

## Choosing Your Book's Title: Some Tips by Author Lesley Lodge

Choosing your book's title can seriously help or hinder your sales when you come to the marketing and publicity for your finished book. Even when you think you have found a pithy, attention-grabbing title that promises a really good read in your chosen genre and style, it still pays to do a bit of thinking and research before making your final decision. I found out the hard way that there are some pitfalls to avoid.

### Here are three:

1) Try to include your key word(s) in the title rather than only in the sub-title. My first book is a non-fiction one about horses in film and on TV. My title: "Lights! Camera! Gallop! The Story of the Horse in Film." Yes, search engines will pick up "horse" and "film" even though they are in the sub-title. But the mighty Amazon machine which sends those helpful alerts along the lines of "you might also like" clearly use the title. So sometimes it picks a whole set of lighting products....

2) Avoid any word that is spelled differently in American English from how it is in UK English (or vice versa. I was going to write "spelt differently" – but that's a UK English option – it must be "spelled" in American English. You see what I mean? My third book's title is "Horse and Pony Colours" and its subtitle is "Which would you choose?" You notice I'd learnt from mistake number 1 above: my keywords are in the title not the sub-title. And I'd followed a suggestion I'd read that non-fiction titles should show the reader what it is that the book offers them. But "colour" is of course spelled "color" in American English. The search engines do still find the book from either side of the Atlantic – but they flag up "Did you mean Horse and Pony Colors?" So now there could be a tiny suggestion at the back of the reader's mind: can't this author even spell?

3) Be sure to research your proposed title before settling on it. How many already published books have the same or a similar title? You don't have to avoid duplicating an existing title if there's only one other book with the same title or a very similar one. But you might want to avoid the duplication. I edited some stories recently: "Night Mission: 7 WWII era stories" by Clive Lodge. The "Night Mission" bit came from one of the strongest stories in the collection. I nearly called it "The Tunnel" after one of the other stories and I'd chosen some great cover pictures of mysterious tunnels. But then the title and cover hinted at science fiction rather than the Second World War adventures that the stories were actually about. "Night Mission" – with a Spitfire in the evening cloud on the cover – fitted much better. A quick search only threw up one other "Night Mission" – and since that one was about "one-night stands" and sported an obviously sexy cover I doubted there would be too much confusion.

So, take choosing your title seriously – avoid my mistakes – and good luck!

Article Written and Submitted by Author Lesley Lodge

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### Wayland's Revenge (Historical Crime Thriller) by Lesley Lodge

It's 1647: a time of bitter civil wars in England. Wayland, the village blacksmith, returns from army service to find his wife, Rebecca, murdered and his son traumatised and struck dumb. Wayland's overpowering desire for revenge is thwarted by the collapse of laws and a dearth of clues to her sadistic killer. Thwarted, that is, until the villagers ask him to investigate a runaway horse. Whilst searching for its rider, he discovers instead the body of a young boy, cut with symbols in the same way as Rebecca's body had been. The clues abound and confuse with elements of witchcraft, religious hatred and the enmities of civil war.

Wayland sets out on a perilous journey to find the killer, taking with him his son Jonathan and Alun, a canny Welsh baker. But just as they find their first suspect, they are trapped in the brutal Siege of Colchester, facing ever more dangerous challenges. Wayland, Alun and Jonathan must draw on all their strengths, devise new strategies and make agonising decisions, if they are to stay alive and find the real killer before he strikes again.

**5 Star Review:** Captivating story listed as a historical crime thriller, but seeped in truth. The Author is writing from the UK, where language and spelling might differ from your own.

\*\*\*\*\*The setting is 1647 in Forest Heath, England. The main character, Wayland returns from war to find his wife has been murdered and his son traumatized. This village blacksmith sets out to find the sadistic killer of his beloved Rebecca. Wayland enlists his son Jonathan and his baker friend Alun to help him. The three of them set out on a perilous journey. In the process Wayland discovers the truth behind the symbols cut into Rebecca's dead body.

