



Women's Entrepreneurial Network

# Crafting Your Message

Recap your strengths below:

**Bolster them using "action" verbs** (e.g., *Dynamic* molds. *Enticing* entrees. *Squeaky-clean* windows)

**"What's in this for My Customer?"** Put yourself in your customer's shoes.

Start drafting your copy/ad/flier. Use the box to the left for layout purposes. Use strong verbs. And don't forget your call to action! (e.g. *call today for your free assessment! 419/855-3399*)

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Audience: \_\_\_\_\_

Purpose: \_\_\_\_\_

