addicted to Unhappiness: Free yourself from the moods and behaviors that undermine relationships, work, and the life you want](#)
- [Buddha's Brain: The Practical Neuroscience of Happiness, Love, and Wisdom](#)
- [Grow a Pair: How to Stop Being a Victim and Take Back Your Life, Your Business, and Your Sanity](#)
- [Happy This Year!: The Secret to Getting Happy Once and for All](#)
- [How To Stubbornly Refuse To Make Yourself Miserable About Anything-yes, Anything!](#)
- [How to Train a Wild Elephant: And Other Adventures in Mindfulness](#)
- [I Thought It Was Just Me \(but it isn't\): Making the Journey from "What Will People Think?" to "I Am Enough"](#)
- [Life is Short And So Is This Book: Brief Thoughts On Making The Most Of Your Life](#)
- [Love Yourself Like Your Life Depends On It](#)
- [Please Stop Laughing at Me: One Woman's Inspirational True Story](#)
- [Quiet: The Power of Introverts in a World That Can't Stop Talking](#)
- [Raise Your Hand If You Have Issues](#)
- [The Art of Uncertainty: How to Live in the Mystery of Life and Love It](#)
- [The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are](#)
- [What Do You Want to Do Before You Die?](#)
- [What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question](#)
- [Why You're Stuck: Your Guide To Finding Freedom From Any Of Life's Challenges](#)

- [Words Every Woman Should Remember: Messages of Support, Encouragement, and Gratitude for All You Are and All You Do](#)
- [You Are Not Your Brain: The 4-Step Solution for Changing Bad Habits, Ending Unhealthy Thinking, and Taking Control of Your Life](#)
- [You Can Buy Happiness \(and It's Cheap\): How One Woman Radically Simplified Her Life and How You Can Too](#)



Self Help – Motivation and Psychological Conditions

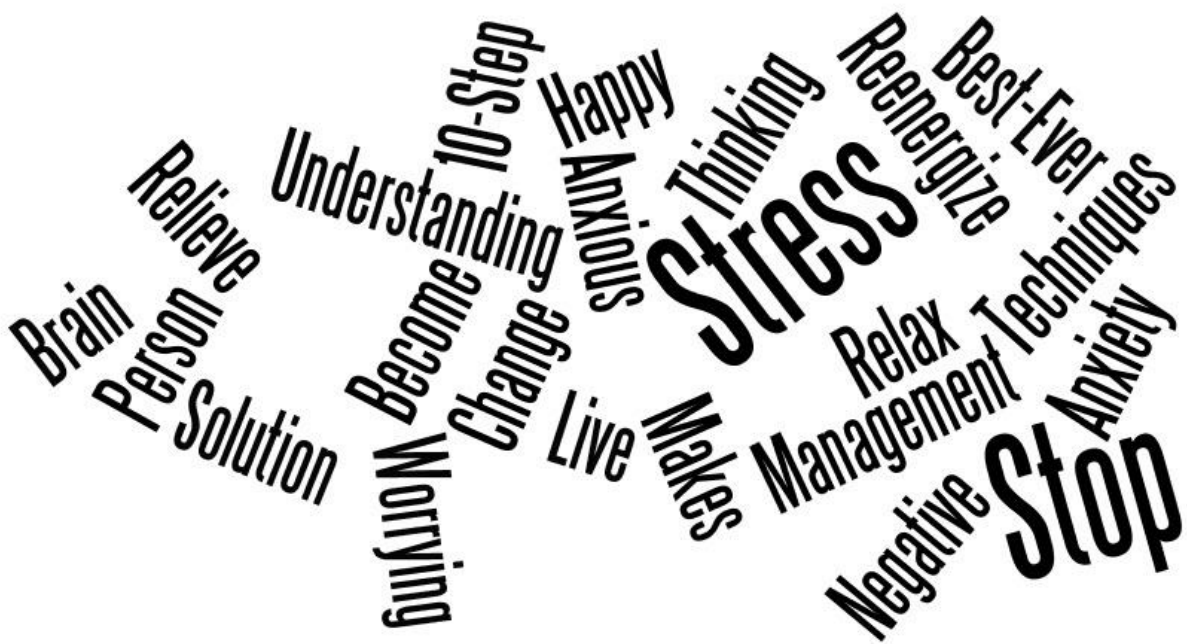
- [50 Ways to Soothe Yourself Without Food](#)
- [But He'll Change](#)
- [Drive: The Surprising Truth About What Motivates Us](#)
- [Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle](#)
- [End Emotional Eating: Using Dialectical Behavior Therapy Skills to Cope with Difficult Emotions and Develop a Healthy Relationship to Food](#)
- [Living with Your Body and Other Things You Hate: How to Let Go of Your Struggle with Body Image Using Acceptance And Commitment Therapy](#)
- [Obsessive-Compulsive Disorder Demystified: An Essential Guide for Understanding and Living with OCD](#)
- [Overcoming Compulsive Hoarding: Why You Save and How You Can Stop](#)
- [Perv: The Sexual Deviant in All of Us](#)
- [Switch: How to Change Things When Change Is Hard](#)
- [The Art of Being Unmistakable: A Collection of Essays About Making a Dent in The Universe](#)
- [The Cow in the Parking Lot: A Zen Approach to Overcoming Anger](#)
- [The Easy Way to Stop Smoking: Join the Millions Who Have Become Non-Smokers Using Allen Carr's Easyway Method](#)
- [The Power of Habit: Why We Do What We Do in Life and Business](#)
- [The Problem is YOU: How to Get Out of Your Own Way and Conquer Self-Defeating Behavior](#)
- [The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It](#)
- [Why Does He Do That?: Inside the Minds of Angry and Controlling Men](#)
- [Willpower Is Not Enough: Understanding and Overcoming Addiction and Compulsion](#)