\*\*\*\*\*Author Lesley Lodge is a compelling writer. I quote, "Wayland was standing beside a lake, watching thick grey clouds swirl over the seething water. At first, he could hear only the waves slopping against the shoreline. Then a woman's head broke through the surface of the lake, gasping, choking, panting. Wayland leapt forward, ran towards her, shouted to her to hold on, to wait for him. But her head sank down again. He could see only the black surging sea and some dirty white foam."

\*\*\*\*\*The author carefully takes the reader from 1647 back to 1645. I quote, "The howling became louder, nearer. Agnes could make out individual screams now. For a moment she felt paralysed, rooted on to the earth, her hands still holding the strips of cloth. Then she dropped the cloth and she ran, holding her skirts up out of the mud. Other women soon overtook her; their urgency spurred her on. Tree branches whipped at her face and caught at her skirts. Neither she nor any of the other women wasted any breath screaming now. All that Agnes could hear was the sound of her own lungs heaving and that of her heart drumming."

\*\*\*\*\*Then back to 1647 where for Wayland “a few more days passed uneventfully though, and the uneasy feeling began to leave him. Instead, he and Alun discussed again and again their hoped-for encounter with their suspect Carter and what it might mean in terms of opportunities to question the man further. One morning they were sorting through the charcoal stores, setting to one side the big lumps needed for the smithy furnace and to the other side the smaller pieces more suited for the bakery oven. Wayland suddenly picked up the bellows and threw them into the far corner of the smithy.

\*\*\*\*\*‘When?’ he shouted, ‘When will God grant me the truth? Will we never get any further with our search? Can we never find justice for the boy’s death? Or for Rebecca’s death? We will likely perish in this Godforsaken town, murdered by one side or the other. Or starve to death. All for no reason.’

I invite you to read this captivating historical crime thriller. Review by Theodocia Mclean (Book Marketing Global Network).

- Global Library: Mysteries (Historical Crime Thrillers)
- Global Library: Fiction (Crime Mysteries)

**Print**

[https://www.amazon.co.uk/Waylands-Revenge-Lesley-Lodge/dp/1789013607/ref=tmm\\_pap\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.co.uk/Waylands-Revenge-Lesley-Lodge/dp/1789013607/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)

