

## Book on Breakthrough Self-Help Technique Needs Compelling Title & Descriptive Subtitle

### Before:

**Stop the Hurt: *Gain Your Emotional Freedom***



Sarah Meredith, one-half of counseling team with her daughter Jessica (and with 60 years of clinical practice experience between them), had developed an exceptionally effective do-it-yourself technique for to help people quickly and permanently rid themselves of destructive emotions such as fear, guilt, regret, anger, etc. Devised 35 years earlier, its track record was impressive and enduring.

They'd written a book about it, which explained in step-by-step detail, how anyone could implement the strategy themselves. The existing title/subtitle, "Stop the Hurt: Gain Your Emotional Freedom" just didn't say much. It sounded too much like so many other self-help books on the market, and wasn't descriptive enough to give readers a sense of the power, promise and potential of their breakthrough technique. Simply put, it didn't begin to do their discovery justice.

I suggested the title needed to quickly give a reader a top-line mental picture of what the technique would deliver – the *promise* (a plus would be if the title were available as a URL). Then, the subtitle would elaborate on that promise with more specific detail.

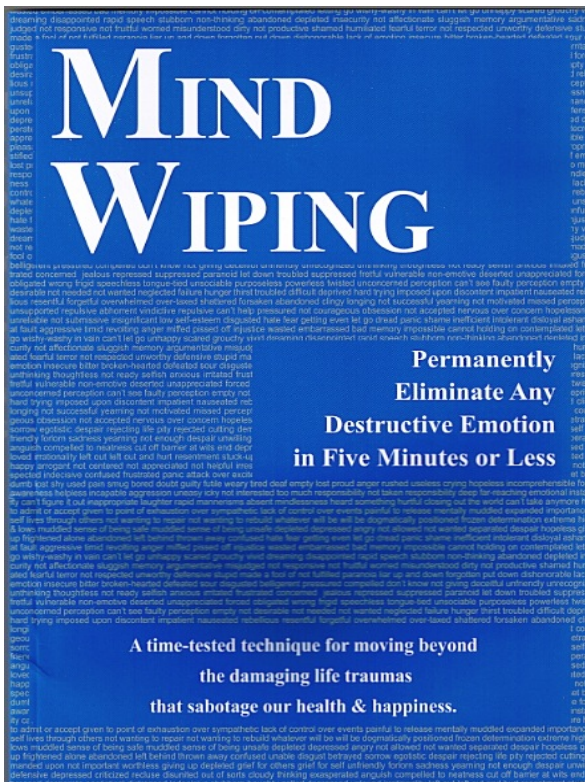
Here's what I came up with:

**After:**

## Mind Wiping

### *Permanently Eliminate Any Destructive Emotion in Five Minutes or Less*

**Sub-subtitle:** A time-tested technique for moving beyond the damaging life traumas that sabotage our health and happiness.



As you can see, I also crafted a sub-subtitle that further elaborated on the fundamental premise conveyed in the title and subtitle.

See Sarah's feedback by clicking "Testimonials" on the home page.

In addition, I wrote the web site landing page copy for the book at <http://www.mindwiping.com>.