- [You Mean I'm Not Lazy, Stupid or Crazy?!: The Classic Self-Help Book for Adults with Attention Deficit Disorder](#)



Self Help – Stress and Anxiety

- [The 10 Best-Ever Anxiety Management Techniques: Understanding How Your Brain Makes You Anxious and What You Can Do To Change It](#)
- [The 10-Step Stress Solution: Live More, Relax More, Reenergize](#)
- [Stop Negative Thinking: How To Stop Worrying, Relieve Stress, and Become a Happy Person Again](#)



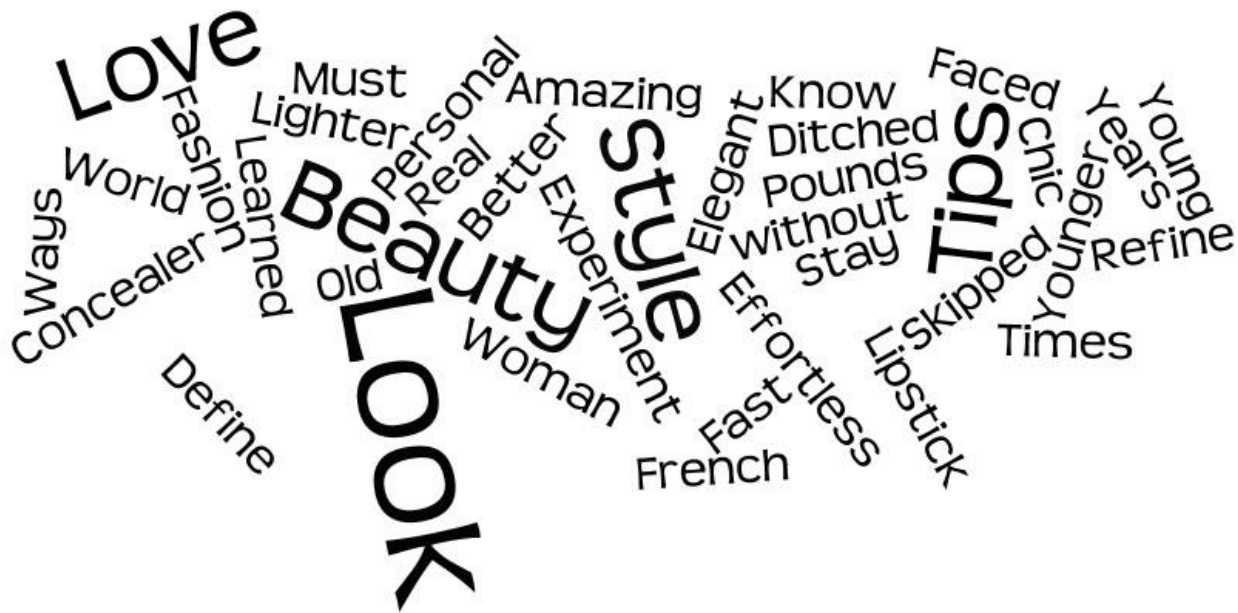
Spirituality and New Age

- [Collapsing Consciously: Transformative Truths for Turbulent Times \(Sacred Activism\)](#)
- [Destiny vs. Choice: The Scientific and Spiritual Evidence Behind Fate and Free Will](#)
- [Discover Your Soul Template: 14 Steps for Awakening Integrated Intelligence](#)
- [Financial Sorcery: Magical Strategies to Create Real and Lasting Wealth](#)
[Mind Programming: From Persuasion and Brainwashing, to Self-Help and Practical Metaphysics](#)
- [Forbidden Science: From Ancient Technologies to Free Energy](#)
- [Law of Attraction - 30 Practical Exercises \(Law of Attraction in Action\)](#)
- [Manifesting: The Secret behind the Law of Attraction](#)
- [Secrets of Your Cells: Discovering Your Body's Inner Intelligence](#)
- [Sextrology: The Astrology of Sex and the Sexes](#)
- [The 30 Day Attraction Experiment: One Man's Quest to Put the Law of Attraction to the Test](#)
- [The Book of Secrets: Unlocking the Hidden Dimensions of Your Life](#)
[Banned Manifestation Secrets](#)