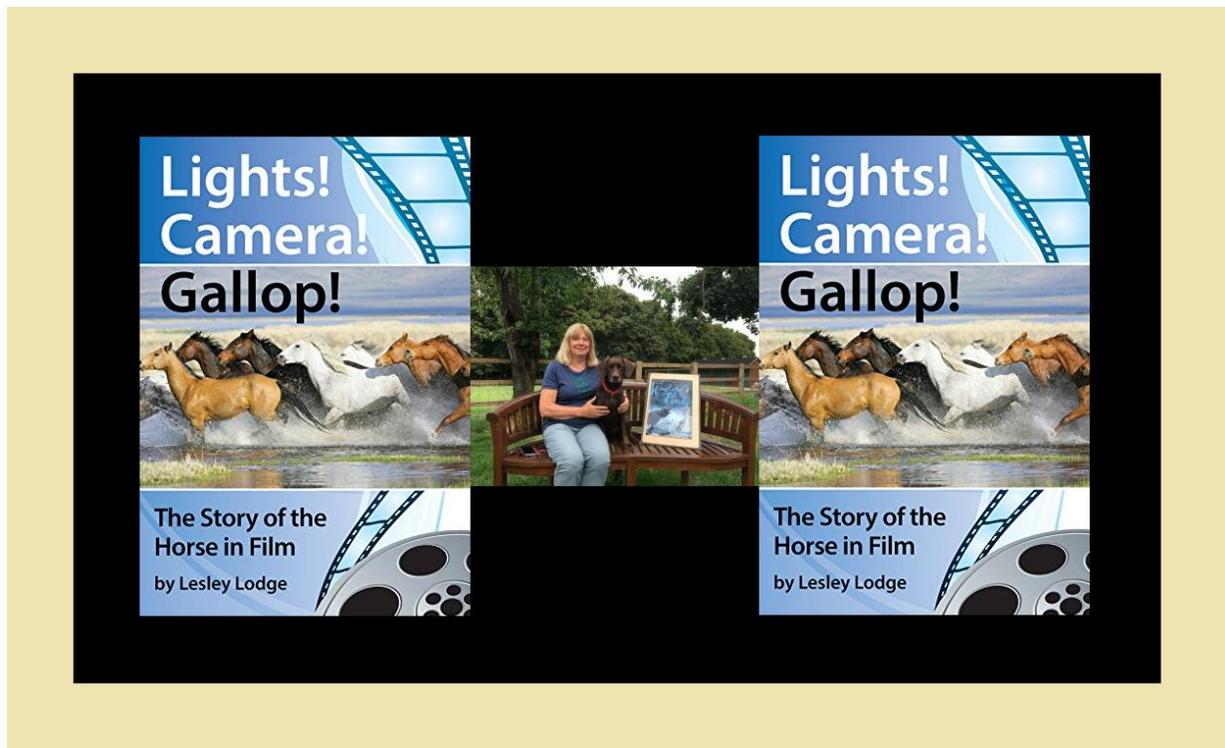
**Kindle**

[https://www.amazon.co.uk/Waylands-Revenge-Lesley-Lodge-ebook/dp/B089DN7JRM/ref=tmm\\_kin\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.co.uk/Waylands-Revenge-Lesley-Lodge-ebook/dp/B089DN7JRM/ref=tmm_kin_swatch_0?_encoding=UTF8&qid=&sr=)

**Audio Book**

[https://www.amazon.co.uk/Waylands-Revenge/dp/B07D83XN1R/ref=tmm\\_aud\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.co.uk/Waylands-Revenge/dp/B07D83XN1R/ref=tmm_aud_swatch_0?_encoding=UTF8&qid=&sr=)

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**Lights-Camera-Gallop: The Story Of The Horse In Film by Lesley Lodge**

All the film and TV horses you’ve loved – and more!

From Roy Rogers’ Trigger to War Horse Joey

You'll find all the genres of film featuring horses here: Westerns (with exciting chases), wild horse movies (survival against great odds) and comedies (talking horses, a horse on a piano).

You'll find out how some of the most awesome scenes with horses were filmed – and how to spot some of the tricks of the trade.

Check out the pictures of beautiful horses – well-toned bodies, manes to die for, amazing stunts. You'll find key cinematic techniques are explained, from clever editing, through Stop Animation to Computer Generated Images, all in easy to understand terms.

Lights! Camera! Gallop! will also tell you where to watch exciting clips of horses on the internet for free. And there's a fun film trivia quiz at the end.

\* Sixteen great photos

Horse stars and stunts

\* Over one hundred films referred to

From silent movies to War Horse

\* How DID they do that?

Stunts – and make-up for horses – explained

- Global Library: Arts (Film and TV Horses)
- Global Library: Westerns (Horses)

**Print:**

[https://www.amazon.com/Lights-Camera-Gallop-Story-Horse/dp/1481051644/ref=tmm\\_pap\\_swatch\\_0?encoding=UTF8&qid=&sr=](https://www.amazon.com/Lights-Camera-Gallop-Story-Horse/dp/1481051644/ref=tmm_pap_swatch_0?encoding=UTF8&qid=&sr=)

**Kindle:**

[https://www.amazon.com/gp/product/B01E04EF4S/ref=dbs\\_a\\_def\\_rwt\\_hsch\\_vapi\\_taft\\_p1\\_i2](https://www.amazon.com/gp/product/B01E04EF4S/ref=dbs_a_def_rwt_hsch_vapi_taft_p1_i2)

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## Horse and Pony Colours: Which Would You Choose by Lesley Lodge

Have you ever wondered what a blue roan is? Or a Perlino? There are more than fifty horse and pony colours and colour combinations!

