

HOW TO WRITE AND SELF-PUBLISH A TRAVEL GUIDE

PLAN IT: WORKSHEET #9

CREATE YOUR WORKING TITLE

A NONFICTION TITLE COMMONLY EXISTS IN TWO PARTS, SEPARATED BY A COLON. WITHIN THIS FRAMEWORK ARE MULTIPLE DIRECTIONS YOU CAN TAKE YOUR WORKING TITLE.

CREATING YOUR WORKING TITLE IS AN OPPORTUNITY TO PLAY AROUND WITH THE STRUCTURE OF YOUR BOOK'S TITLE WHILE YOU'RE STILL IN THE DRAFTING PHASE. REMEMBER, NOTHING IS SET IS STONE UNTIL YOU HIT THE PUBLISH BUTTON, SO LET YOUR IMAGINATION GO WILD.

The first part of the title is usually a short, catchy segment that reflects the overall theme or intent of the book.	SHORT TITLE + SUBTITLE DESCRIPTION
The second part (subtitle) provides a straightforward description of a book's content and tells the readers exactly what they can expect.	
	Example: Backpacking in Cambodia: A slow travel guide for Baby Boomers

Your subtitle can also be used to describe the tone of your book.	TITLE + SUBTITLE TONE
	Example: Backpacking around Cambodia: Move over Millenials, the Baby Boombers are on your heels



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The first part of the title is ambiguious and you use the second part of the title to add clarification.	AMBIGUITY + CLARIFICATION
	Example: Temples Before Breakfast: A Baby Boomers cultural journey around Cambodía
V (2) 1 1 1 1	TITLE - WITHOUT A SUBTITLE
Your title doesn't need a subtitle if your title is clear.	HILL - WILLIAM SUBTILE
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	Example: Backpacking around Cambodia for Baby Boomers
CREATE YOUR OWN TITLE VARI	ATION: