

Description

This section should describe the details of your program, including:

Age ranges: describe the age ranges of people the event will serve and any qualifying information (example: for those who expect to receive Social Security in the next 5 years).

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.

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.

Logo

5432 Any Street West
Townsville, State 54321
555.543.5432 ph
555.543.5433 fax



Headline
Overarching Benefit
The big-picture benefit
participants will receive.



Benefits

Describe the sub-benefits the end user will receive by participating in your programming. This section also can include key features of your program, but be sure to associate those features with benefits. This workshop will give you expert guidance so you are confident making financial decisions that will help you achieve long-term financial security.

The 'school of hard knocks' can be costly and stressful, and have long-term negative life consequences.



real relationships
real people

Testimonials

Make any testimonial relevant to the desires or experiences of your participants.



About

This section can include details about the overall initiative and why you or your organization decided to become involved. Make this description relevant to the audience you wish to reach with this marketing piece. This section is unique to your program. To make it fit on existing templates, keep this copy around 85 words for trifolds and around 45 words for flyers and mailers.



Resources & Presenter 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. In this unit students will develop an understanding of how their financial psychology relates to achieving their financial and lifestyle goals.

Students will explore these concepts by looking in-depth at how their personalities, goals, dreams, and emotions can affect their attitudes toward money.

Optional Open Text Area

Place any additional information, testimonials, or relevant resource highlights here so they stand out.

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