

Inspirational Book About “Throwaway Kid” in Need of Strong Subtitle

Before:

Most Unlikely to Succeed:

Believing in Yourself When No One Else Did (Working)

Nelson Lauver, longtime host of the popular radio show, “American Storyteller” (www.theamericanstoryteller.com) had penned an autobiographical memoir about his own struggles to rise above childhood adversity.

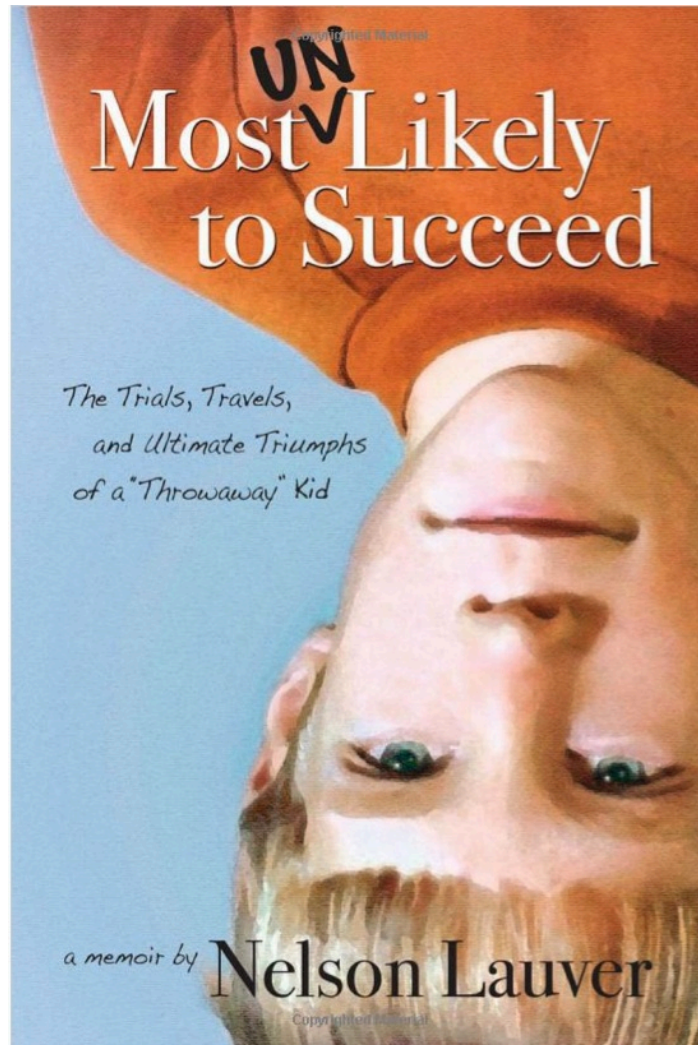
While he and his partner/wife, Jane George, asked me to critique the title, I liked how it turned a common cultural expression on its head, and suggested they keep it. But their working subtitle was a bit too cliché, and needed to be stronger and catchier.

In our conversations, Nelson used the term “throwaway kid” to describe how he’d viewed himself as a child (though not with an eye toward using it in the subtitle). But I thought it was not only simple to grasp and evocative, but would resonate with others who felt the same, so wanted to include it. Here’s what we came up with...

After:

Most Unlikely to Succeed:

*The Trials, Travels, and Ultimate Triumphs
of a “Throwaway” Kid*



I also did the back cover copy for this title, so check out that sample at the “Back Cover Copywriting” link accessible from the home page. And visit the Testimonials link to see Nelson’s feedback on both.

