

## **Book on Staying Ahead of Your Own Brain** **Needs Punch & Promise**

### **Before:**

#### **How to Outsmart Your Brain:**

*Using Your Emotions to Make the Best Decisions at Work*

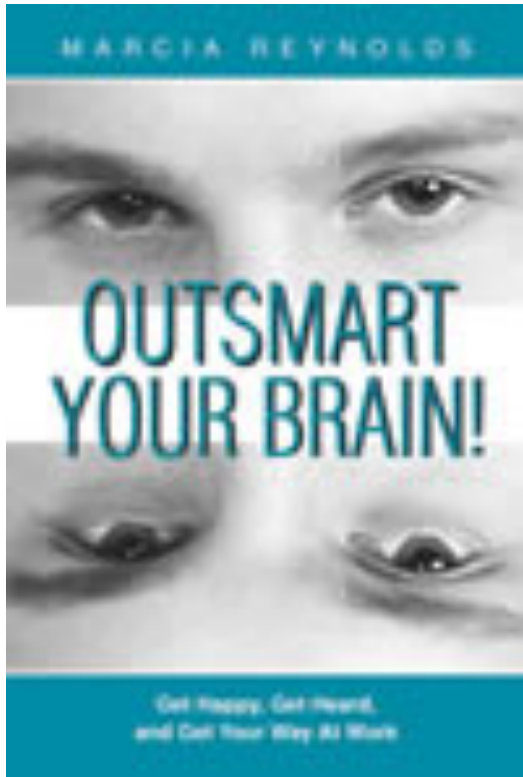
While the basic title concept of “outsmarting your brain” was good and catchy, was “How to...” necessary? Shortening it to “Outsmart Your Brain!” gave it more impact. The original subtitle wasn’t inclusive enough; as the author put it, “it talks more about ‘process’ (decision-making) than outcome.” Decision-making, in and of itself, doesn’t turn people on.

It needed to provide real *benefits* for the reader. It needed to be that “promise” and make the potential buyer say, “I want THAT!” – THAT being more satisfied and fulfilled at work, feeling acknowledged, that your opinions mattered, and molding the work experience to meet one’s own goals. We then incorporated those ideas into a bold, benefit-rich subtitle.

**After:**

**Outsmart Your Brain!**

*Get Happy, Get Heard, and Get Your Way at Work!*



*(forgive poor artwork; new cover pending)*