Illustrated paperback: This book – with colour photos – will tell you about all the horse and pony colours and their combinations. It has some stunning colour photos and explanations of the different colour terms. There's a bit of science too, around why horses inherit different colours. And some useful websites for more horse colours and film clips.

So, what colour would you choose for your perfect horse (real or imaginary)?

- Global Library: Arts: Film and TV Horses
- Global Library: Westerns (Horses)

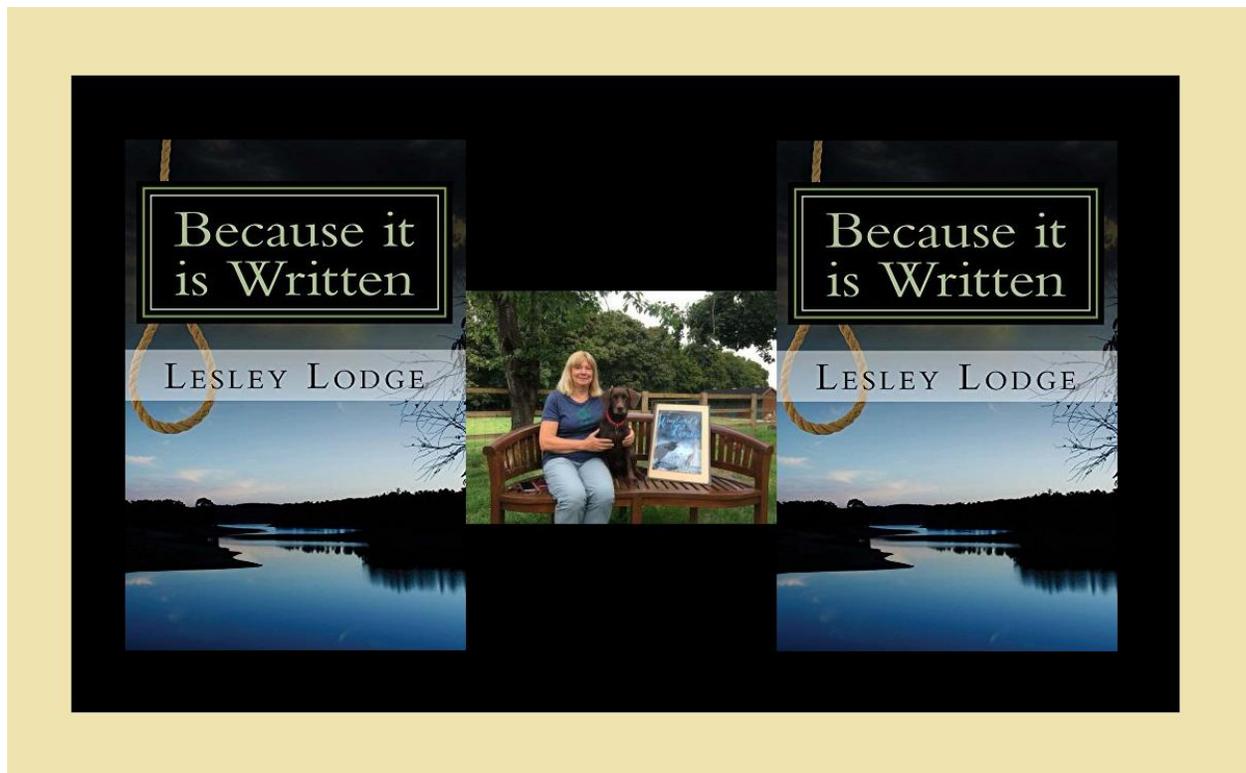
### Print:

