

*Naming, Taglining,  
Headlining, &  
Book Titling Credits*

*Peter Bowerman*

[www.writeinc.biz](http://www.writeinc.biz)

**WriteInc.**  
**Naming/Taglines & Slogans/Headlining/Book Titling**

## **NAMING**

### ***Naming Project***

***Client: Coldwell Banker Real Estate Team***

***Project: Name for Proprietary Real Estate Investment Program***

The Atlanta-based couple ran a successful Coldwell Banker residential real estate practice. A key contributor to their success was a real estate investment concept they'd rolled out several years prior. The popular program, heretofore unnamed, had grown to the point where it needed more structure in the form of a name, formal marketing materials, web site, etc.

We agreed that, ideally, the name would reflect both the somewhat revolutionary spin on the traditional lease/purchase investment model that the program took, and the fact that this spin entailed investors getting involved at the pre-construction "dirt" stage of a residential community. In this way, investors realized additional bonus property value appreciation, garnered between the point of entry and the actual closing several months later.

Here's the result:



***Naming Project******Client: Atlanta Group of Marketing Copywriters******Project: Name for Copywriting Consortium***

In 1997, I started a small group (six) of local Atlanta copywriters, ostensibly to get together periodically to talk shop, and share meals, ideas, and leads. While it's been a wonderful collaboration, and one we've all enjoyed, a few years ago, we decided to take the idea to the next level. From our collective experience, we knew that corporate writing-buyers with companies of all sizes had an ongoing challenge finding good, talented, creative, strategic, and reliable copywriting help. To answer this need, we decided to market ourselves as "a community of marketing writers."

We've launched direct mail campaigns to promote the offering and run ads with the headline, "Six Writers With One Click." But before we did any of that, we had to come up with a name for our group. We went through many, but ultimately, it was one I came up with that stuck: ***Copyopolis***. We wanted to capture the idea of a community, and coupled with the wonderful logo (by very talented illustrator Laura Coyle [www.coyleart.com](http://www.coyleart.com)), we have a strong offering.



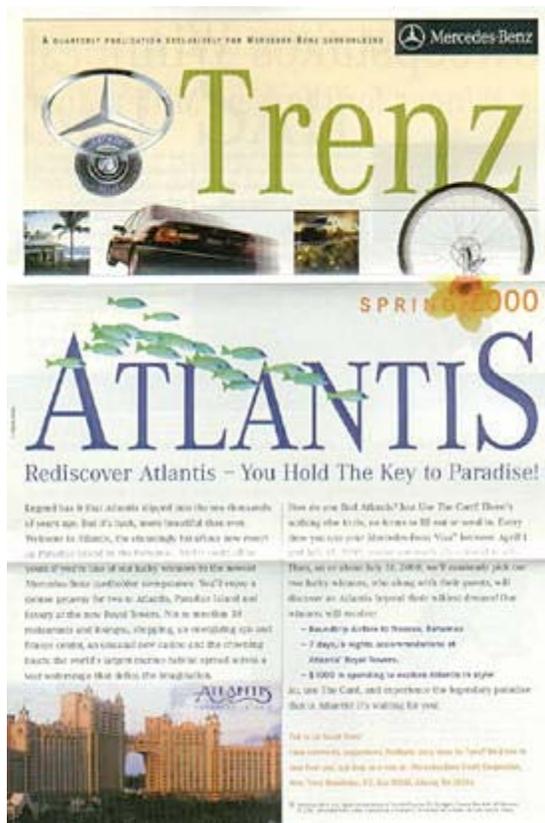
**Naming Project**

**Client: Mercedes-Benz Credit Corporation**

**Project: Quarterly Customer Newsletter**

MBCC was starting a quarterly customer retention newsletter – glossy, 4C, 4-panel publication. It needed a catchy name that would resonate with their well-heeled audience while reflecting the topical, relevant nature of the piece.

**Results:**



***Naming Project******Client: Rainey Compression Essentials******Project: Name for Proprietary New Fabric***

This Atlanta-based manufacturer of compression garments (specialty post-operative apparel worn by patients after elective cosmetic surgery: breast augmentation, liposuction, facelifts, etc.) was rolling out a new fabric, and would be announcing it in their new catalog (first in five years) and at upcoming trade shows. As this was THE raw material for their entire product line, it was important that it make a splash. The marketing materials for most of the industry's players tend toward the stodgy and unimaginative, and RCE, being roughly the #5 player in the market, was trying to break out of the pack and shake up their image a bit.

Given that the benefits of the new fabric were its strength, flexibility, soft feel, and overall innovative formula, the challenge was to craft a name that captured all these attributes in one compelling concept/image. As I pondered it, the idea of using an animal image came to me. But not just any animal. Here's what I came up with:



***Naming/Tagline Project******Client: Rainey Business Suites (original working name)******Project: Name/Tagline for Executive Suites Concept***

Rainey Enterprises, the parent company of Rainey Compression Essentials discussed above, had created an “executive suites” concept with a twist. As the brochure I worked on stated:

*Shared resources, ideas and success. With Rainey Business Suites, you get a great location, shared amenities that control costs and a vibrant entrepreneurial community. By linking you to a potential goldmine of complementary businesses – all literally right down the hall – we foster robust entrepreneurial cross-pollination. Put it all together, and it adds up to a proven formula for success.*

**A Strong USP**

In addition, at some point in the future, Rainey planned to offer a roster of courses, seminars and business consulting services for its tenants, further supporting their enterprises. All these things were the concept’s USP (Unique Selling Proposition), differentiating it from all the other me-too executive suites projects in the marketplace.

