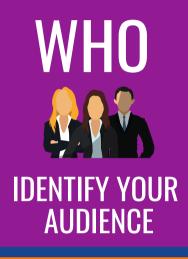
TIPS FOR CREATING GREAT STORY IT'S ALL ABOUT THE MESSAGE







YOUR MESSAGE

WHAT DO YOU WANT THEM TO KNOW/DO?

HEADLINE OR TITIF ATTENTION GRABBING **ACTIVE VOICE POWER WORDS** CONCISE **SHORT** WHERE 0 WHFRF I OCATIO **TO FIND MORE** INFORMATION

WHEN OATE & TIME TO TAKE ACTION

> WHY Ĵ "ТНЕ НООК"

WHY ARE YOU DOING THIS? WHO IS BENEFITTING? WHY WOULD OTHERS WANT TO JOIN?