



**Most Unlikely to Succeed:**  
*The Trials, Travels, and Ultimate Triumphs  
of a “Throwaway” Kid*

After working on the subtitle for Nelson Lauver’s autobiographical memoir above, he asked me to craft the back-cover copy as well.

To draw in a reader, I decided to start with some common feelings that people with a background similar to Nelson’s would resonate with (or someone who knew someone – family member, friend, colleague, etc. – who felt that way). Once I’d gotten their attention, I let them know this was a story for them, too.

Then, I included a mini-story of Nelson’s life designed, again, to find common ground with a reader. Following that, I got into the nitty-gritty of the book, using bullets to discuss the benefits the reader would get from the book. We finished up with a few statistics on the cultural pervasiveness of the issues being discussed, subtly conveying to the reader that they’re not alone and not “weird.” Here’s what I came up with...

## Ever Felt Like...

- *No one's got your back?*
- *No one takes you - or your dreams - seriously?*
- *No one believes you'll amount to anything?*
- *You can't share your deepest fears to anyone?*
- *Your fears are keeping you standing still?*

### If so, then this is *your* story, too...

Life in idyllic 1960's McAlisterville, Pennsylvania seemed so promising for Nelson Lauver. But undiagnosed dyslexia turned hope and optimism into struggle and shame as he fell far behind in school, and was branded "lazy." Confused, angry and determined not to be the "dumb kid," he becomes the "bad kid" instead, ending up a loner at odds with the world - *and* himself. Resigned to being hopelessly "different," Nelson joins the ranks of millions of Americans who try to hide their inability to read or write.

At age 29, a chance encounter leads to a diagnosis of dyslexia and a profound rebirth. The boy who was afraid to have anyone hear him read, launches a new career, ironically, as a writer, broadcaster and speaker.

*Most Unlikely to Succeed* blends humor, storytelling, irony, and raw emotion as it offers inspiration and shares such powerful life lessons as:

- *Growing up and discovering your voice*
- *Learning to champion your own cause*
- *Finding the strength to get back up after being knocked down*
- *Moving past your fears and finding your inner warrior*
- *Believing in yourself when no one else does*
- *Overcoming insurmountable odds*

**An estimated 10 to 20 percent of Americans suffer from a learning disability and 14 percent of American adults are considered functionally illiterate.**

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



For the past 15 years, Nelson Lauver has been a syndicated broadcast journalist, writer, speaker, humorist, award-winning narrator and advocate. He's known to radio listeners across the country as "The Rockwell of Radio" for *The American Storyteller* - a daily four-minute slice of the American experience broadcast by more than 60 radio stations across the U.S. and via the Internet. He is a popular in-demand speaker amongst educators, associations, government agencies, civic groups, corporate audiences, and disability groups, acclaimed for sharing his own story as a way to help others reach their potential.

Memoir — U.S. \$00.00

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I also did the subtitle for this title, so check out that sample at the "Titles/Subtitles" link accessible from the home page.