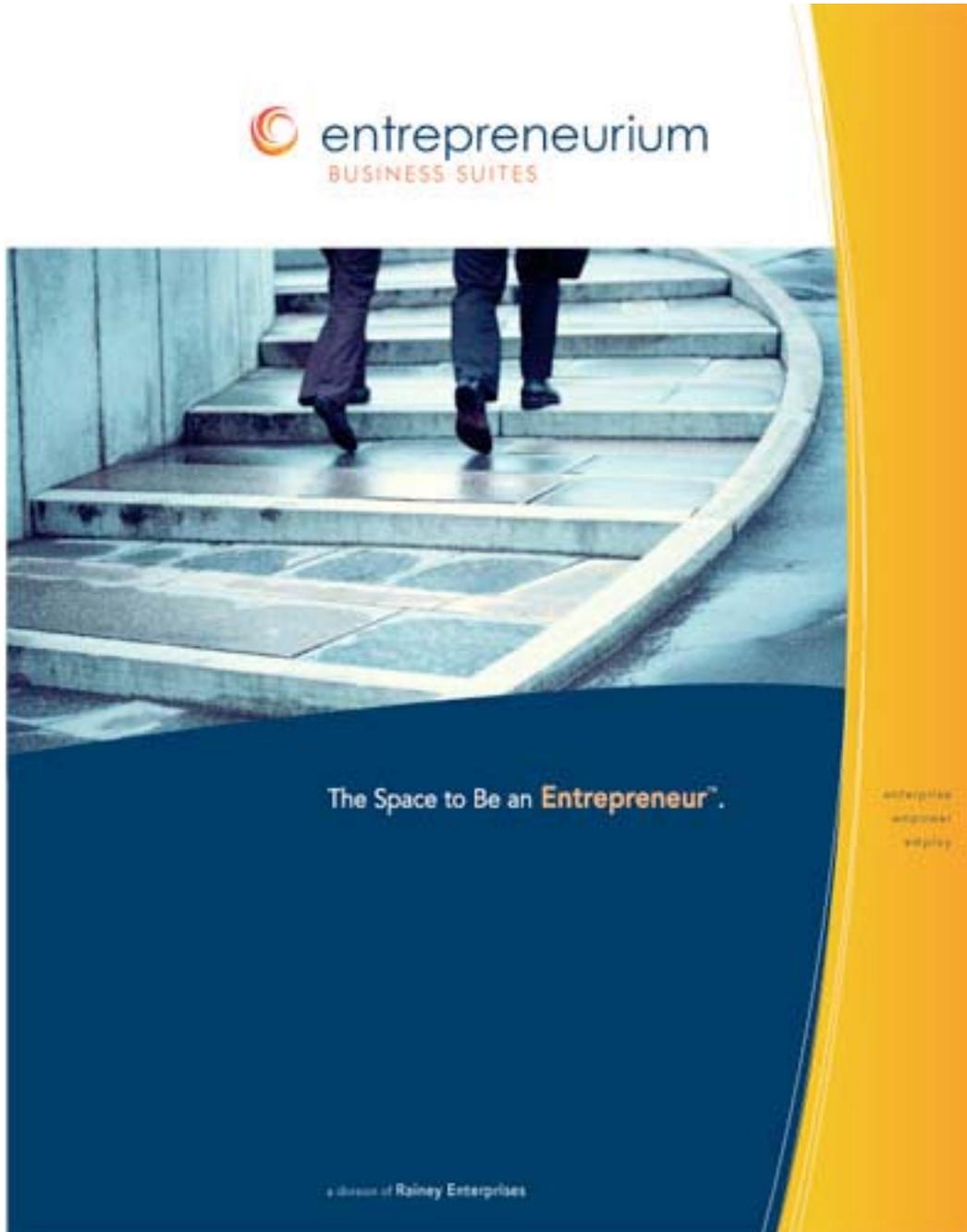
The working name, ***Rainey Business Suites***, in my estimation, said nothing. In no way did it embody the USP, nor distinguish itself from any other executive suites entity out there. And it certainly didn’t encompass the focus on supporting and nurturing entrepreneurship that Rainey was working hard to convey.

The name had to capture a place where entrepreneurs could grow and thrive, surrounded by both the necessary resources and the likeminded business community to support them. And the tagline had to echo this – ideally conveying several creative messages.

Here’s what I came up with:

NAME: **Entrepreneurium** Business Suites

TAGLINE: *The Space to Be an Entrepreneur.*™



## TAGLINES & SLOGANS

**Client: Atlanta Fulton Public Library**

**Project: New Tag Line**

The Atlanta Fulton Public Library system needed a new tag line and logo for the flagship library system in the state. I handled the tag line creation, while the logo was entrusted to the capable hands of talented graphic designer Angelo Omari. The new campaign had to capture the idea of the library as a place of hope, a place to pursue dreams, a democratic resource, a goldmine of knowledge and learning, a gateway to the future, a source of life possibilities, continually evolving, and relevant to people today. The library loved both ideas below but decided on the first combo.



atlanta-fulton public library system

*Take your dreams off the shelf.™*



Atlanta-Fulton **Public Library** System

*Check out the World™*

**Client: Two Virtues, Inc. (Baby Products Start-up)**  
**Project: New Product Tag Line**

The company had just come up with a new product called the *Swaddleaze*, a Velcro-fitted swaddling blanket that wrapped around a newborn and secured the infant in place. It was designed to prevent what's known as the "startle reflex" – where newborns startle themselves awake, flailing their arms and having trouble falling back asleep, keeping parents from sleeping as well. I wanted the tagline to talk to sleep-deprived parents, underscoring how the product would allow both them *and* baby to catch some shut-eye.

**Tagline/Slogan: Swaddleaze. Get Some Sleep, Baby.**

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**Company: Family Mortgage**  
**Project: Company Tagline**

Family Mortgage is a very service-oriented company that truly approaches business differently from their competition. Knowing that so many people dread the mortgage process, they've made it their market differentiator to go out of their way in so many ways to make the customer experience pleasurable, easy, and hassle-free. Their previous tagline was "We Make It Easy!" While it felt flat to me, they wanted to make sure that the idea of "ease" didn't get lost along the way. I wanted something warm, inviting and true to their reputation.

**Tagline/Slogan: Family Mortgage. The Easy Way Home™ .**

***Client: Rainey Compression Essentials***  
***Project: New B2B Tagline***

This Atlanta-based manufacturer of compression garments (described earlier) was creating their first full-line catalog in five years, and was looking to update their B2B tagline, targeted to the staff of a cosmetic surgery practice: surgeons, surgical nurses, and office managers. They'd used two different ones previously:

**The Pattern of Innovation**  
**Healing compression; Comfort assured.**

Both are largely "features"-oriented tags – focused on the company and products. I wanted a more "benefits"-oriented tag that spoke to what mattered to their audiences. In reviewing their marketing materials, I discovered a crucial unspoken message: Using Rainey products could help a practice operate more efficiently, and yield more satisfied patients, which in turn, could translate into actual practice growth.

***Tagline: Lift and Enhance Your Practice™ .***

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***Client: 8 Youth Organizations (Boy/Girl Scouts, Camp Fire Girls, Junior Achievement, YMCA, YWCA, Big Brothers/Sisters, Boys & Girls Clubs)***  
***Project: Brochure Tag Line***

These eight organizations pooled their resources to create a brochure showcasing the collective efforts of their groups. The piece was targeted to church and school groups that might be trying to reinvent the wheel and accomplish what these entities were already doing.

***Tagline: The Power of Eight. The Commitment of One.***

***Client: PRS Companies (Commercial Builders/Developers)***  
***Project: Company Tagline in Marketing Brochure***

PRS needed a full-line brochure to showcase their development, construction, and management entities. In the course of my research, it struck me that, given their expertise on personnel and construction, along with their ability to cut through bureaucratic red tape, what they were really selling was the *reliability* that comes from knowing your project WILL happen when promised and what that could mean to a company's planning efforts and bottom line. I suggested the idea as a general theme throughout the piece and they loved it.

***Tagline: PRS Companies. We Build Certainty.***

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***Client: Strong Systems***  
***(Commercial/Residential Security Systems)***  
***Project: Company Tag Line for Marketing Brochure***

This company, though 10 years sold, had never done a marketing piece. We did a series of four brochures (a single graphic "shell" with overprinting of four different sets of text for four distinct audiences), and they wanted a tagline that reflected not only what they did but how highly their clients thought of them.

***Tagline:***

**Securing Our Customers' Property  
and Their Trust Since 1993.**

***Additional Brochure Headline: Inside Spread Headline:***

**The First Thing Any Security Provider Should Protect Is  
Your Trust and Confidence in Them.**

***Client: Stair Parts, Inc.***

***Project: Capabilities Brochure Tag Line***

A national staircase components firm was creating a full-line brochure and needed a tagline. OK, admittedly, this WAS a a no-brainer, a “sitting duck,” but hey, it doesn’t always have to be hard...

