

MY

4

BOOKS

My Own First Book Gets a Title & Subtitle That Doubles as a “Promise”

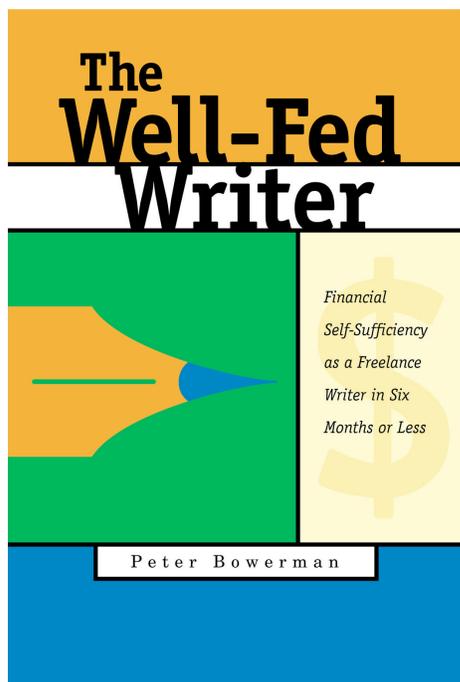
In 2000, I self-published my first book – a detailed “how-to” for starting a lucrative freelance commercial writing (copywriting) business. The title needed to convey that here was a field where writers could actually make a handsome full-time living as a writer – in stark contrast to the “starving writer” image.

I remember exactly where I was when the title came to me. I knew immediately that that part was done, put to bed, finito. Then, it was just a matter of coming up with a compelling subtitle that built on the original promise with a bit more detail. Given that I was paying all my bills within four months of launching my business in 1994, I wanted the subtitle to reflect that as well. The result?

The Well-Fed Writer

Financial Self-Sufficiency as a Freelance Writer in Six Months or Less

www.wellfedwriter.com



Accolades

Book-of-the-Month Club selection

Quality Paperback Book Club selection

Writer's Digest Book Club selection:

Second-place: *ForeWord Magazine Book of the Year Awards* (Career)

Finalist: PMA's *Ben Franklin Awards* (Best First Book)

Honorable Mention: *Writers Digest National Self-Published Book Awards*

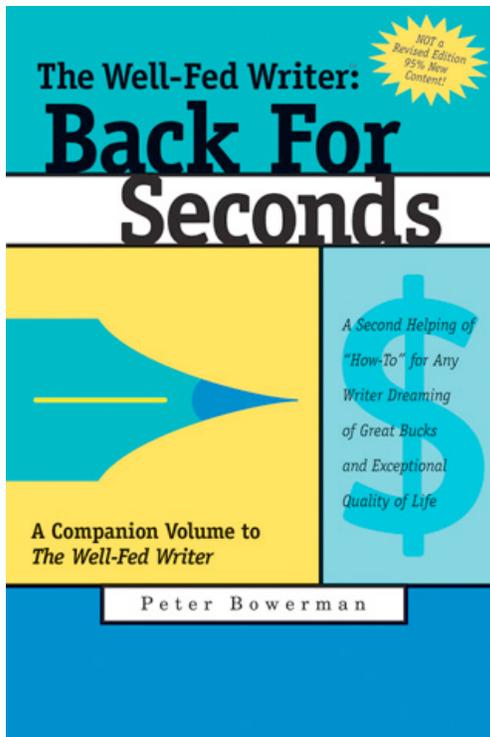
I invite you to check out the title profiles on my next three books on the following pages. Also see the back cover copy for these titles in that section of the site.

Follow-up Companion Volume to *The Well-Fed Writer*

I released a follow-up book (companion volume, NOT revised edition) to *TWWF* in 2005. It continued to leverage the *Well-Fed* brand along with the food/eating themes, while offering a strong and compelling “promise” in the subtitle – one that hits two of the biggest hot buttons for writers: income and quality of life.

