

Book on Bringing Dignity to Dying in Need of Right Tone (and Sub-Subtitle)

Before:

Dying To Know (and Why You Shouldn't Wait That Long) *The Option to Die in PEACE (Patient Ethical Alternative Care Elective)*

Bart Windrum had watched his two parents die of long illnesses, stuck in the bureaucratic medical maze. Feeling helpless to make their final time on earth peaceful and painless, he decided to write a book helping others navigate the medical labyrinth that so often robs people of dignity and peace of mind in their final days.

But he was stuck on the title. His working one (above), in my mind, made the common mistake of sacrificing clarity for cleverness. Sure, given his subject, “Dying to Know” was snappy, but what did it mean? Even with the whole title, subtitle, and sub-subtitle, the book’s mission still wasn’t clear.

I felt the title needed to convey the sense of frustration he felt sitting in the hospital for endless hours, watching a pitiless system suck his parents into its vortex, and stewing over how things could be done differently to create a different – and more enlightened – outcome.

In addition, a section at the end of the book outlined his PEACE alternative (above), which involved avoiding the hospital altogether. I suggested he introduce the concept in a sub-subtitle (a separate line on the cover), but avoid the PEACE acronym, which required more explanation room than he had. Rather, just give people the crux of it with a clear, straightforward one-liner.

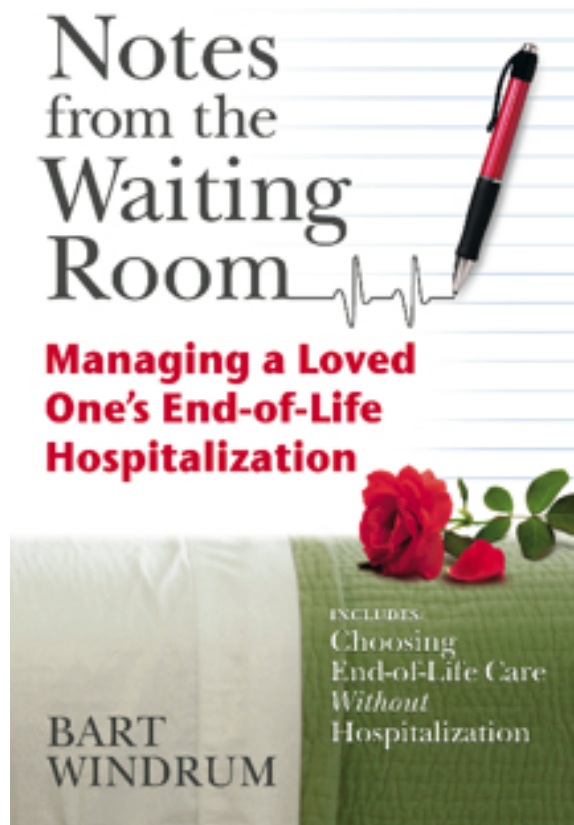
Here’s what I came up with (including final cover design):

After:

Notes from the Waiting Room:

Managing a Loved One's End-of-Life Hospitalization

(Includes: Choosing End-of-Life Care *Without* Hospitalization)



Check out Bart's feedback on the title at the "Testimonials" link.