Congratulations—your nonfiction book is done. The title is perfect. But what about the subtitle? It turns out there are just a handful of fixed formats to choose from, as this compendium of subtitles from actual recent bestselling and otherwise notable nonfiction books shows.

Pantheon will publish Martin Kihn’s memoir, Bad Dog, next year. He is working on a subtitle, and his Web site for creating subtitles can be found at subtitle-o-matic.com.