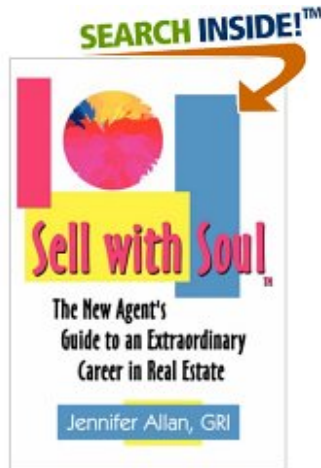


Real Estate Book's Subtitle Doesn't Effectively Convey Benefits of Unique Approach

Before:

Sell with Soul: The New Agent's Guide to an Extraordinary Career in Real Estate



Successful real estate agent Jennifer Allan had written an equally successful “how-to” book on the subject, and was self-publishing an updated edition. For starters, I suggested she change her cover design. The geometric shapes just didn’t evoke anything, and made it look amateurish. But her main goal was to change her subtitle. The title itself, while not truly indicative of the content of the book, had strong brand recognition, so there was value in keeping it.

But the subtitle simply didn’t do the book justice. The book wasn’t just about having a great real estate career. Rather, it was about having that great career without going about it as many people did, and without having to adopt all the *perceived* stereotypical behaviors common to those successful in the field: underhandedness, hitting up friends for leads and referrals, being super-sales-y, etc. The subtitle needed to speak to those wanting the career but minus all the negative baggage associated with it. The way it currently read, that whole segment of the population wouldn’t realize it was speaking to them. Here’s what we came up with...

After:

**Sell with Soul:
Creating an Extraordinary Career in Real Estate Without
Losing Your Friends, Your Principles, or Your Self-Respect**