- [The Lost Key: The Supranatural Secrets of the Freemasons](#)
- [The One Command: Six Steps to Attract Wealth with the Power of Your Mind](#)
- [The Soulmate Secret](#)
- [The Spontaneous Healing of Belief: Shattering the Paradigm of False Limits](#)
- [The Toltec Secret to Happiness: Create Lasting Change with the Power of Belief](#)
- [Unexplained Zodiac: The Inside Story of Your Sign](#)
- [You Are a Medium: Discover Your Natural Abilities to Communicate with the Other Side](#)



Style And Fashion

- [200 Beauty Tips You Must Know About To Look Amazing And Stay Young](#)
- [How Not to Look Old: Fast and Effortless Ways to Look 10 Years Younger, 10 Pounds Lighter, 10 Times Better](#)
- [How to be Chic and Elegant: Tips From A French Woman](#)
- [I Love Your Style: How to Define and Refine Your Personal Style](#)
- [The Beauty Experiment: How I Skipped Lipstick, Ditched Fashion, Faced the World without Concealer, and Learned To Love The Real Me](#)



Survival

- [How to Survive the End of the World as We Know It: Tactics, Techniques, and Technologies for Uncertain Times](#)

Trivia and Puzzles

- [Best of Thursday Crosswords](#)
- [Easiest Crossword Puzzles: 150 Very Easy Puzzles \(New York Times Crossword Collections\)](#)
- [Extreme Brain Workout: 500 Fun and Challenging Puzzles to Boost Your Brain Power](#)
- [Fascinatingly Fierce Crosswords: 150 Hard Puzzles \(New York Times Crossword Puzzles\)](#)
- [Humorous Cryptograms](#)
- [Stress-Free Crosswords: Easy, Relaxing Puzzles](#)
- [Yoga for Your Brain a Zentangle Workout](#)