[https://www.amazon.com/Horse-Pony-Colours-Which-choose/dp/1494338866/ref=tmm\\_pap\\_swatch\\_0?encoding=UTF8&qid=&sr=](https://www.amazon.com/Horse-Pony-Colours-Which-choose/dp/1494338866/ref=tmm_pap_swatch_0?encoding=UTF8&qid=&sr=)

### Kindle:

[https://www.amazon.com/gp/product/B00HA7A772/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i3](https://www.amazon.com/gp/product/B00HA7A772/ref=dbs_a_def_rwt_bibl_vppi_i3)

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### Because It Is Written by Lesley Lodge

“Two very different short stories about revenge and redemption:

“Because it is Written” is set in seventeenth century England. The discovery of a runaway horse leads to a chance for Wayland – village blacksmith and ex-soldier – to take a full revenge on the man who murdered his wife. Includes some original images.

“Hoodies”, set on a present-day inner-city estate, tells of a drug-dealer’s violent death from the viewpoint of his one-time girlfriend.”

- Global Library: Mysteries (Historical Crime Thrillers)

- Global Library: Fiction (Crime Mysteries)

**Print:**

[https://www.amazon.com/Because-Written-Lesley-Lodge/dp/1481912542/ref=tmm\\_pap\\_swatch\\_0?encoding=UTF8&qid=&sr=](https://www.amazon.com/Because-Written-Lesley-Lodge/dp/1481912542/ref=tmm_pap_swatch_0?encoding=UTF8&qid=&sr=)

**Kindle:**

[https://www.amazon.com/gp/product/B01DSY44V0/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i4](https://www.amazon.com/gp/product/B01DSY44V0/ref=dbs_a_def_rwt_bibl_vppi_i4)

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**Coloring Book Of Horses: Stress Reducing Art Therapy Paperback by Lesley Lodge**

Reduce your anxiety and stress levels colouring-in – with horses.

This book offers two sorts of colouring-in: Coloring-in with patterns and Coloring-in with the 50 plus actual horse colour combinations.

- Global Library: Arts: (Hobbies, Gift Cards, Needle Point, Scrap Booking, Adult Coloring Books, and Sewing)
- Global Library: Arts: (Adult Coloring Books)

**Print:**

[https://www.amazon.com/gp/product/1515202364/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i0](https://www.amazon.com/gp/product/1515202364/ref=dbs_a_def_rwt_bibl_vppi_i0)

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**About Lesley Lodge:** Lesley Lodge now lives on a very small farm in England after many years working on regeneration projects in inner-city London. She grew up in the New Forest with holiday jobs in a racing stable and on a palomino stud farm. Her long-time ride is Freddie, a hairy bay cob mare with a moustache.

Lesley has had several short stories published. Blues to Orange, about a farmer ruined by the foot and mouth outbreak, was a Luton Literary Prize Winner and published in Junction 10, a collection of short stories. She has twice been a Runner-up Prizewinner in the annual British National Short Screenplay Competition and is a past Time Out and Jim Beam Whiskey Cult Film Buff of the Year.

Lesley's novel, a historical crime thriller, "Wayland's Revenge" is available - in paperback, eBook and Audiobook! Set in 17th century England, it features ex-soldier and blacksmith Wayland. Seeking revenge for the brutal murder of his wife, he and canny Welsh baker Alun are swept up into the vicious siege of Colchester. Can they survive - and find the killer before he strikes again?

**Amazon Author's Page:**

<https://www.amazon.co.uk/Lesley-Lodge/e/B0094HBCMK/>

**Professional Website/Blog:**

<https://lesleylodge.wordpress.com>

**Facebook Page:**

<https://www.facebook.com/LesleyLodgeAuthorPage/>

**Twitter:**

@LesleyLodge

**Author's Page At Book Marketing Global Network:**

<https://bookmarketingglobalnetwork.com/global-authors-directory/lesley-lodges-books/>