

Book for Students (& Parents) on Landing Scholarships and Avoiding Student Debt Needs Attention-Grabbing Title

Before:

Getting Scholarships

Diana Childers had written an exceptionally useful book that laid out, step by step, how to land academic scholarships and avoid the crushing student debt so many students end up with.

Her working title (*Getting Scholarships*) was flat and boring, and only focused on the actual activity outlined in the book.

My goal with a title/subtitle is to always highlight the ultimate benefit to the reader—exactly what that desirable outcome is, and why this book will deliver it.

Given that the book was not only about finding and landing scholarships, but about keeping them once won (including reapplying for them), the title/subtitle needed to drive that point home.

As you'll also see, I suggested we include what I call a "sub-subtitle"—a third title of sorts (*The 11 Biggest Myths about Scholarships*), which allows an author to maximize the selling space their cover offers.

Here's what I came up with...

(I also wrote the back-cover copy, which follows the next page, and includes her "Before" version before my revised take).

THE DEBT-FREE DIPLOMA

The Definitive Guide to Finding, Winning, and Keeping Scholarships

DIANA CHILDERS, B.A.

THE DEBT-FREE DIPLOMA

The Definitive Guide to Finding, Winning, and *Keeping* Scholarships

BY DIANA CHILDERS, B.A.



Plus: The 11 Biggest Myths
About Scholarships

Diana Childers is clearly the commander-in-chief of scholarships armed with a flowing and festive read. She provides a most easygoing and common sense approach for applications and beyond, delivering THE most user-friendly 'numero uno' of scholarships . . . ever!

Dr. Billie Sessions, *Professor Emeritus*
at California State University, San Bernardino
is routinely published and is a recipient of
Fulbright, NEA, NEH, and J. Paul Getty grants.

As noted above, I also crafted the back-cover copy for the book. Here's her existing version (little more than an extended testimonial), with my final version on the next page:

It is always so rewarding to have a student, not only learn what you have taught, but to benefit by winning enough scholarships to pay for her undergraduate degree. Diana didn't stop there. She has written a scholarship book from a student's perspective which is an excellent guide for those serious enough about reaching their educational goals debt free.

The book, *The Debt-Free Diploma*, is well researched and is written in a professional, yet, easy and friendly voice. The chapters are presented in a logical sequence with easy transitions. Diana, as a student, spent many hours searching for scholarships and her motivation paid off.

In addition, Diana has created a website which includes many valuable forms and supplemental information. Make her book a must and you, too, will have the tools to graduate without the burden of student loans. I give her book five stars. BRAVO, Diana.

*Eve-Marie Andrews, M.S.
Counselor/Instructor*

Author:

The Search for Scholarships (2007)
Let Scholarships Pay the Way (2014)

Website – FindingMoneyforCollege.com
Blog – TheSearchforScholarships.blogspot.com

By following the 3 key steps to scholarship success, you can drastically reduce the need for student loans, attain financial security, and have the time to focus on getting your degree faster.

ALSO INCLUDED: 10 NOTEWORTHY SCHOLARSHIPS YOU CAN APPLY FOR NOW!!

Imagine graduating from college with a degree, a great job, *and no debt...* Fantasy? Hardly...

“Student debt”—in often massive amounts—is a hot topic today. *And an enormous financial and psychological burden to any new graduate starting out in the world and facing five- or six-figure obligations. But, it doesn’t have to be that way.*

Enter *The Debt-Free Diploma*, your roadmap to getting the diploma you want *and the career of your dreams—minus the stress of debt.* Parents, help for your student is finally here! Though, keep in mind, *The Debt-Free Diploma* can help students of *all ages and degree levels.*

The key? *Scholarships.*

Scholarships are the most important financial tool available to students today. Let the author walk you through her proven process for winning scholarships.

In *TDFD*, you’ll learn how to:

- Know **exactly** where to look the scholarships best suited to you
- Use the **Three Key Strategies** that’ll make donors *want* to give you money.
- Get recommendation letters that go beyond good—to **phenomenal!**
- Write scholarship-winning essays
- Provide donors with a polished Scholarship Résumé

Unlike other books on the subject, *The Debt-Free Diploma* provides detailed examples for every step in the process, including:

- *Sample Scholarship Résumés*
- *Sample Educational Goals Statement*
- *Sample Scholarship Essays*
- *Sample Donor Thank You Letters*
- *10 Noteworthy Scholarships Available Now*

GRADUATING WITH A CLEAN “FINANCIAL SLATE” IS CLOSER THAN YOU THINK!

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AUTHOR PHOTO BY ROBIN HOUGHT

Diana Childers graduated from California State University San Bernardino. She funded two undergraduate degrees with nearly 30 scholarships. Her goal for this book is to bring together those who want an education, with those who want to give the gift of education. Childers is a thriving entrepreneur and author.

