

## **Book on Creativity Needs to Jettison Uncreative Title and Pump Up Subtitle**

### **Before:**

#### **A Field Guide to Creativity:**

*One path and 101 pointers for discovering fresh ideas*

I was hired by advertising veteran and creative expert Sam Harrison to consult with him about self-publishing his new book on creativity, but NOT on his title and cover, which, in his mind, were set (photos taken, cover designed, title finalized, etc).

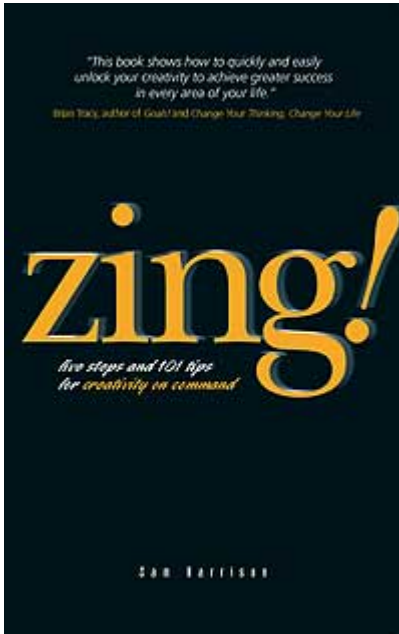
I told him that both title and cover graphics were flat and static. The cover photo was of a wooden-planked walkway in a nature preserve, with a door graphically inserted along the path (presumably to walk through and access creativity).

Given that it was a book about creativity – promising to get one’s creative juices going and geared toward creative professionals – it needed a creative title and more dynamic look. While none too happy, he took my advice. I can’t claim the final title (arrived at through consulting his network), but I provided the subtitle and can certainly claim credit for having him revisit it. Industry feedback and reviews have been excellent. ([www.zingzone.com](http://www.zingzone.com)).

**After:**

**ZING!**

*Five Steps and 101 Tips to Creativity on Command!*



To see Sam's feedback, click "Testimonials" link on home page.