

Author of book outlining revolutionary car-buying system needs compelling title/subtitle

Before:

The Happy New Car Buyer

Phil Kelton, 28-year veteran of high-tech Corporate America, had put some simple business principles to work when he bought a car in 2010—and at thousands less than sticker. He compiled his entire game plan in a new book that needed a catchy title-subtitle.

His working title (above) was pretty bland and forgettable, and really didn't capture the real value and strength of the system he'd outlined in his book.

After reviewing his surprisingly simple formula, I saw that what he'd come up with was a program that essentially transferred the control during the buying process from the seller's hands to the buyer's.

Along the way, he made the process infinitely less stressful and anxiety-producing for that buyer, while yielding the lowest final price possible.

So, my aim was to create a benefits-oriented title that evoked the crux of this process (i.e. the transfer of control from seller to buyer), and a subtitle that clearly showed what the reader stood to gain by buying the book.

Using some car-related terminology for a nice double-entendre, here's what I came up with...

After:

Power Shift:

*The New **No-Stress, No-Hassle** Way to Get Your Best New-Car Deal – Every Time!*

