

Book Promising Relief from Stress Needs Compelling Title/Subtitle

Before:

The Stress Relief Handbook:
365 Page-A-Day Ways to Live a Happier Life

Entrepreneur Shawn Kilgarlin (along with her husband Ron) had written a solid compendium of 365 (one for each day of the year) stories covering all manner of stresses people face in their everyday lives (daily stresses, workplace problems, life changes, environmental stressors, etc.). And all written with an eye toward beating that particular challenge.

They needed a clever title/subtitle to capture the promise of the book – the benefit people would get from reading it. I hit on an idea I thought was (he said, immodestly) almost *too* clever, given that it had another meaning, but they loved it, as did George Foster (the cover designer extraordinaire).

Others that didn't get the nod but were fun options:

The Relax-odex (i.e., like Rolodex)

The Calm-pilation

Hello, Mellow

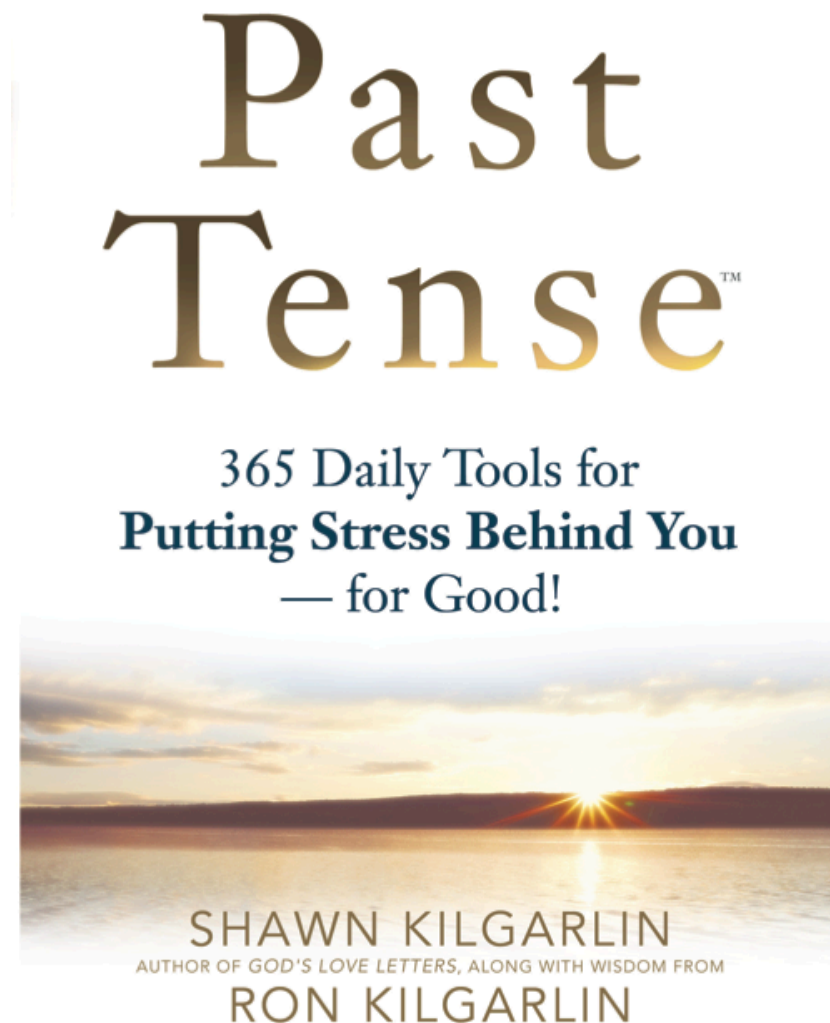
The Laid-Back Almanac

Here's what we ended up with...

After:

Past Tense:

365 Daily Tools for Putting Stress Behind You – for Good!



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.