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."

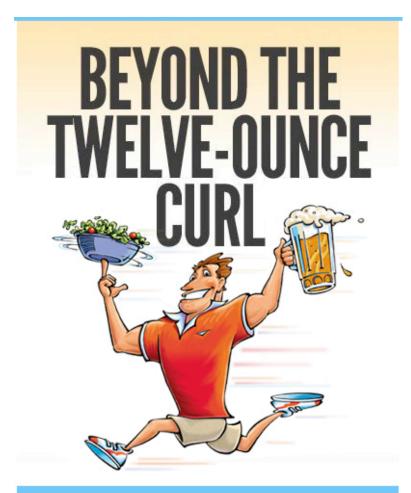
I thought the working title (above) was a bit...well, flat (sorry). Given that the subject, when you thought about it, was a fun and colorful one, the title needed to reflect that and have a lighthearted feel. At the same time, it had to address a concern that nagged at many craft-beer lovers: how to 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), 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!



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

MARK SINDERSON