

Book Showcasing Successful Bloggers Needed Clearer “Visual” and Promise

Before:

Interview the Pros:

What does it take to create a successful blog?

Web site/blogging expert Stephane Grenier approached me to help him with his back cover copy for his book on blogging. He had interviewed 40 top bloggers and compiled those interviews in a book to help readers create a blog that attracted plenty of notoriety, traffic and revenues. He felt he was set on his title and subtitle, but when I saw it, I told him I felt it definitely didn't work.

“Interview the Pros” didn't say anything. Pros at what? It was vague, flat and pretty boring. He needed a much more dynamic title – one that captured the power of the heavyweight bloggers (many of whom were blogging “pioneers”) – whose gems he'd captured in interviews – while putting the reader in that same category. And the subtitle needed to offer the “promise” of what readers would get by reading his book: a blueprint for creating their own successful blog.

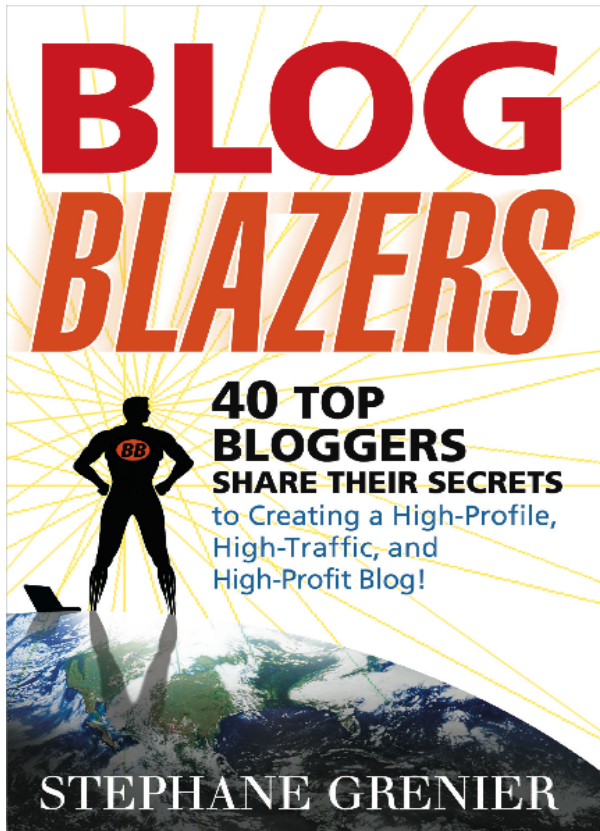
Aided by a yet another killer cover design from George Foster (www.fostercovers.com), we employed a “superhero” element to add the crowning touch.

Here's what the complete final result looked like:

After:

Blog Blazers

40 Top Bloggers Share Their Secrets to Creating a High-Profile, High-Traffic, and High-Profit Blog!



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.