***Tagline: Stair Parts, Inc. Step Up to the Best.***

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***Client: Client/Server Technology (CST)***

***Project: Ad Headline and Tagline***

This company had created a GUI (graphic-user interface) product called GUISys that allowed users of old legacy systems to migrate to a new updated look. In an ad for an industry mag, they wanted a head and tag that captured the beauty and the brains of the product.

***Headline: This Beauty is More Than Skin Deep...***

***Tagline: GUISys. Pretty. Smart. Idea.***

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***Client: GP&E Landscaping***

***Project: Company Slogan***

This Dallas, TX commercial landscaping firm, in business since 1983, needed a slogan for their company. It needed to reflect the unique and personal relationship they’d developed with their client base, one of mutual respect and benefit.

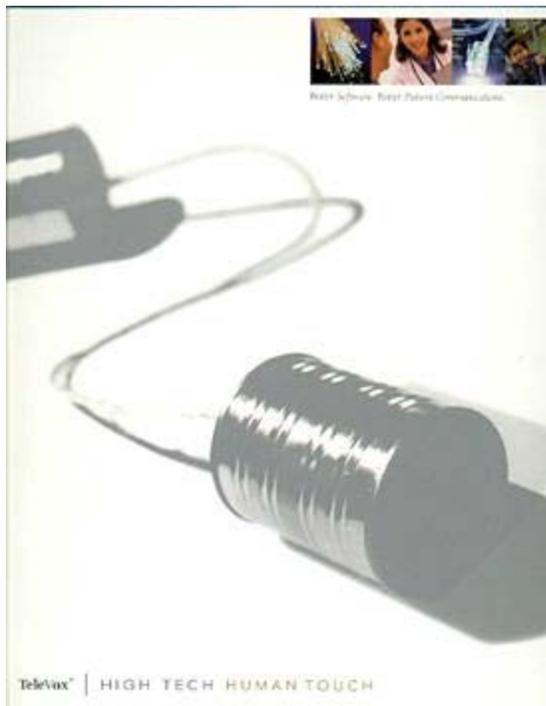
***Tagline: Cultivating Your Trust and Success Since 1983.***

**Client: Televox Communications**

**Project: Capabilities Brochure – Front Cover Tagline**

An industry leader in doctor-patient communications software (calls patients automatically for appointment reminders) was creating a high-end capabilities brochure. The cover needed a tagline at the bottom, next to the company logo.

**Tagline: Hi Tech, Human Touch**

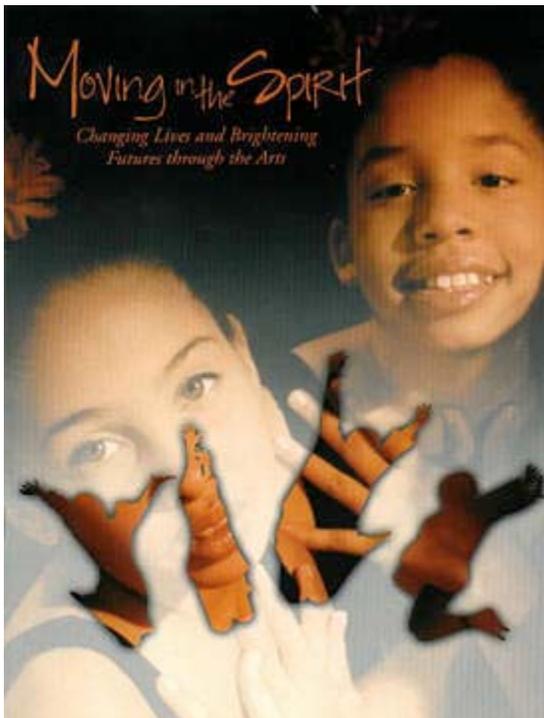


***Client: Moving in the Spirit (Pro Bono)***  
***Project: Brochure – Organizational Tag Line***

Moving in the Spirit (MITS) is an inner city dance troupe in Atlanta – with programs for at-risk kids from 3-23 – that teaches discipline, responsibility and accountability. The brochure was their first professional piece and was designed to attract corporate sponsors. MITS wanted this audience to get past the idea that this was just a “dance group” and realize that their investments made an enormous difference for many children, and ultimately, society as a whole.

*Tagline:*

**Changing Lives and Brightening Futures  
Through the Arts.**



***Client: ABC Training and Development (sales training firm)***  
***Project: Company Tagline (Proposed)***

ABC (named withheld as tagline is being considered) is a sales training company specializing in everything related to phone sales, whether customer service, technical support, incoming/outgoing sales, etc. Their whole message is how much incremental income can be captured by instituting effective phone sales/customer management programs. I wanted a tagline that underscored the fact that running a phone-based operation without implementing such a professional, profit-oriented approach was the same as leaving money on the table. Might end up being used as a headline instead.

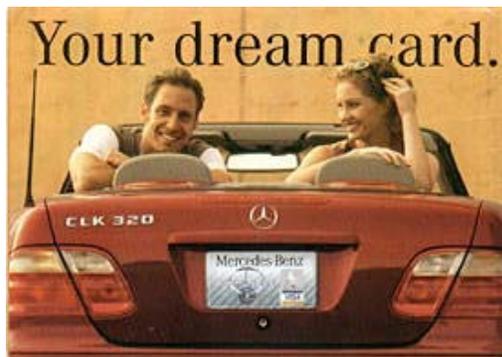
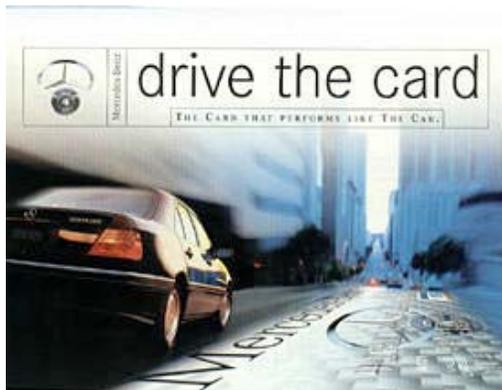
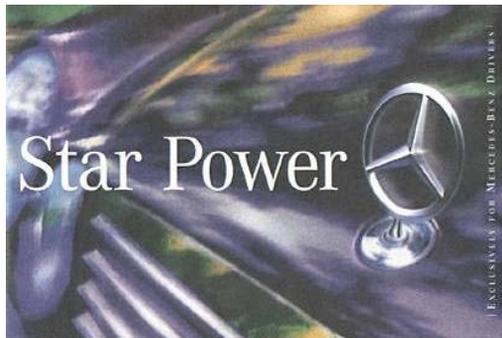
*Tagline:*

**ABC Training and Development.**  
Because Talk *Isn't* Cheap.

## DIRECT MAIL HEADLINES

**Client: Mercedes-Benz Credit Corporation**  
**Project: DM Envelope Concepts**

Envelope-based direct mail solicitations to drive MBCC credit card applications and needing strong headlines that leveraged the upscale nature of the offering while merging powerfully with the graphics. (Note: I suggested the graphic concept for the “drive the card” campaign.)



