

DEBRIEF NOTES for...

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

During this call, WM Leaders learn how to increase interest in their group, Event Planners learn how to improve attendance at events and Speakers learn how to increase responses from Event Planners... all by using carefully crafted titles, headlines and sound bites.

Some of the reasons women came to this conference:
for help – to learn about advertising – looking for new and fresh ideas – to better get the message out – for refreshment

People invest (time, money, energy, and so on) for their own reasons... this is critical to understand!

\$264 billion dollars was spent on advertisements in America in 2004.

WM Leaders: Your “product” is women’s ministry.

If shampoo = feeling good about myself; what is Women’s Ministry?
Encouragement, fellowship, having my needs met, spiritual nurture

Event Planners: Your “product” is an event – a Bible study, Ladies Night Out, Retreat, whatever.

If shampoo = feeling good about myself; what is your Bible Study?
Words that benefit my life, beautification plan, encouragement, hope, healing, direction

Speakers: Your “product” is yourself and your areas of expertise.

If shampoo = feeling good about myself; what are you?
Higher attendance
- due to name recognition
- due to topic relevance
Event Planner Authentification
- she will be excited if the speaker she chooses meets the needs of her women
- she needs to “appear” to know what she is doing by bringing
In a really good speaker

All ads, excluding classifieds, have 4 basic components:

1. A title – usually the name of the company
2. A headline – the words that attract enough interest to make people actually read the rest of the ad.

3. A “pitch” – this is the part of the ad that gives people compelling motivation to call, register to do something or come to something
4. The details – the dates, times, locations, costs, contacts etc.

Definitions:

Title – a descriptive or distinctive name

Headline – the Most Important Words, usually in large type – these words should introduce the subject matter, typical 3-6 words max

Sound bite - a brief, striking remark or statement encapsulating the subject matter

Note:

WM Leaders: Your group name is your “title”.

Event Planners: Every “event” needs a title.

Speakers: Your ministry and each topic/speech needs its own title.

We spent some time at: <http://www.fbcwla.org/drpl/?q=node/90>

Next we visited www.laurettewillis.com

Analogy of a Clock: If marketing is like a clock...

The face of the clock is the title
The hour hand is the heading
The minute hand is the sound bite
The second hand it the details

The face of the clock – the title.

A Terrific Title brings stability. Should convey the most in the least words.

The heading is like the hour hand on a clock...

A good heading encapsulates the entire situation in a few words.

Examples shared by the group included:

Thriving thru September 11th
Victorious in Joy
Compelling Love
Parenting on Purpose
Ladies Night Out
Gaining Spiritual Depth

1. The BEST headlines are short – 3-6 words. Ideally, the entire headline should be able to fit, in bold font, onto one line of a poster... that’s hard!

2. The best headlines clearly communicate the main benefits to the target audience.
3. The best headlines are easy to read; they should flow!
4. A good headline should have “punch” – an element of creativity that indicates there is something more than meets the eye.

Sound Bites are like the minute hand of a clock.

It is steady enough to make it hard to see movement when you glance at it, but yet it is completely flexible... it can change quickly to meet changing needs... you will probably have multiple sound bites for one ministry, event or speech...

Sound bites are also known as elevator speeches or any other 10-30 second Informational or motivational speech. Ie – commercials!

One of your sound bites is going to be your mission or vision statement, but others may be tailored for particular situations.

The #1 rule to remember when developing your promotional sound bite is this: It must focus on the DESIRED OUTCOMES you are offering to your target audience.

For example, in promoting this teleconference, I did NOT focus on these selling points: 1) You'll be able to spend an enjoyable hour on the phone with other women's ministry leaders and speakers who have like interests – learning from one another; 2) you'll be able to access this connection and information from the comfort of your own home, etc.

Instead, I focused on what I deduced to be your real need: The benefit I perceived you wanted was to understand how to minister better to your target audience by getting their attention in the first place!

I answered your question: "What's in it for me?" or "What is the value to me?"

I asked: How do you go about capturing the attention of your target audience? Do you wish you could do better?

Let's dissect this...

#1 – a sensational sound bite should

Identify the place that hurts... what is the real or perceived need?

In this case, a desire to do better at capturing attention...

#2 – a good sound bite should

Exude credibility

In this case, the entire website sustains the credibility...

#3 – an effective sound bite should

Evoked an emotion or desire...it should make the reader WANT something

In this case, better attendance or more visibility with EPs

#4 – a great sound bite should

Promise a solution

In this case, the implication is that coming will help!

Sound bites should be less than 150 words – they should take 10-30 seconds to speak and they fit into the 4 key aspects of good marketing which were: Title, Headline, Pitch (Sound Bite) and Details.

Finally, the reason we bother with all of this stuff is because we want to let as many people, in our target audience, know about the great things God has done for them and has to offer them... this is our entire motivation!