Weight Loss

- [... then just stay fat.](#)
- [344 Pounds: How I Lost 125 Pounds by Counting Calories](#)
- [Burn the Fat, Feed the Muscle: Transform Your Body Forever Using the Secrets of the Leanest People in the World](#)
- [Counting Calories: A True Story From An Average Jane Who Lost Over 120 Pounds In Less Than 6 Months](#)
- [Eat Chocolate, Lose Weight: New Science Proves You Should Eat Chocolate Every Day](#)
- [Eat It to Beat It!: Banish Belly Fat-and Take Back Your Health-While Eating the Brand-Name Foods You Love!](#)
- [Fight Fat After Forty](#)
- [Foods That Cause You to Lose Weight: The Negative Calorie Effect](#)
- [The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month](#)
- [The Body Fat Solution: Five Principles for Burning Fat, Building Lean Muscle, Ending Emotional Eating,and Maintaining Your Perfect Weight](#)
- [The Shift: How I Finally Lost Weight and Discovered a Happier Life](#)
- [The Thin Woman's Brain: Re-wiring the Brain for Permanent Weight Loss](#)
- [Weight Loss Motivation Hacks: 7 Psychological Tricks That Keep You Motivated To Lose Weight](#)

Title / Subtitle Templates With Examples

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*](#)

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*](#)

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*](#)

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*](#)

You Need (To Know)

- [*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*](#)
- [*1,001 Phrases You Need to Get a Job: The "Hire Me" Words that Set Your Cover Letter, Resume, and Job Interview*](#)

Last/Only XYZ Book You'll Ever Need

- [*The Fat Smash Diet: The Last Diet You'll Ever Need*](#)
- [*The Only Dog Training Book You Will Ever Need: From Avoiding Accidents to Banishing Barking, the Basics for Raising A Well Behaved Dog*](#)
- [*The Only Budgeting Book You'll Ever Need: How to Save Money and Manage Your Finances with a Personal Budget Plan That Works For You*](#)

Steps To...

- [*The One Command: Six Steps to Attract Wealth with the Power of Your Mind*](#)
- [*Who Holds The Cards Now? 5 Lethal Steps to Win His Heart and Get Him to Commit*](#)
- [*7 Steps to a Pain-Free Life: How to Rapidly Relieve Back and Neck Pain*](#)

What To Do/Say When...

- [*What to Do When You Can't Get Pregnant: The Complete Guide to All the Options for Couples Facing Fertility Issues*](#)
- [*What to Say When Things Get Tough: Business Communication Strategies for Winning People Over When They're Angry, Worried and Suspicious of Everything You Say*](#)
- [*What to Do When the Shit Hits the Fan: THE ULTIMATE PREPPER'S GUIDE TO PREPARING FOR, AND COPING WITH, ANY EMERGENCY*](#)

ABC Like An XYZ

- [*Speak Like a CEO : Secrets for Commanding Attention and Getting Results*](#)
- [*Play Piano in a Flash!: Play Your Favorite Songs Like a Pro -- Whether You've Had Lessons or Not!*](#)

- [*Cleaning Sucks: Speed Cleaning and Organizing Like a Pro: For Busy Moms and Dads \(Home Cleaning and Organizing\)*](#)

XYZ Bible

- [*You Are Your Own Gym: The Bible of Bodyweight Exercises*](#)
- [*The Yoga Bible*](#)

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*](#)
- [*What to Do When the Shit Hits the Fan: THE ULTIMATE PREPPER'S GUIDE TO PREPARING FOR, AND COPING WITH, ANY EMERGENCY*](#)

The Art Of...

- [*The Art of Uncertainty: How to Live in the Mystery of Life and Love It*](#)
- [*The Art Of Speed Cleaning And Organizing: How To Organize, Clean, And Keep Your House Spotless*](#)
- [*The Art of Being Unmistakable: A Collection of Essays About Making a Dent in The Universe*](#)

(ABC Benefit) Without (XYZ Unwanted Thing)

- [*How to Improve Your Marriage Without Talking About It*](#)
- [*My Blog Traffic Sucks! 8 Simple Steps to Get 100,000 Blog Visitors without Working 8 Days a Week*](#)
- [*The \\$1,000 Challenge: How One Family Slashed Its Budget Without Moving Under a Bridge or Living on Government Cheese*](#)

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**](#)