The Well-Fed Writer: Back For Seconds

A Second Helping of How-To For Any Writer Dreaming of Great Bucks and Exceptional Quality of Life



Accolades

Writer's Digest Book Club selection

Finalist: *ForeWord Magazine Book of the Year Awards* (Career)

Finalist: Publishers Marketing Association *Ben Franklin Awards* (Career)

Finalist: Georgia Writers Georgia Author of the Year Award (Creative Non-fiction)

My Self-Publishing How-To Guide

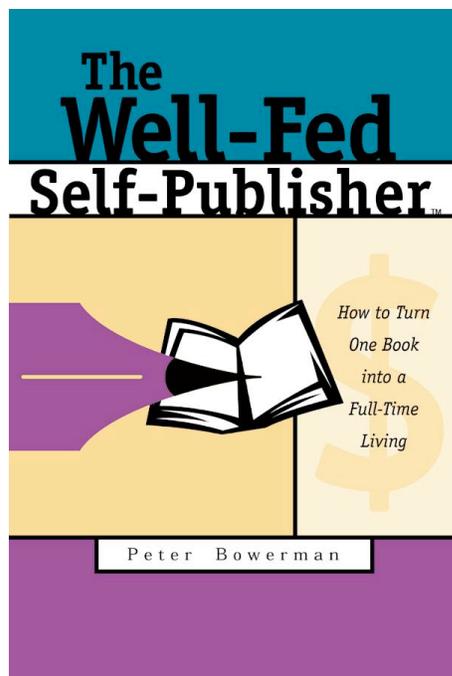
My first book provided a full-time living for four years, the two together, six-plus. I wanted to build on that success with my own title in the independent publishing genre and share with others that possibility – and how to achieve it. I leveraged the successful and now-recognizable *Well-Fed* brand in this new book, while offering up a potent (but absolutely accurate) promise in the subtitle.

My goal was to distinguish my title from all the others on self-publishing. Most of the competition focused on the *process* of self-publishing (i.e., simply how to self-publish a book), while mine claimed a stronger piece of promotional real estate: how to *profitably* self-publish a book (both the process *and* the profits), *and* to a point where it actually creates a full-time income stream.

The Well-Fed Self-Publisher

How to Turn One Book Into a Full-Time Living

www.wellfedsp.com



Accolades

Winner: 2007 IPPY Award
(IndependentPublisher.com) (Business)

Winner: Georgia Writers *Georgia Author of the Year Awards* (Self-Help/Inspirational)

Finalist: *ForeWord Magazine 2007 Book of the Year Awards* (Career)

Finalist: USA Book News *Best Books Awards* (Writing/Publishing)

Two Original *Well-Fed Writer* Titles Get Combined and Updated into New Revised Edition

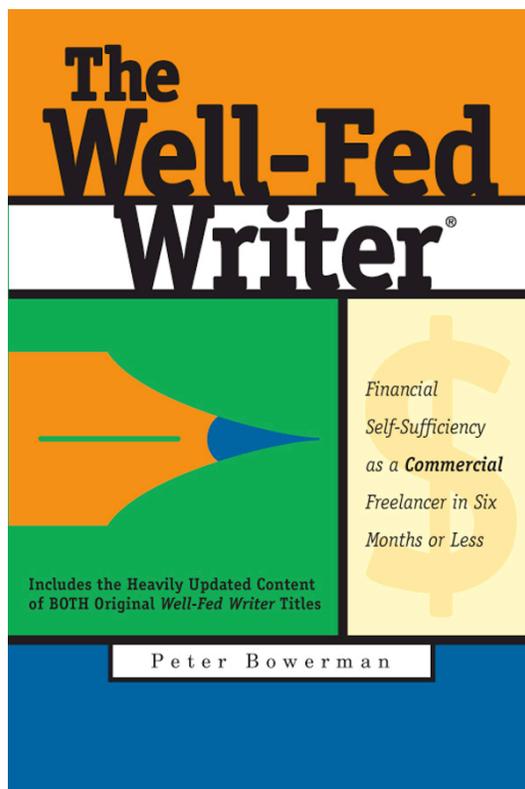
In 2010, I released the revised edition of *The Well-Fed Writer*, combining and heavily updating (and, as such, *replacing*) the two original *WFW* titles. I kept the title of the original book, since that was the known brand.

I had my book designer beef up the font on the title to give the sense of a bigger, beefier book (and in fact, it was 368 pages vs. ~300 for the original). In addition, I slightly changed the subtitle to let people know that we were talking about a specialized field of freelancing – “commercial” writing, going so far as to bold the operative word.

The Well-Fed Writer

*Financial Self-Sufficiency As a **Commercial** Freelancer in Six Months or Less*

www.wellfedwriter.com



Accolades

Winner (Gold): *2010 Next Generation INDIE Book Awards* (Writing/Publishing)

Winner (Silver): *IPPY Awards* (IndependentPublisher.com) (Writing/Publishing)

Winner (Silver): *2010 Axiom Business Book Awards* (Reference/How-To)

Winner (Silver): *ForeWord Magazine 2010 Book of the Year Awards* (Writing)