

# DAY

## Two

### The Path To Your Spine Tingling Title.

Bold enough to stop a reader in her tracks.

Get crystal clear on your big idea.

Short and to the point. Expand by using the subtitle.

Niche down.

It should boldly state a problem or solution.

Squeeze in a promise.

### Why Your Title Matters.

1

Your title determines whether a reader will be intrigued enough to purchase your book. To ensure that your precious gold nuggets make their intended impact, leave the first gold nugget in the title.

2

Your title should demonstrate your expertise. It should set the reader up for immediate success by solving their nagging problem. It's the difference between treating a bad cold with Vernors ginger ale or the nighttime sniffing, sneezing, runny nose medicine.

THINKING ABOUT YOUR BIG IDEA,  
DRAFT YOUR TITLE BELOW USING THE  
TITLE FRAMEWORK.

NOW IMAGINE YOURSELF AT THE PEAK  
OF A MOUNTAIN.

IMAGINE THAT 8 MILLION PEOPLE CAME  
TO HEAR YOU SPEAK ABOUT YOUR BIG  
IDEA.

WHAT WOULD THE TITLE OF YOUR TALK  
BE?

HOMework

**FOR EXTRA CREDIT TELL US YOUR BIG IDEA  
TURNED MOUNTAIN TOP TITLE!**