

Book on Managing a Loved One's Final Journey Needs Kinder, More Descriptive Title & Subtitle

Before:

Watching Mom Die *(No Subtitle)*

Professional counselor Dr. Kim West had been her mother's primary caretaker during her last few months of life. She chronicled the entire overwhelming process – the nonstop emotional upheavals and logistical details – in a book designed to help others wrestling with similar scenarios. With the aging of the Baby Boomers' parents, the book would no doubt find a receptive and growing audience.

Her working title, while powerful in its own way, was too stark and heavy-handed for a book that promised to provide guidance and comfort those others in the same boat. She called on me to craft a kinder, gentler title and subtitle. Together, they could convey the “final journey” aspects of the process, along with the blessing that being there for a loved one in their final days could be – for *both* parties.

Since the title was a bit vague as to meaning, the subtitle needed to do the heavy lifting of explaining what the book was about, and what it promised to deliver. In addition, to make clear that her approach included a prominent hospice component, we added a “sub-subtitle” up top outlining that feature of the book.

Here's what we came up with...

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

INCLUDES COMPLETE GUIDELINES FOR PARTNERING WITH HOSPICE

peaceful passage

The essential guide to navigating the emotional storms and daily logistics of an at-home end-of-life journey



Kim West, PhD