

## **Book for Beer Lovers Who Want to Stay Fit (and Still Enjoy Their Beer) Needs Clever Title/Subtitle**

### **Before:**

#### **Fitness for Beer Lovers** *(No Subtitle)*

Is it possible to be a beer lover *and* stay healthy? Well, Mark Sinderson had written a book promising to do just that, describing it as, “my experience and success with healthy eating and exercise, while still enjoying good beer and food.”

I thought the working title (above) was a bit...well, flat (sorry). Given that the subject, when you thought about it, was a fun and colorful one, the title needed to reflect that and have a lighthearted feel. At the same time, it had to address a concern that nagged at many craft-beer lovers: how to create a realistic balance between enjoying their beer – not generally considered a “health food” – and staying fit and healthy.

At my suggestion, to add some whimsy to the cover, Mark called on my favorite illustrator, Robbie Short ([www.robbieshort.com](http://www.robbieshort.com)), who’d created the great illustrations on the home pages of both this site and my main Well-Fed Writer site. This was a fun one, and here’s how it ended up...

**After:**

**Beyond the Twelve-Ounce Curl:**

*The Beer-Lover's Guide to Having Your Brew  
and Being Fit, Too!*

