

CALL NOTES for...

How To Improve Publicity Results: Terrific Titles, Headlines & Sound Bites

Call Outcomes: Women's Ministry Leaders and Christian Women Speakers will learn how to use titles, headlines and sound bites to improve responses from their target audiences.

The four critical components for every advertisement are:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Definitions:

A title is _____.

A headline is _____.

A sound bite is _____.

Women's Ministry Leaders must focus on

Event Planners must focus on

Christian Women Speakers must focus on

Link References (during call)

- 1) <http://www.fbcwla.org/drpl/?q=node/90>
- 2) <http://www.laruetwillis.com>

Terrific Titles:

How to Write Headlines:

According to blog guru Jakob Nielsen, "People often read only the first three or four words of a headline when scanning a list of possible places to go."

Sensational Sound Bites:
