

# HEAD LINE

**Overarching Benefit:** Strong sentence describing the big-picture benefit participants receive.



**Choose: Testimonial / Benefits –**  
**Testimonials are relevant to participants' desires / sub-benefits they will receive by participating.**

## **Choose or Mix: Description / Resources & Presenter Details**

*Age ranges:* describe the age ranges of people the event will serve and any qualifying information. *Delivery options:* live in-person group events, live webinar group events, online learning, one-on-one consultations, one-on-one accountability programs, group accountability programs, hybrid programs, and any other method of teaching personal finance. *Details:* date, time, location, deadlines, and other details.

This section should describe the resources and presenter. Outline the key features of the educational resources you will include in your program. Give a short description of the presenter that highlights his or her expertise.

## **Call to Action**

This section should be very clear: the copy should move them to take action and describe the exact action you want them to take. Strong calls to action also remind participants of key program benefits.



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