



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

Title Evaluation Scorecard

TITLE _____

CRITERIA	QUESTION	COMMENTS	SCORE
Promise	Does your title clearly promise a desired benefit?		
Specificity	Does your title include details that add specificity and urgency?		
Targeted	Did you emphasize your intended readers in your title?		
Position	Does your title differentiate your publication from competing titles?		
Engagement	Did you use curiosity or metaphor to make your title more memorable?		
Voice	Does your title communicate in an everyday, conversational tone?		
Concise	Did you edit your title to the fewest and shortest words possible?		
Elaborate	Did you include a subtitle that provides additional information?		
Search	Does your title include the keywords readers use searching online?		
Combine	Did you use more than one of the above techniques in your title?		
Score			



Get help achieving your content marketing and writing/publishing goals

After writing over 40 best-selling nonfiction books and premium books that sold over a million copies around the world, I bring an experienced perspective to your content marketing goals. I offer:

- Developmental editing for trade publishing and premium books
- 1-to-1 book coaching plus copy and design critiques for titles and covers
- Creativity tools, like mind mapping and [ideaTracking](#) training (i.e., custom systems for locating, learning from, and leveraging good ideas before they disappear)
- Checklists and worksheets for improved content marketing and writing productivity

Roger C. Parker has exhibited a remarkable consistency throughout the twenty-five years I have known him. He has always based his marketing recommendations on the pillars of target marketing, market education and customer retention.

[William Pearsall](#), Mergers and Acquisitions, Seattle, WA

Roger C. Parker has a strong background in retail and small business advertising and sales promotion, and put together a very informative presentation for us. Mr. Parker was exceptionally responsive and agreeable to work with. **Jean Richardson, Manager, Advertising & Promotion, Apple Computer**

Roger C. Parker is a real pro when it comes to book proposals and the publishing business. Working with him online, completing a detailed table of contents for my next book took less than an hour, when my previous book took several weeks. Roger makes it that easy and it's actually fun too!

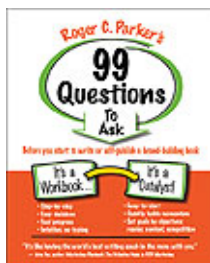
Dan Schawbel, author of *Me 2.0*, www.personalbrandingblog.com

Roger's presentation, "Positioning Your Store for First-Time Buyers," was a highlight of our convention and a turning point in our channel reorganization efforts. He made his points in a very visual, entertaining way which our dealers appreciated. Dealers left wanting more.

Stewart Greenberg, Sales Manager, Yamaha Audio

Roger is a master simplifier.

Katy Coletto, Marketing Manager, Mindjet



How to save time writing a book or publishing a premium book...

...start by downloading my free workbook, [99 Questions to Ask Before You Start to Write or Self-Publish a Brand-Building Book](#). Follow me on Twitter [@RogerCParker](#), call me at 603-866-6046, or email RCPcontent@gmail.com for more information.