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**What makes for a great title?  
One of the most important things you can bring to  
A pro co-write and to the music market  
Is..... GREAT TITLES!**

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Did you ever stop to think that.....

Something for you to consider: The title of your song is more than "just a title." It is the first point of contact to your song for your listener. That means it is the first point of "making a sale." The publishers and the public will often decide to hear your song based on the TITLE ALONE.

The title of your song is also the HUB of a song's *marketing campaign* so it is great if your song title would look perfect on a t-shirt, coffee mug or other promotional items. Songs are marketed in an effort to reach that coveted #1 chart spot.

**Here are a few tips and tools (not rules!) for creating great titles.**

**1. Length of the Title**

- a. Usually a title that is 3 words or less and often 1 word is best.
- b. We live in a very INSTANT society and people almost seem to have to *instantly* connect to your song starting with the TITLE.

**2. Making your Title Memorable**

- a. By including alliteration or what is called repetition of sound
  - i. This tip is used throughout the entertainment industry such as in Hollywood with the names *Robert Redford* and *Marilyn Monroe*.
  - ii. In baseball such as *Mickey Mantle*.
  - iii. And one of the greatest creators of our time, Walt Disney used this tool frequently to name his cartoon characters such as Mickey Mouse, Daisy Duck, and Donald Duck.
- b. Here are a few examples of some potentially great song titles that include alliteration. Do you think they are memorable? Do they get your attention and interest?
  - i. Something Stronger

- ii. Dressing in the Dark
- iii. Tomorrow Today

**3. Find a fresh unique way of saying the same old thing.**

- a. Try to dig deeper and not settle for the first thing that pops out of your heart and mind. You can do this by trying to “out write” yourself!
  - i. Exercise: take one of your old songs and go line by line and try to out write yourself by coming up with a better line!
- b. Find a Fresh Unique Way of saying the “same ole, same ole”
  - i. Example: John Mayer – “Her Body is a Wonderland” and the way he described her “bubblegum toes” this was a fresh sensual way of describing how he wanted to love every detail of this person.
  - ii. Example: Blind Spot – the words BLIND SPOT is a great example of words to use when describing someone who has been right in front of you all the time but you just didn’t notice them. This is a FRESH way of saying the same old thing.

**4. Great Titles Often include the tool of Opposites**

- a. Opposite words in titles –
  - i. Frankie Ballard – Young and Crazy – the words are...how will I ever be old and wise if I am never young and crazy.
  - ii. Tammy Wynette – Cause your Good Girl is Gonna Go Bad
  - iii. Live like your Dying – Craig Wiseman – Tim McGraw
- b. Opposite thoughts
  - i. The House that Built Me – Miranda Lambert
- c. Opposite metaphors
  - i. John Schweers – Having Day Dreams about Night Things

**5. Great Titles need to be Relevant without being too Revealing –meaning I can connect and relate to your title but your not telling or giving me the whole story in the title like in the example below.**

- a. Too Revealing – “*She Broke My Heart Again*”- *what does this title tell the publisher and your audience???*
  - i. Probably that the song is a ballad – audiences usually want to hear tempo
  - ii. It sad – audiences usually want to hear positive
  - iii. It’s not fresh no need for them to open that title to know what the song about as they have heard that title a million times.
  - iv. To get someone to Click it and OPEN IT.- your title has got to stand out.
- b. Example of titles that are relevant but not revealing
  - i. Something Strong
    - 1. You have to open this song to know if they singer is singing about something stronger in a relationship, a drink or their faith
  - ii. Taking It – you have to open and hear this song to know if they are “taking it to the limit.” If they are “taking it one day at a time” or if they are “tired of taking it.”

**6. Trick for you - Put a VERB IN IT:**

- a. Titles can often tell a publisher if the song is a TEMPO or NOT.
- b. Put a VERB in it. A verb by nature is an action word. It fools the publisher into thinking that it is a tempo song even if it isn’t
- c. Example:
  - i. Taking It
  - ii. Running with It

**7. Fresh Unique Words and word combinations**

a. Blue Clear Sky – George Strait

**8. Your Goal for your songs is to get the publisher and/or your audience to - Click it, open it and listen to it.**