

Book on Being At-Home-Mom AND Career Woman **Needs to Speak to Readers**

Before:

Part-Time Professional Women

(No Subtitle)

Author Karen Steede-Terry also hired me to help consult with her about the self-pub process, but we first turned to her title (she had no subtitle yet), which was limp and said little. Book description: “Gives women options for building a flexible and professional business, so they can work part-time while raising a family.”

We wanted something that spoke to both the female *and* businessperson sides of women – intelligent women who wanted to make money but wanted more than just, say, an envelope-stuffing business.

After:

Full-Time Woman, Part-Time Career

Launching a Flexible Business That Fits Your Life, Feeds Your Family and Fuels Your Brain!

