

## **Book on ‘Going Gray Gracefully’ Needs Uplifting, Upbeat Subtitle**

### **Before:**

#### **Amazing Grays**

*(No Subtitle)*

Speaker and author Maggie Crane had an epiphany one morning about aging, and over something as seemingly innocuous as hair coloring! The realization spawned her book, *Amazing Grays* (fabulous title! Wish I’d come up with that one...). The book invited and encouraged women to embrace – not fight – the aging process, and not buy into the cultural stereotypes about “women of a certain age” that keep them in a constant state of anxiety.

She needed a subtitle which would convey the promise, potential and possibility the second half of life offered to women. Here’s what we came up with...

*(NOTE: See this book’s back cover copy in that section of the site)*

After:

**Amazing Grays**

*A Woman's Guide to Making the Next 50 the Best 50*