**Client: Franklin's Printing**  
**Project: Direct Mail Headlines**

Through a series of postcards to build brand awareness, Franklin's Printing was trying to shed their image of a stodgy, out-of-touch quick print shop while letting prospects know about their capabilities and separating themselves from the typical antiquated print shop. A few examples (we ultimately did about 20 cards for them).

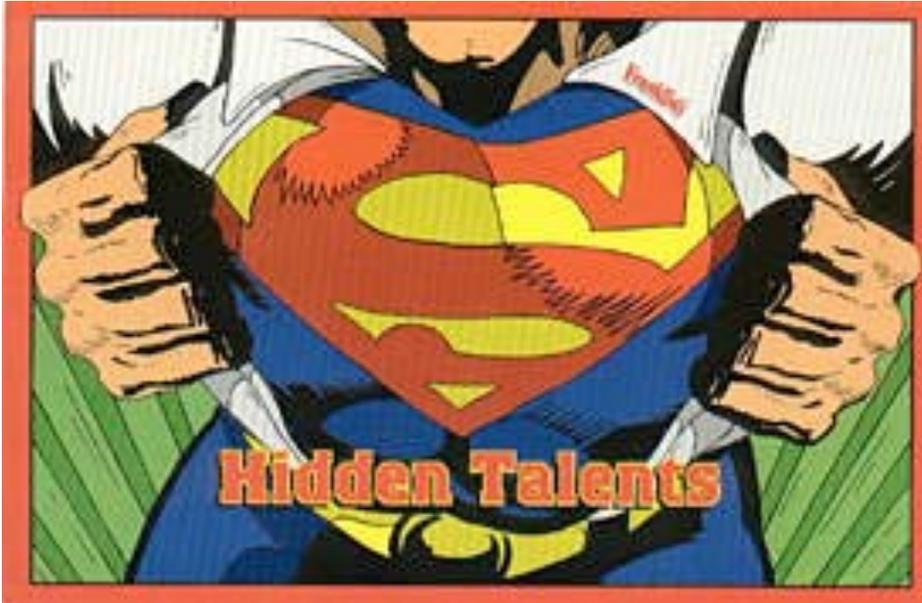
***#1: Time Is Money***



*Reverse Side Copy:*

Every minute you spend doing the things we can do - better, faster, cheaper, and more efficiently, by the way - the less time you have to generate business. It's pretty simple, actually. And with Franklin's state-of-the-art printing, copying (yes, of course in color too!) and graphics services, your life gets simpler too. Chances are, we're right in the neighborhood. Is this a great country or what?

## #2: Superman



### *Reverse Side Copy:*

Beneath the friendly, easy-going exterior of a Franklin's employee beats the heart of a top-drawer graphics professional. People who knows their stuff. Enough to make suggestions, offer approaches you may not considered, and most importantly, get it right the first time. What a concept.

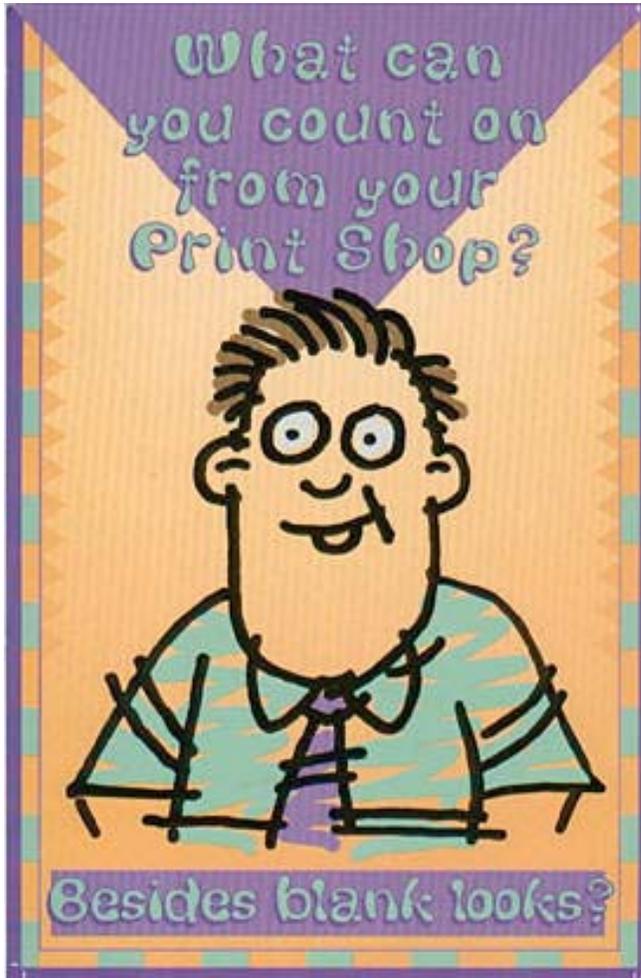
### **#3: Finish Work**



#### *Reverse Side Copy:*

11:38 am. *Big Presentation* at 2:00. The last thing you need from your print shop is a stack of 25 copies, 25 binders, 100 tabs, and a "Good luck! Hope it goes well!" At Franklin's, we'll finish what we started. Copying, tabbing, assembling, and binding. And who says you can't get good help anymore?

#### #4: Blank Looks



#### *Reverse side copy:*

A lot of print shop personnel know just enough to get themselves - *and you* - in trouble. When you're tired of educating your print shop, come to Franklin's. Where seasoned graphics professionals will show you the most effective ways to get the highest impact for the least expense.

## **HEADLINES**

***Client: PolkaTots Baby Store***

***Project: Ad Headlines/Body Copy (3 concepts)***

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**For Nurseries That Even Look Great At 1:45 a.m.  
And 2:32 a.m., 4:06 a.m., 5:16 a.m...**

For nurseries you'll never get tired of, no matter how many times you visit in the night, come to PolkaTots, for the special touch you'll only find here.

\*\*\*\*\*

**Better Baby Beds for Nicer Nighty-Nights**

Say that 10 times fast. Better yet, come by PolkaTots. This one-of-a-kind baby store has a selection of unique and special furniture, bedding, and accessories that'll leave you speechless.

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**Baby Love, Your Baby Love**

If your very special baby brings a song to your heart, our very special store is singing your tune.

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***Client: FOCAS (Fiber Optics Communications Company)***  
***Project: Brochure – Main Page Headline***

FOCAS worked with utilities to help them get the most out of their existing “rights-of-way.” For example, a power company would contract with FOCAS to wrap their existing power lines with fiber optic cable, which could then be leased out to telecommunications carriers looking for additional capacity. They leverage what they already own into a brand-new and lucrative income stream

***Headline: Let Us Show You How to Spin Fiber Into Gold.***

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## **BOOK TITLING**

A book title is a headline/name but a crucially important one that can make or break the commercial success of a book. Below, find projects for which I've been hired as a title consultant, followed by several examples of titles I generated for my own books,.