Particular Secrets of XYZ Group or Person

- [**Team Secrets of the Navy SEALs: The Elite Military Force's Leadership Principles for Business Who Kidnapped Excellence?: What Stops Us from Giving and Being Our Best**](#)
- [**The Innovation Secrets of Steve Jobs : Insanely Different Principles for Breakthrough Success**](#)
- [**The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience**](#)

The Secret

- [**10 Pounds in 10 Days: The Secret Celebrity Program for Losing Weight Fast**](#)
- [**Manifesting: The Secret behind the Law of Attraction**](#)
- [**The Secret Language of Influence: Master the One Skill Every Sales Pro Needs**](#)

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!**](#)

The XYZ Secret(s)

- [**The Water Secret: The Cellular Breakthrough to Look and Feel 10 Years Younger**](#)
- [**The Lost Key: The Supranatural Secrets of the Freemasons**](#)
- [**The Toltec Secret to Happiness: Create Lasting Change with the Power of Belief**](#)

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*](#)

An XYZ Approach

- [*End Back Pain Forever: A Groundbreaking Approach to Eliminate Your Suffering*](#)
- [*Detox for Women: An All New Approach for a Sleek Body and Radiant Health in 4 Weeks*](#)
- [*The Cow in the Parking Lot: A Zen Approach to Overcoming Anger*](#)
- [*Shut Up, Stop Whining, and Get a Life: A Kick-Butt Approach to a Better Life*](#)

Why (You, We, People)

- [*Why You're Stuck: Your Guide To Finding Freedom From Any Of Life's Challenges*](#)
- [*Kill Your Blog: 12 Reasons Why You Should Stop F#\\$%ing Blogging!*](#)
- [*Overcoming Compulsive Hoarding: Why You Save and How You Can Stop*](#)
- [*Why You're Not Married . . . Yet: The Straight Talk You Need to Get the Relationship You Deserve*](#)

Why (We, People)

- [*Why We Buy: The Science Of Shopping*](#)
- [*The Power of Habit: Why We Do What We Do in Life and Business*](#)
- [*How to Spot a Liar, Revised Edition: Why People Don't Tell the Truth and How You Can Catch Them*](#)

ABC From XYZ

- [*Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*](#)

- [*Great Gluten-Free Vegan Eats From Around the World: Fantastic, Allergy-Free Ethnic Recipes*](#)
- [*Secrets of the Best Chefs: Recipes, Techniques, and Tricks from America's Greatest Cooks*](#)

ABC For XYZ

- [*50 Best Jobs for Your Personality*](#)
- [*Perfect Phrases for Resumes*](#)
- [*Clean Gut: The Breakthrough Plan for Eliminating the Root Cause of Disease and Revolutionizing Your Health*](#)
- [*Vegan Cooking for Carnivores: Over 125 Recipes So Tasty You Won't Miss the Meat*](#)

The XYZ Myth

- [*The Calorie Myth: How to Eat More, Exercise Less, Lose Weight, and Live Better*](#)
- [*The Great Cholesterol Myth: Why Lowering Your Cholesterol Won't Prevent Heart Disease-and the Statin-Free Plan That Will*](#)

The XYZ Experiment

- [*The 30 Day Attraction Experiment: One Man's Quest to Put the Law of Attraction to the Test*](#)
- [*The Beauty Experiment: How I Skipped Lipstick, Ditched Fashion, Faced the World without Concealer, and Learned To Love The Real Me*](#)

The XYZ Cure

- [*The Wrinkle Cure: Unlock the Power of Cosmeceuticals for Supple, Youthful Skin*](#)
- [*The Aging Cure: Reverse 10 years in one week with the FAT-MELTING CARB SWAP*](#)
- [*The Belly Fat Cure*](#)

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*](#)

XYZ Will Love

- [*Sewing School: 21 Sewing Projects Kids Will Love to Make*](#)
- [*Parents Magazine Quick & Easy Kid-Friendly Meals: 100+ Recipes Your Whole Family Will Love*](#)

XYZ Made Simple

The Truth About...

Title / Subtitle Templates Without Examples

How To...

How To Make...

Ways To...

The Best

You Need (To Know)

Last/Only XYZ Book You'll Ever Need

Steps To...

