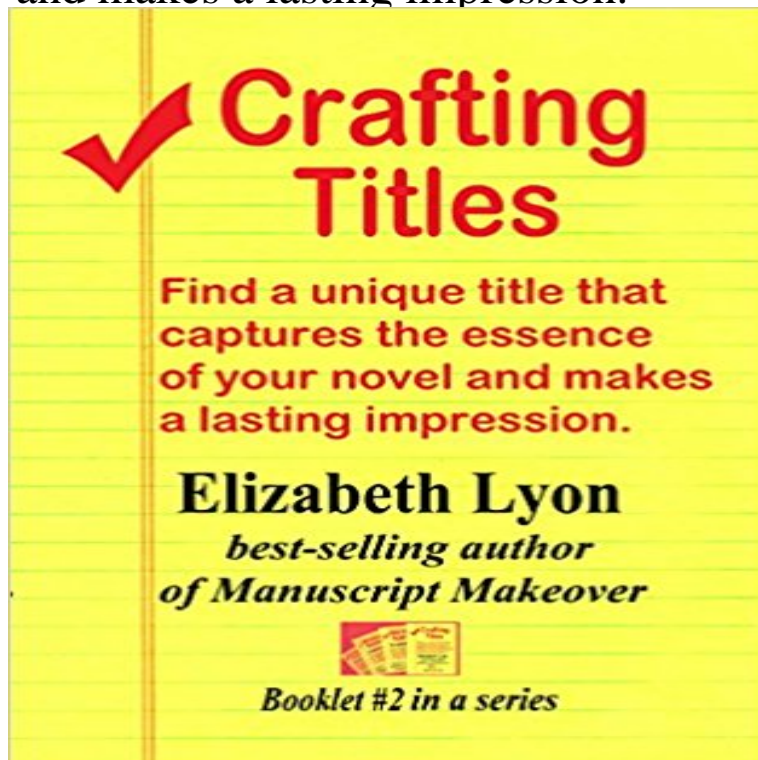


Crafting Titles: Find a unique title that captures the essence of your novel and makes a lasting impression.



Novelists throughout history struggled to find their titles. They, like us, began with a working title, often considering several possibilities before landing on one that fits.

Titles do matter. When you arrive at the right one, everything falls into place. Titles represent what is important in a story, and they convey a tone, an emotion, and sometimes a genre. Titles entice readers or drive them away. Lyon decodes the mysterious process of finding a title that captures the uniqueness of your novel and makes a lasting impression. Analyzing classic and contemporary fiction from all genres, Lyon explains when to consider a character name, place, date, theme, image, quotation, or word pattern. Crafting Titles identifies keywords that telegraph genre titles and how to find a brand for a series. By the end of the process, you'll understand how to confidently choose the best title for your novel.

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