**Book Consulting Projects:****Case Study #1:****Before:****Shattering the Forgiveness Myth**

*What You Can Do to Be Happy Again When Forgiving Doesn't Work.*

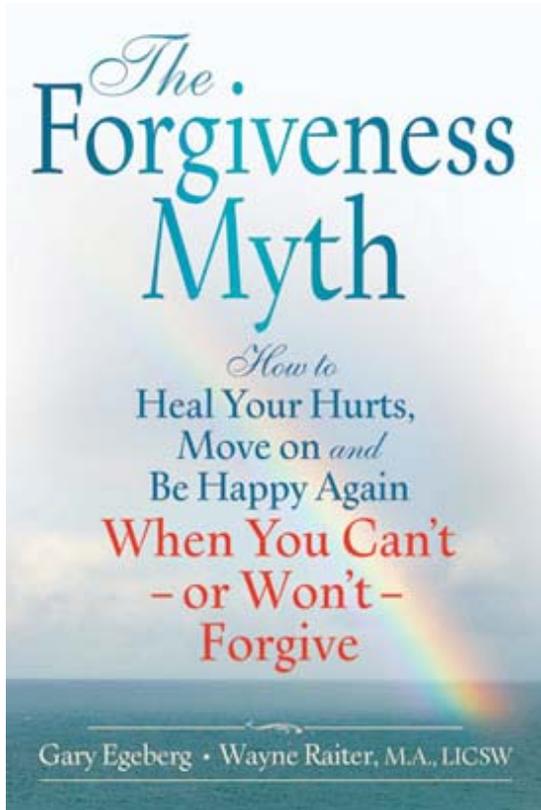
Gary Egeberg hired me to do general self-publishing consult but wanted input on his chosen title. The book's fundamental premise challenged the conventional wisdom that, in the wake of some trauma where you have been wronged (violence, sexual abuse, financial exploitation, etc.) by someone, forgiveness is the only path to reclaiming your happiness.

Given the radical nature of his assertion (i.e., everyone KNOWS you have to forgive in order to heal, right?), I strongly recommended losing the "Shattering" part. People would have their hands full just accepting that forgiveness was a myth in the first place, much less having to process that they needed to shatter it. All the positive input he was getting on his original title was from people who already knew what his book was about before being asked, making their impressions less valid than someone encountering it for the first time. As for the subtitle, it had to be punchier and more reader-focused, offering a true promise, while establishing that it understood the strong feelings the reader faced. Here's what we came up with...

**After:**

**The Forgiveness Myth**

*How to Heal Your Hurts, Move on and Be Happy Again When You Can't – or Won't – Forgive*



## Case Study #2:

### Before:

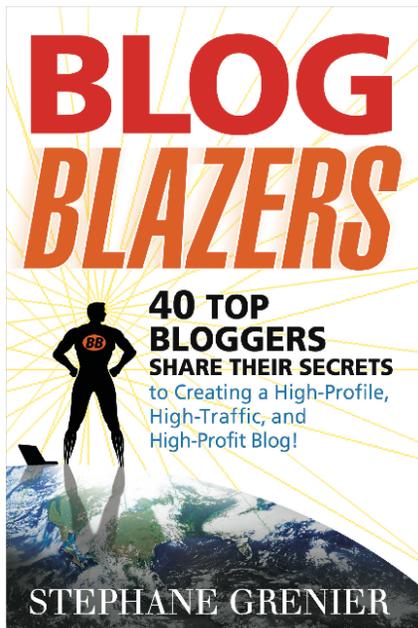
#### **Interview the Pros:** *What does it take to create a successful blog?*

Web site/blogging expert Stephane Grenier approached me to help him with his back cover copy for his book on blogging. He had interviewed 40 top bloggers and compiled those interviews in a book to help readers create a blog that attracted plenty of notoriety, traffic and revenues. He felt he was set on his title and subtitle, but when I saw it, I told him I felt it definitely didn't work.

"Interview the Pros" didn't say anything. Pros at what? It was vague, flat and pretty boring. He needed a much more dynamic title – one that captured the power of the heavyweight bloggers (many of whom were blogging "pioneers"), whose gems he'd captured in interviews, while putting the reader in that same category. And the subtitle needed to offer the "promise" of what readers would get by reading his book: a blueprint for creating their own successful blog. Aided by a yet another killer cover design from George Foster ([www.fostercovers.com](http://www.fostercovers.com)), we employed a "superhero" element to add the crowning touch:

### After:

**Blog Blazers:** *40 Top Bloggers Share Their Secrets to Creating a High-Profile, High-Traffic, and High-Profit Blog!*



**Case Study #3:****Before:****Part-Time Professional Women***(No Subtitle)*

Author Karen Steede-Terry also hired me to help consult with her about the self-pub process, but we first turned to her title (she had no subtitle yet), which was limp and said little. Book description: “Gives women options for building a flexible and professional business, so they can work part-time while raising a family.” We wanted something that spoke to both the female *and* businessperson sides of women – intelligent women who wanted to make money but wanted more than just, say, an envelope-stuffing business.

**After:****Full-Time Woman, Part-Time Career**

*Launching a Flexible Business That Fits Your Life, Feeds Your Family and Fuels Your Brain!*



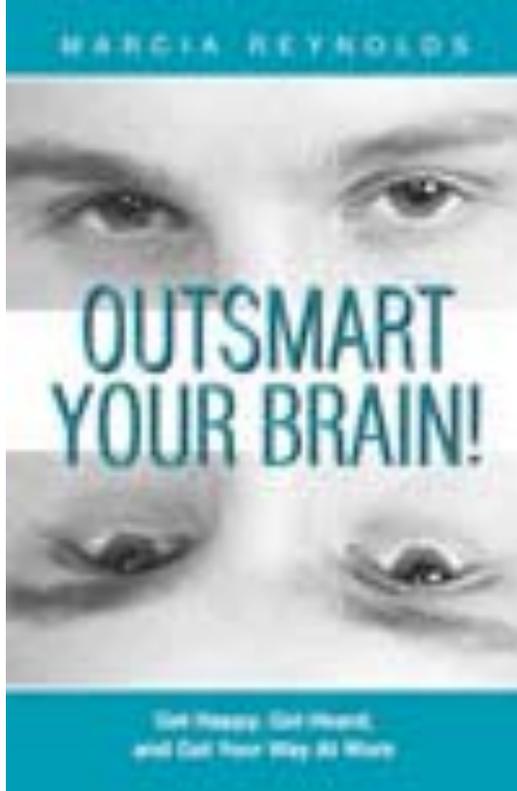
**Case Study #4:****Before:****How to Outsmart Your Brain:**

*Using Your Emotions to Make the Best Decisions at Work*

While the basic title concept of “outsmarting your brain” was good and catchy, was “How to...” necessary? Shortening it to “Outsmart Your Brain!” gave it more impact. The original subtitle wasn’t inclusive enough – as the author put it, “it talks more about ‘process’ (decision-making) than outcome.” Decision-making, in and of itself, doesn’t turn people on. It needed to provide real *benefits* for the reader. It needed to be that “promise” and make the potential buyer say, “I want THAT!” – THAT being more satisfied and fulfilled at work, feeling acknowledged, that your opinions mattered, and molding the work experience to meet one’s own goals. We then incorporated those ideas into a bold, benefit-rich subtitle.

