

## **Author of Unique Travel Memoir Needs Evocative Title and Subtitle**

**Working title:** *None*

Author, teacher and life-long world traveler John Fulford, had written an engaging account of his experiences thumbing across pre-colonial Africa in the 1950's, as a British serviceman with the RAF.

I was charged with coming up with a title that suggested the carefree, "open-to-anything" spirit he embodied as a young man.

After all, at many points along his journey, he was defying common sense, prudence and the strong recommendations of friends and superiors, about the wisdom of exploring a strange country alone—a country approaching chaos and revolution.

The title had to capture the idea of the wonderfully rich experiences that would accrue to that traveler willing to take risks and court a bit of danger.

And given the period in which the story took place, I felt the subtitle needed to evoke an earlier time, and perhaps an earlier and more colorful style of writing.

Here's what I came up with...

(Cover design by Chris DiNatale: <http://www.dinataledesign.com>)

**After:**

**Hitchhiking to Serendip:**

*In Which a British Serviceman Ignores Advice, and Hitchhikes Across 1950's Pre-Revolutionary Africa*

