

Book on Creating a Thriving Healing Practice Needs Punchier Title and Compelling Back-Cover Copy

Before:

Transformation Handbook for Healers:

How to Transition from the Corporate World to a Fabulous Healing Practice

Jill Thomas, a Certified Hypnotherapist, had written a wonderful “soup-to-nuts” book for healers of all stripes—a “how-to” guide to help them take that practice from “strapped and struggling” to full-time and financially self-sufficient.

To my mind, her working title/subtitle (above) had several problems. Her title was not only vague but didn’t begin to convey the promise of the book.

Her subtitle was too limiting: She originally envisioned her audience as being aspiring healers stuck in corporate jobs they hated and pursuing their dream in their off-hours.

In talking it through, it became clear that that was just ONE possible audience for the book, and I suggested that she not limit her audience (i.e., if someone wasn’t a corporate cubicle-dweller, they might perceive the book wasn’t for them).

I suggested instead that she simply focus on the desirable end result—a thriving and fulfilling full-time business—convey that in a strong and unadorned way, and let it attract whomever it resonated with.

On the following page is what we came up with.

Jill also tapped me to do her back-cover copy as well, and that appears on p. 3.

*(Note: Jill also hired me to write an email series and landing page to land radio-show bookings, and was pleased with the outcome. Check out her testimonial on all the work **here** (scroll to bottom), and reach out (peter@titletailor.com) if you’d like me to help with book promotional materials separate from titling and cover copywriting.)*

THE HIGH INCOME HEALER



Thomas

THE HIGH INCOME



HEALER

How to Turn Your Healing Gift into
a Fulfilling Full-time
Business

*With Easy-to-Follow Exercises
to Prepare You to Prosper*

Jill K. Thomas

Dream of having a flourishing and fulfilling practice as a healer, but are wrestling with the “business of healing”?

COUNTLESS HEALERS TODAY ARE STUCK IN JOBS THEY HATE—doing what they love at night, in fits and starts. Others are practicing their craft but struggling to make ends meet. And some never get off the ground because they have no idea how and where to start. Sound familiar?

What do they all have in common?

They’re far better healers than businesspeople.

Yet, to succeed in a healing profession today, you have to be BOTH.

Enter *The High Income Healer*, written by Jill K. Thomas, a thriving 18-year certified hypnotherapist and successful solopreneur, who, over the years, found herself fielding endless questions from colleagues about the “business” of healing.

She quickly realized there was a huge need, not only for solid, practical nuts-and-bolts info, but also for guidance in banishing the limiting beliefs about money that keep so many healers strapped and struggling. In *The High Income Healer*, you’ll learn:

- **The basics of business start-up, pricing and workflow planning**
- **Anxiety-free sales, marketing, advertising and networking**
- **How to effectively communicate your value, and most importantly...**
- **How to develop a “Money Mindset” that will have abundance flowing freely to you**

Add in “barrier-busting” journaling exercises, practical action steps, and straight-shooting advice—all delivered with Jill’s empowering “you-can-do this!” guidance—and you’ll be quickly powering through blocks on the way to living your “healing dream.”

Ready to thrive as a healer, while shaving years off your “ramp-up” to profitability? Use *The High Income Healer* to boost your confidence as both a healer and a business person, as you build a practice that supports you—not just your clients!



JILL K. THOMAS is a Certified Hypnotherapist, Intuitive Reader and Channel. Throughout her 18 years of experience, Jill has helped thousands of clients realize professional success, lasting joy, lifestyle and wellness goals

