

Author of English Spelling Guide Breathes New Life into Book with Overhauled Title/Cover

Existing Title:

The Complete Guide to English Spelling Rules

Author, teacher and world traveler John Fulford had, years earlier, published a comprehensive guide to English spelling rules. While the existing title (above) was certainly clear as to the book's mission, it had no punch (it sounded like a subtitle, and indeed, the final subtitle would be awfully close to it).

Given the encyclopedic nature of the book, I played with that idea in coming with the final title.

Here are a few ideas that weren't chosen, but which I feel are worth mentioning, to get a sense of my thinking on the project:

Spellbound

Spellbeing

Inspelligent

Inspelligence

The Spell-manac

The Enspellopedia

I also did the back-cover copy for this book, so check out that sample under the "Back Cover Copy" link on this site.

Here's the one John went with...

(Cover design by Chris DiNatale: <http://www.dinataledesign.com>)

After:

The SPELLOPEDIA:

The Definitive Guide to English Spelling Rules

