

The Book Title That Set the Title Tailor Wheels in Motion

Before:

Writing Your Novel:

A Quick and Easy Guide to Getting It Done

Author Rick White had contacted me to get a blurb for his new ebook, a how-to that explored how authors get blocked while writing their novels and how to move past that state and get the book done. I told him his title was too flat, not dynamic enough and as a how-to, it needed to be a “promise” that people could instantly “get” – the *benefit* they would get from reading his book. Rick loved what I came up with, and this first success was the “Hmmm...” that launched my book tilting direction – first informally, and now, with a bit more structure.

After:

Unstuck!

Kick Down Those Roadblocks and Finish Your Novel Now!

