

Exercise Guide for the 40+ Exerciser, and Featuring Long-Lost Principle of Fitness, Needs Compelling Title/Subtitle

Before:

Super Strength and Conditioning

Andy and Michelle Kilikauskas, the former a lifelong endurance athlete, and the latter, a World Champion Powerlifter, Certified Kettlebell Instructor and Certified Personal Trainer, had written a unique exercise/fitness guide.

Geared to the over-40 exerciser, it had at its heart a long-forgotten principle of optimal fitness: harnessing the power of *intensity* in one's exercise routine to actually multiply the impact of one's workout, and do it with a relatively modest time commitment.

The existing title was not only flat, but it sounded like so many other "me-too" exercise guides. As such, it didn't begin to convey the singular approach outlined in this book. It needed a title and subtitle that clearly conveyed that this book was different, while hinting at what made it different.

The subtitle needed to further elaborate on the promise of the title, offering a benefits-rich promise of its own as to what the reader could expect to get by reading the book. We added a sub-subtitle to leave no doubt as to the intended audience (while the regimen could work for any age group, the goal was to speak to time-crunched boomers).

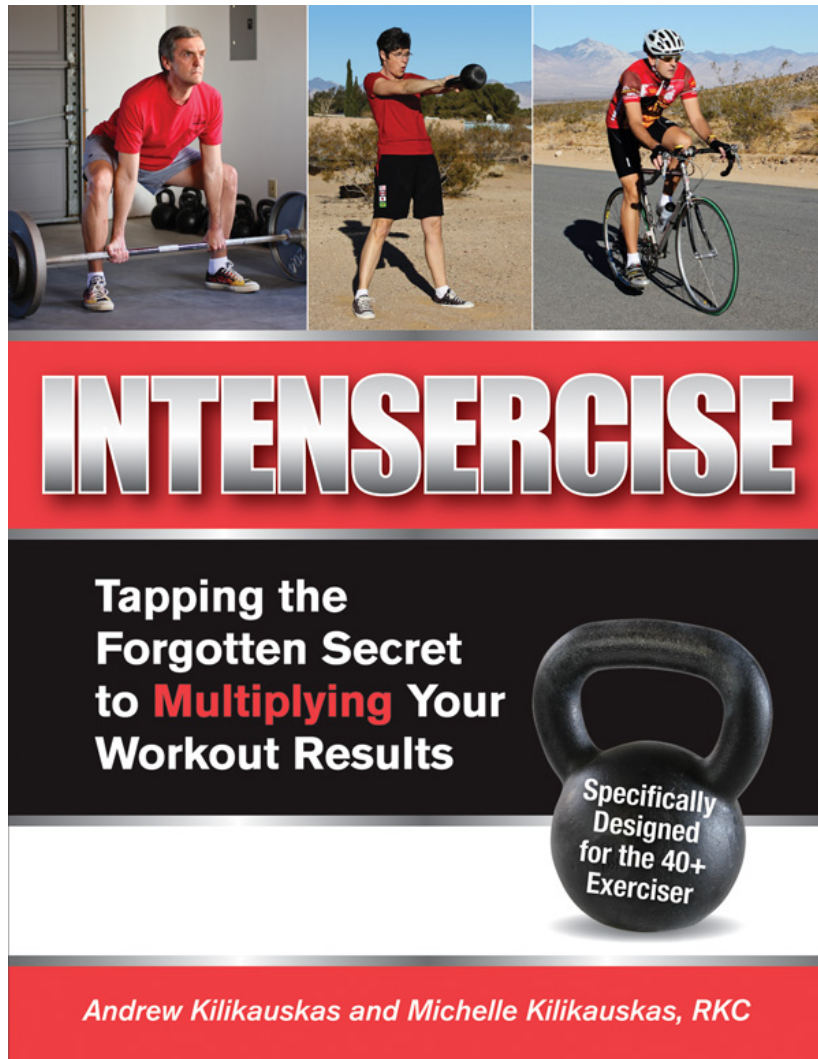
Here's what we ended up with...

After:

Intensercise:

*Tapping the Forgotten Secret to
Multiplying Your Workout Results*

Specifically Designed for the 40+ Exerciser



www.intensercise.com

I also did the back cover copy for this title, so check out that sample at the "Back Cover Copywriting" link accessible from the home page.