**After:****Outsmart Your Brain!**

*Get Happy, Get Heard, and Get Your Way at Work!*



## Case Study #5:

### Before:

#### **A Field Guide to Creativity:**

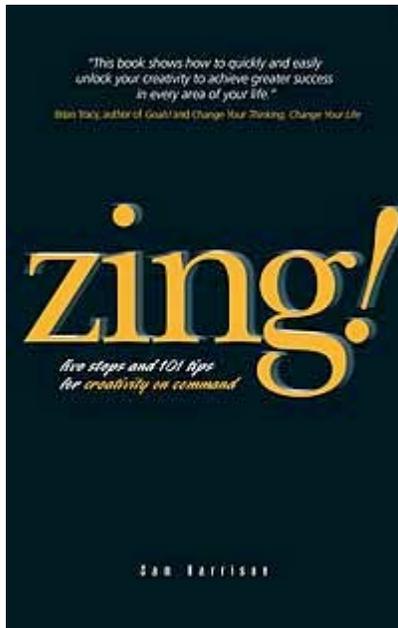
*One path and 101 pointers for discovering fresh ideas*

I was hired by this author to consult with him about self-publishing, but NOT on his title and cover, which were set (photos taken, cover designed, title finalized). I told him that both title and cover graphics were flat and static. Given that it was a book about creativity – promising to get one’s creative juices going and geared toward creative professionals – it needed a creative title. While none too happy, he took my advice. I can’t claim the final title (arrived at through consulting his network), but I provided the subtitle and can certainly claim credit for having him revisit it. Industry feedback and reviews have been excellent.

### After:

#### **ZING!**

*Five Steps and 101 Tips to Creativity on Command!*

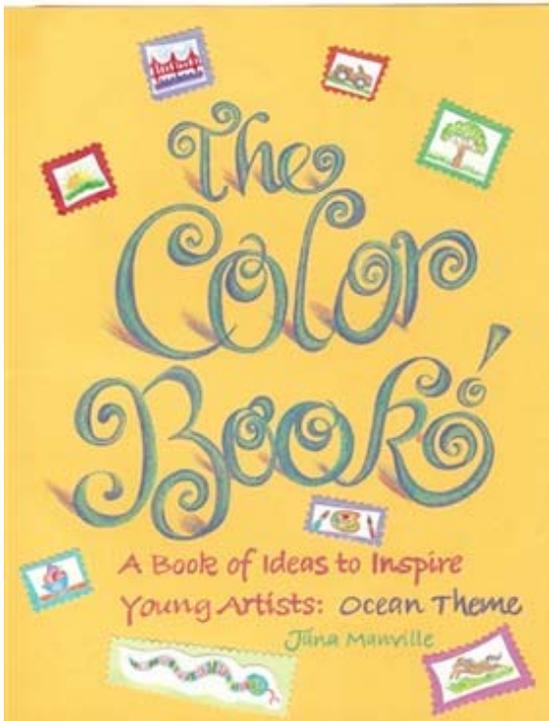


## Case Study #6:

### Before:

### **The Color Book: A Book of Ideas to Inspire Young Artists**

My client, a long-time elementary school art teacher, had hired me to do general consult on her unfolding self-publishing process. She had created a wonderful book – an artistic resource (an “idea book”) for young people designed to spur their unique creative expression through a whole host of fun and unusual artistic techniques and all the necessary supply lists and “how-to” details. Early on, she’d named this seven-year labor of love, “The Color Book,” a title I questioned (even though she hadn’t asked me to critique the title, and in fact, pretty much considered it set in stone). Her rationale: color and choice of color were fundamental to a child’s artistic development (AND the book was so colorful).

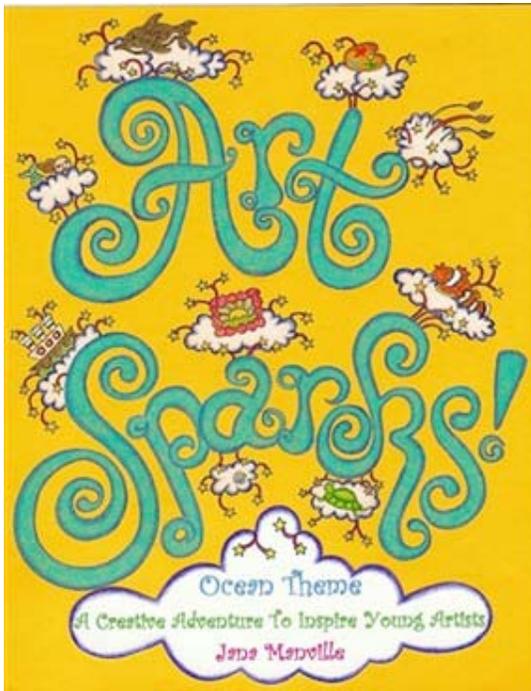


Here was my thinking....

1) For starters, her title only made sense to HER, and was based on what SHE knew about the concept, none of which was self-evident to a buyer; 2) it was potentially confusing; it didn't explain what the book was and what it did, and it could mean a lot of things; and 3) it just didn't begin to do the book justice. I suggested something I felt was more descriptive of its actual mission (to encourage artistic creativity in kids). While she liked it, she initially resisted changing it, more out of attachment and inertia, but quickly realized that she needed to think of her buyer, and came to love it as she saw that it truly captured her heartfelt mission for the book.

### **After:**

## **Art Sparks! A Creative Adventure to Inspire Young Artists**



Here's what she wrote: "The transformation from 'The Color Book' to 'Art Sparks!' is ingenious. I originally thought the intent of my book was a focus on creating art with color, when actually the book really is about generating ideas and motivating young ones to spark and ignite their own ideas using color! It took your sharp eye to discern this most important, necessary change and change an ambiguous title into a highly focused one. It was an invaluable shift that places the emphasis where it needs to be – on the development of creative ideas! Thanks, Peter for your unique vision."

I also rewrote her introduction and back cover copy (see her testimonial under Jana Manville at <http://wellfedsp.com/TWFSPMentoringTestimonials.html>).

## Case Study #7:

### Before:

#### **Dying To Know (and Why You Shouldn't Wait That Long)** *The Option to Die in PEACE (Patient Ethical Alternative Care Elective)*

Bart Windrum had watched his two parents die of long illnesses, stuck in the bureaucratic medical maze. Feeling helpless to make their final time on earth peaceful and painless, he decided to write a book helping others navigate the medical labyrinth that so often robs people of dignity and peace of mind in their final days.

But he was stuck on the title. His working one (above), in my mind, made the common mistake of sacrificing clarity for cleverness. Sure, given his subject, “Dying to Know” was snappy, but what did it mean? Even with the whole title, subtitle, and sub-subtitle, the book’s mission still wasn’t clear.

I felt the title needed to convey the sense of frustration he felt sitting in the hospital for endless hours, watching a pitiless system suck his parents into its vortex, and stewing over how things could be done differently to create a different – and more enlightened – outcome.

