



150 Words = 1 Minute

When making an announcement at the CWF meeting or submitting a blurb for the newsletter imagine you are writing a radio commercial. In just 60 seconds a commercial tells a story and captures a customer. You can do it too!

The brief newsletter blurb is really a simple formula: **HEADLINE + 3 POINTS + CLOSE = H3C (Blurb)**

HEADLINE - Sum up what you need or what you offer:

"Who do you know that would love to speak to our group? We're looking for speakers for our 2016-2017 lunch and dinner meetings and we'll buy them lunch or dinner!"

3 POINTS - Give your audience just three things they can remember about your topic. **STAY ON ONE TOPIC** and tell them what you need or how they can participate.

1. We like to have our speakers reflect our mission which is to Network, Educate, and Encourage our membership.
2. The dinners are the first Tuesday of the month and the lunches are the third Wednesday of the month, starting in August.
3. The presentation, which can include a PowerPoint, should last about 20 minutes and then have 5-10 minutes of follow up questions.

CLOSE - Ask for the business - tell your audience how to respond.

"If you know of someone that you believe would be a good speaker for us, or if any of you are interested in speaking, please contact me directly by phone or email."

You can use the H3C for your announcement at the meeting, just add your Introduction.

INTRODUCTION - Identify who you are, what you do or your affiliation. Be sure to use your value statement: "Hi! I'm Jane Maulucci, The Reactive Voice - I deliver words that make cents and I am responsible for getting the dinner speakers for our meetings."

Here's the whole thing put together as a meeting announcement and it's a total of just 147 words:

Hi! I'm Jane Maulucci, The Reactive Voice - I deliver words that make cents and I am responsible for getting the dinner speakers for our meetings.

Who do you know that would love to speak to our group? We're looking for speakers for our 2016-2017 lunch and dinner meetings and we'll even buy them lunch or dinner!

We like to have our speakers reflect our mission which is to Network, Educate and Encourage our membership. The dinners are the first Tuesday of the month and the lunches are the third Wednesday of the month, starting in August. The presentation, which can include a PowerPoint, should last about 20 minutes and then have 5-10 minutes of follow up questions.

If you know of someone that you believe would be a good speaker for us, or if any of you are interested in speaking, please contact me directly. THANKS!

That's all there is to it - capture their attention, tell them what you need, and then ask them to respond. And seriously, if you know of anyone who would like to be a speaker for us... let me know!