

# Editor's Atelier

Credible before Incredible

[editorsatelier.com](http://editorsatelier.com)

Here are 4 Books are about  
Corporate Survival  
**BUT**

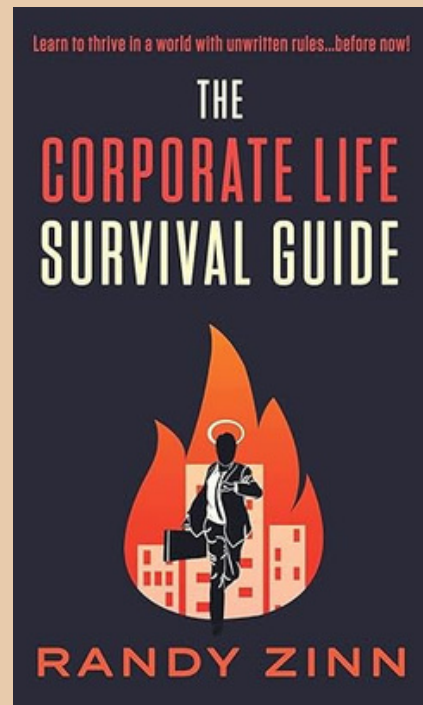
Only **ONE** Nailed Its Positioning



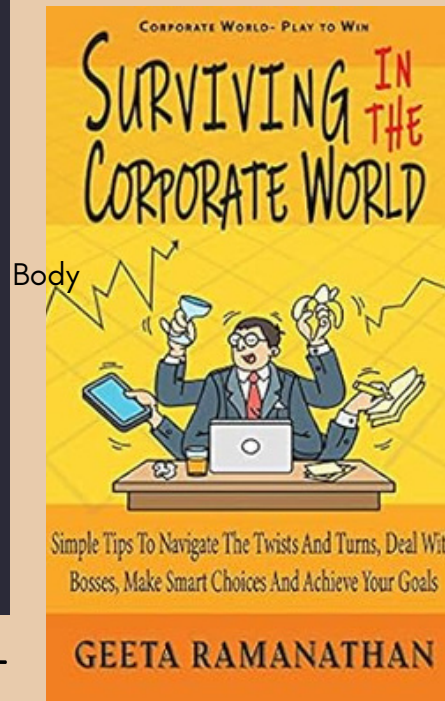
# Which one will you pick?



1



2



3



4

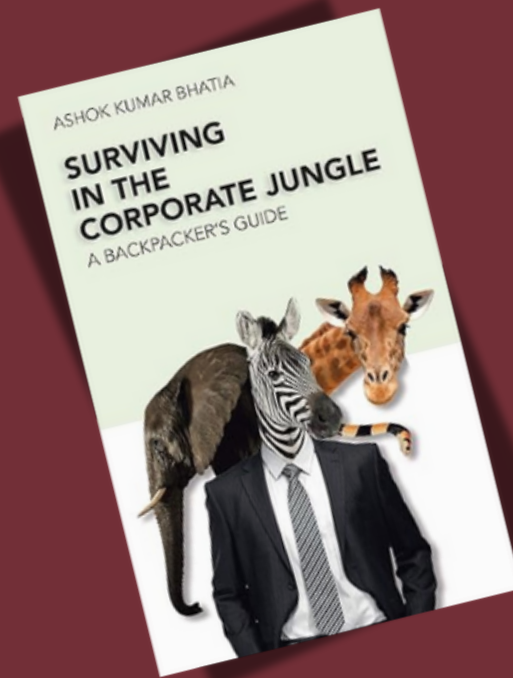
# Positioning Ain't a Buzzword. It's a Feeling That Sticks.

I talk about **titles, subtitles, endorsements and author bios**—not because they're boxes to tick, but because they shape first impressions—long before readers know what's inside.


# The One That Stuck

**Got these right:**

- ✓ **Honest promise**
- ✓ **Built trust**
- ✓ **Knew its audience**



# From the Blurb



**"Intended to amuse,  
educate entertain.."**




**"A lighthearted take on the art &  
science of management..."**

**"For aspiring or tired or  
retired kinds of  
entrepreneurs.."**






# What Positioning Is

## NOT JUST

-  A catchy title
-  A bold subtitle
-  A fancy cover

## BUT ALSO

-  A signal of trust
-  A promise you intend to keep
-  A moment of connection

# Positioning is for Anyone Trying to Be Understood.

It starts before your audience sees a single word or screen.

# Want your message to stick?

## Let's talk!

- I help writers, brands, and startups and **changemakers** position their ideas—so they don't just sound good, **they feel right**.
- Whether you're writing a **book**, refining your **pitch, or clarifying your purpose**, I help bring together the elements that matter—**elevator pitch, bio, or mission**.



Priya Talwar  
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