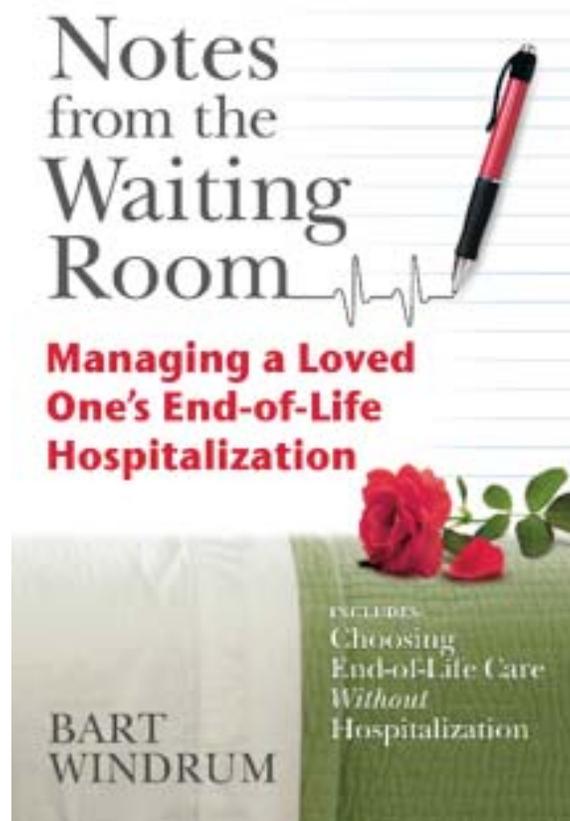
In addition, a section at the end of the book outlined his PEACE alternative (above), which involved avoiding the hospital altogether. I suggested he introduce the concept in a sub-subtitle (a separate line on the cover), but avoid the PEACE acronym, which required more “explanation room” than he had. Rather, just give people the crux of it with a clear, straightforward one-liner.

Here’s what I came up with (including final cover design):

**After:****Notes from the Waiting Room:**

*Managing a Loved One's End-of-Life Hospitalization*

(Includes: Choosing End-of-Life Care *Without* Hospitalization)



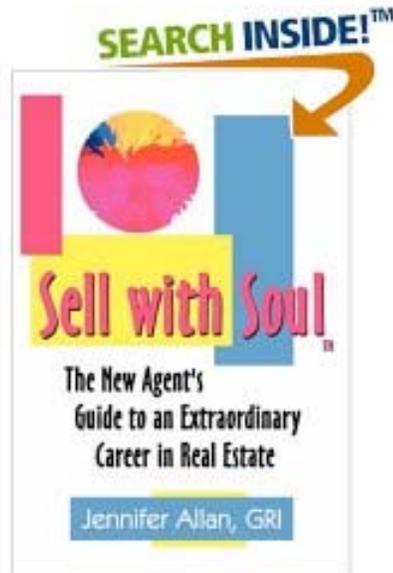
Here's what Bart wrote about the end result: "This elusive element plagued me during the several years I was writing. My subject required particular sensitivity and a nuanced title/subtitle/sub-subtitle combination to capture and balance almost conflicting communication requirements. Peter stayed with me, and kept at it, digging deep and deeper until he hit paydirt. He dug up a gold nugget of a title, for which I am profoundly grateful. The more I live with *Notes from the Waiting Room*, the more I love it. It captures the pensive aspects of the book, and suggests the environment from which the book's offerings emanate. Peter, you did good."

## Case Study #8:

### Before:

*Sell with Soul:*

*The New Agent's Guide to an Extraordinary Career in Real Estate*

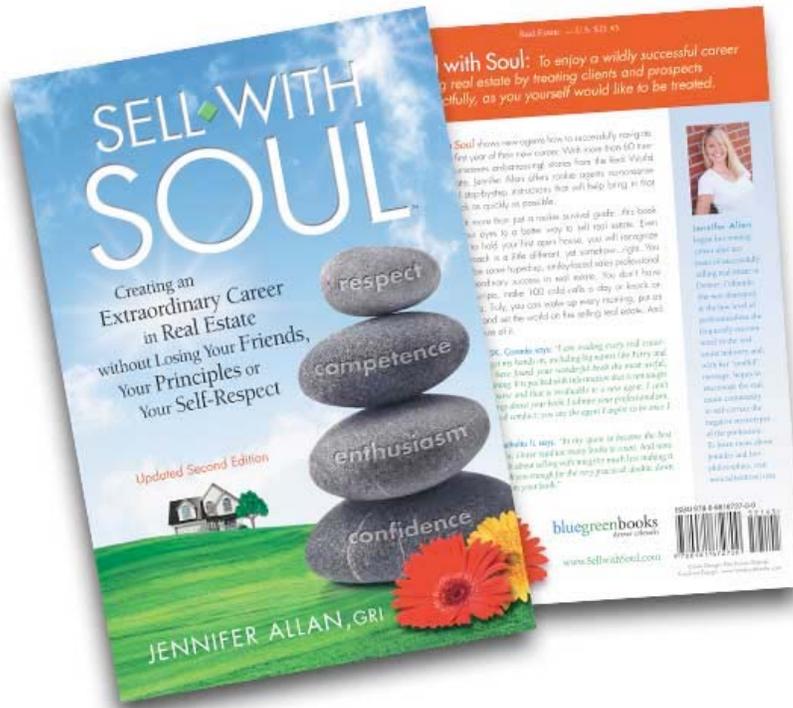


Successful real estate agent Jennifer Allan had written an equally successful “how-to” book on the subject. She approached me after deciding to self-publish an updated edition of the book. For starters, I told her she needed to change her cover design. The geometric shapes just didn’t evoke anything, and made it look amateurish. But her main goal was to change her subtitle. The title itself, while not truly indicative of the content of the book, had strong brand recognition, so there was value in keeping it.

But the subtitle simply didn’t do the book justice. The book wasn’t just about having a great real estate career. Rather, it was about having that great career without going about it as many people did, and without having to adopt all the *perceived* stereotypical behaviors common to those successful in the field: being a little underhanded, hitting up your friends constantly for leads and referrals, being super-sales-y, etc. So, bottom line, the subtitle needed to speak to those people who wanted the career but minus all the negative baggage associated with it. The way it currently read, that whole segment of the population wouldn’t realize it was speaking to them. Here’s what we came up with...

**After:**

***Sell with Soul:  
Creating an Extraordinary Career in Real Estate Without Losing Your  
Friends, Your Principles, or Your Self-Respect***



## Case Study #9:

### Before:

#### **Writing Your Novel:**

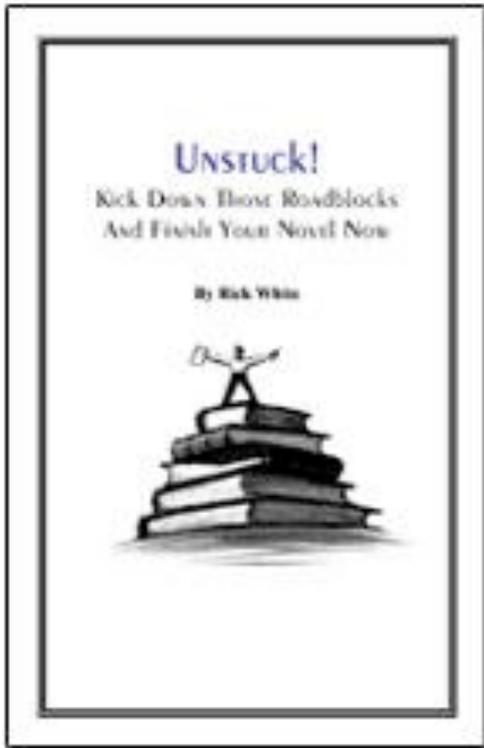
*A Quick and Easy Guide to Getting It Done*

Author Rick White originally contacted me to get a blurb for his new ebook, a how-to that explored how authors get blocked while writing their novels and how to move past that state and get the book done. I told him his title was too flat, not dynamic enough and as a how-to, it needed to be a “promise” that people could instantly get and relate to.

