

Ultimate Business Card



How to Customize Your Ultimate Business Card Book Title

There are many things that you can do to rebrand your “Ultimate Business Card” book’s title in order to:

- position yourself as an expert
- make it specific to you and your own business
- enhance your credibility in your local marketplace

Let’s look at just a couple strategies.

In the case of my case-study book “Small Business Marketing Secrets” I could have gone with any of these titles:

The Small Business Marketing Handbook
Small Business Marketing Strategies
Local Business Marketing Secrets
A Small Business Guide to Self-Promotion
Small Business Owners Marketing Handbook
Small Business Marketing Guidebook
Small Business Marketing Map
Local Business Marketing Strategies Revealed!
Small Business Promotion Strategies
"Old School" Marketing Secrets

I’m really only playing around with a handful of words here, and I’m sure you can come up with many more on your own. I hope you can see that there are almost an unlimited number of options that you can pursue in naming your own book that you will be using as a promotional tool in your own business.

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Another strategy that you can use in order to completely customize the name of your book is to go with a geo-specific title, which will effectively brand you the expert in your local area. For example:

Local Business Marketing Secrets: Austin, Texas Edition
Special Report: Austin, TX Business Marketing Strategies
How to Promote Your Austin Small Business
How to Market Your Small Business in Austin, Texas

And one more way to brand your book is to actually use your name in the title itself, for example:

Mike Handley's Guide to Promoting Your Small Business

You can also easily change your **subtitle** for this manuscript by riffing on numbers, coming up with a new subtitle entirely, or possibly including your name in it as mentioned above. Again, in the case of my own "Small Business Marketing Secrets" book, the subtitle is "Increase Your Profits by 20% in 100 Days or Less," but you can mess around with both of these numbers. You can also use the number of chapters in your subtitle to make it a "List", which always sounds great (think of "7 Habits of Highly Effective People"). Here are some more ideas:

Increase Your Profits by 23% in 90 Days or Less
7 Ways to Boost Your Profits by 18% in 3 Months Flat
7 Killer Strategies to Increase Your Company's Profits Fast
How to Get Brand New Customers Walking Through Your Front Door

So there you go. The sky's the limit and you can really get creative with your book's title in order to make it super-custom. It's up to you, and it's all in the "doing"! Have fun, take action, and please tell me your success stories that you create with your Ultimate Business Card!