What To Do/Say When...

ABC Like An XYZ

XYZ Bible

The Ultimate (Guide To)...

The Art Of...

(ABC Benefit) Without (XYZ Unwanted Thing)

Secrets of...

Particular Secrets of XYZ Group or Person

The Secret

The Secret To...

The XYZ Secret(s)

You Can...

An XYZ Approach

Why (You, We, People)

Why (We, People)

ABC From XYZ

ABC For XYZ

The XYZ Myth

The XYZ Experiment

The XYZ Cure

The XYZ Solution

XYZ Will Love

XYZ Made Simple

The Truth About...

Power Words

Desirable

Amazing

Awesome

Badass

Captivating

Enticing

Exceptional

Extraordinary

Fantastic

Fascinating

Hot

Incredible

Interesting

Intriguing

Irresistible

Killer

Powerful

Radical

Sensational

Sexy

Perfect

Totality

All

Any

Anyone

Anything

Anywhere

Every

Everyone

Everywhere

Innovative

All New

Breakthrough

Cutting Edge

Fresh

Groundbreaking

Innovative

Modern (Modern Weight Loss)

New

New Science Of

Revolutionary

Affordable

Budget

Cheap

Dirt Cheap

Shoestring

Benefits Of Increase

Enhance

Expand

Explode

Get more

Have more

Increase (Increase confidence)

Skyrocket

Supercharge

Turbocharge

Benefits of Decrease

Annihilate

Curb

Decrease

Destroy

Eliminate

Have less

Incinerate

Reduce

Shrink

Benefits of Change

Change

Expand

Fix

Free From

Freedom From

Help

Improve

Overcome

Overhaul

Redesign

Reprogram

Transform

Upgrade

Destruction

End

Kills

Ruin

Sabotage

Spinning Wheels

Necessary

Crucial

Essential

Must Have

Required

Easy

Automatic

Easiest

Easy

Effortless

No-Stress

Quick and Easy

Relaxing

Simple

Simplest

Step-By-Step

Stress-Free

Trick

Guaranteed

Assured

Can't Fail

Clinically Proven

Fail Proof

Guaranteed

No Fail

Proven

Scientifically Proven

Difficult

Challenging

Difficult

Frustrating

Hard

Overwhelming

Tough

Novel

Secret

Shocking

Strange

Surprising

Twist

Uncommon

Weird

Speed

Breeze

Fast

Immediate

Instant

Now

Overnight

Quick

Quick-fix

Speed

Complete

A-Z

Complete

Comprehensive

Essential

Ultimate

Superior

Best

Extraordinary

Favorite

Greatest

Indispensable

Irreplaceable

Most (Most Effective, Most Powerful)

Perfect

Smarter

Top

Ultimate

Unstoppable

Mysterious

Hidden

Lost (Example: Lost Secrets)

Mystery

Secret

Unexplained

Forbidden

Banned

Censored

Controversial

Dangerous

Forbidden

Restricted

Physical

Death

Die

Instinct

Primal

Addiction

Addicted

Hooked

Obsessed

Dominance

Conquer

Dominate

Outsmart

Outwit

Overcome

Overpower

Unstoppable

Extreme

Crazy

Extreme

Insane

Radical

Ridiculous

Funny

Funny

Happy

Hilarious

Humorous

Laugh out loud

Book Types

Bible

Blueprint

Formula

Solution

Ultimate Guide

Undesirable States

Anguish

Anxious

Disturbing

Dread

Horrificed

Miserable

Misery

Overwhelmed

Stuck

Terrified

Worried

Worry

Persuasion

Brain Wash

Control

Influence

Make

Mind Control

Persuade

Persuasion

Health Words

Glowing

Healthy

Radiant

Vibrant

Weight Loss

Annihilate Fat

Demolish Fat

Incinerate Fat

Melt Fat

Sculpt

Shred Fat

Slim

Slimmer

Cookbook Buzz Words

Can't Resist

Chewy

Cravings

Delicious

Healthy

Irresistible

Melt-In-Your-Mouth

Mouth Watering

Savory

Scrumptious

Tasty

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