

## **Book Outlining Homebuilder/Homeowner Responsibilities, Needs Title/Subtitle**

### **Before:**

*A Practical Guide for Owners of New and Remodeled Homes*

The CEO of a consulting firm to the homebuilding industry, had compiled a book clearly defining the respective responsibilities of homebuilders and homeowners in the arena of residential construction. The goal? To minimize problems and possible litigation between the two parties during the building process.

And they needed a title. The working title (above) was not only a bit bland, but given that it had no subtitle, it really didn't do the content of the book justice. Reading it wouldn't give you much of an idea of what the book was about.

I approached the titling process from several angles. Here are a few titles that weren't ultimately chosen, but which would have worked effectively with the subtitle that was ultimately chosen.

*"Who Fixes That?"*

*"Whose Job Is That?"*

*The "Who's Liable?" Bible*

*House Rules*

*The Residential Resolver*

Ultimately, they went with one of my clean and simple choices—one that not only got the job done, but felt comfortable and, well...*homey*.

And note their use of a *sub-subtitle*, a suggestion I made for a third line that further clarifies the mission of the book and provides potential buyers with even more detail and information on the content and "promise" of the book.

Here's how it came out...

AFTER:

**The Home Book**

*A Complete Guide to Homebuilder/Homeowner  
Responsibilities*

***Includes 380 Residential Workmanship Guidelines***