### After:

#### **Unstuck!**

*Kick Down Those Roadblocks and Finish Your Novel Now!*



## Case Study #10:

### **Before:**

*101 Best Ways (and More!) for Women to Grow & Expand a Home-Based or Small Business: Including Savvy Marketing Methods & Tips from Successful Entrepreneurial Women to Help You Develop a Profitable Venture*

This author of several “women-as-home-based-entrepreneurs” books contacted me with the working title for her new book, which she realized was too long and too clunky. Right on both counts. Obviously, for starters, we needed to come up with a main title and subtitle. Per my earlier efforts in the non-fiction how-to realm, I felt it needed to be that *promise*. My thoughts were to come up with something more fun, catchy, AND, of course, a lot shorter. It needed to speak to some fundamental power in women to seize control of their destiny, and to capture a general sense of, “I Am Woman, Hear Me Roar.” It needed to convey that the information on these pages was not only proven, but out-of-the-mainstream. Here’s what I came up with:

### **After:**

#### **Be a “Ventureess”!**

*Wild, Wonderful, and Women-Proven Ways to Grow and Build a Successful Small Business*

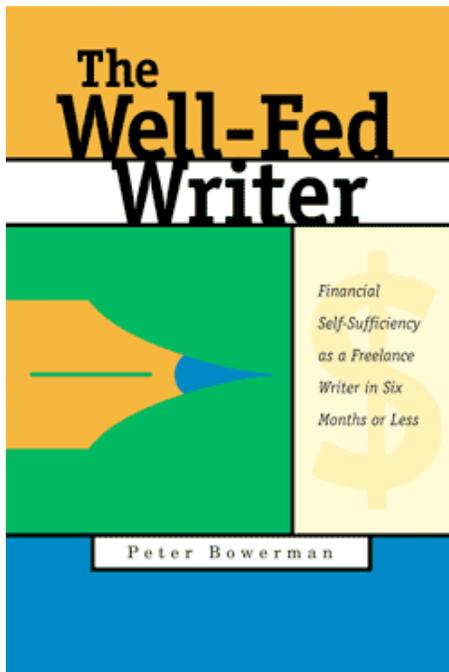
## **Personal Projects:**

### **(2000) The Well-Fed Writer:**

*Financial Self-Sufficiency As a Freelance Writer in Six Months or less*

[www.wellfedwriter.com](http://www.wellfedwriter.com)

I self-published TFWW in 2000 – a detailed “how-to” for starting a lucrative freelance commercial writing (copywriting) business. Clearly I wanted to convey that here was a field where writers could actually make a handsome FT living as a writer, in stark contrast to the “starving writer” image.



### **Accolades:**

*Book-of-the-Month Club* selection: Winter/Spring 2001

*Quality Paperback Book Club* selection: Spring 2001

*Writer's Digest Book Club* selection: July 2000

- Second best-selling *Featured Alternate* in more than two years)

Second-place: *ForeWord Magazine 2000 Book of the Year Awards* (Career category)

Finalist: *Publishers Marketing Association 2000 Ben Franklin Awards* (Best First Book)

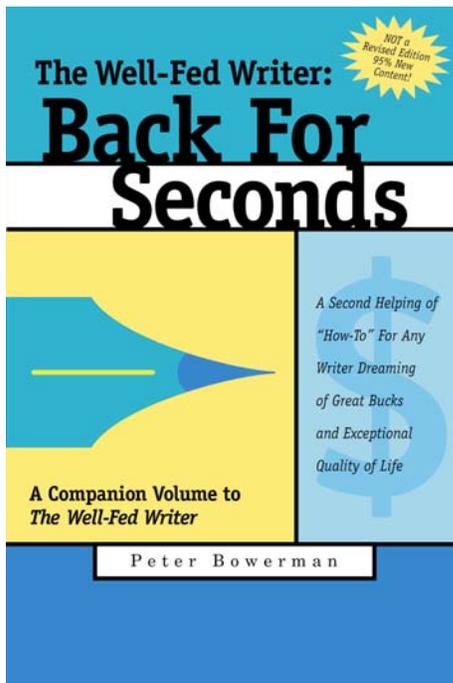
Honorable Mention: *2000 Writers Digest National Self-Published Book Awards*

**(2005) The Well-Fed Writer: Back For Seconds**

*A Second Helping of How-To For Any Writer Dreaming of Great Bucks and Exceptional Quality of Life*

[www.wellfedwriter.com](http://www.wellfedwriter.com)

A follow-up book (companion volume, NOT revised edition) to TFWW, came out in 2005. Continuing to leverage the Well-Fed “food” and eating theme, while offering a strong and compelling “promise” in the subtitle.

**Accolades:**

*Writer's Digest Book Club* selection: July 2004

Finalist: *ForeWord Magazine 2004 Book of the Year Awards* (Career)

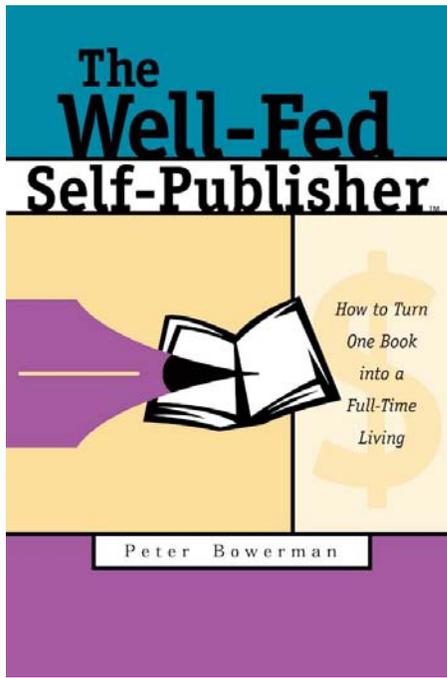
Finalist: Publishers Marketing Association *2000 Ben Franklin Awards* (Career)

Finalist: Georgia Writers Georgia Author of the Year Award (Creative Non-fiction)

(2007) **The Well-Fed Self-Publisher:**  
*How to Turn One Book Into a Full-Time Living*  
[www.wellfedsp.com](http://www.wellfedsp.com)

My first book provided a full-time living for four years, the two together, five-plus. I wanted to build on that success with my own title in the independent publishing realm and share with others that possibility – and how to achieve it. I leveraged the successful and now-recognizable *Well-Fed* brand in this new book, while offering up a potent (but absolutely accurate) promise in the subtitle.

My goal was to distinguish my title from all the others on self-publishing. Most of the competition focused on the *process* of self-publishing (i.e., simply how to self-publish a book), while mine claimed a stronger piece of promotional real estate: how to *profitably* self-publish a book (both the *process* and the *profits*) *and* to a point where it actually creates a full-time income stream.



### Accolades:

Winner: 2007 IPPY Award (IndependentPublisher.com) (Business)  
Winner: Georgia Writers *Georgia Author of the Year Awards* (Self-Help/Inspirational)  
Finalist: *ForeWord Magazine 2007 Book of the Year Awards* (Career)  
Finalist: USA Book News *Best Books Awards* (Writing/Publishing)