

Chapter Copy Worksheet...

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For developing Chapter or Event Copy points for media outlets.

Note for audio formats: 30 second – 60 words

60 second – 120 words

Chapter/ Event Features and Benefits (list two)

Feature what your chapter or event offers- **Benefit** what it does for your audience

Feature

Benefit

1.

2.

This is the **WHY** of your event.... Is there reason for your event... raise money for Youth in Harmony? Is there an element that your enthusiastic about and you want to share with your audience? Why should anyone care? Including a passion statement in your script makes it more human.

1.

Who should attend the chapter or event?

What is the event?

Where is the event – Venue information?

When: Time and date of chapter or event?

Why: is this event important? (Passion statement)

Ticket information?

***What* do we want the copy to do (accomplish)?**

Why do we want the copy to do it?

What do I want the viewer/listener to do? (Call to Action)

Is there a slogan that must be included for Chapter or event?

Special details to remember?

Special graphics for print?

What is the compelling reason for attending Chapter or event?

Writing copy/script is like preparing a speech...you need an Introduction, a Body, and a Closing.

To make your audio copy friendlier use contractions... COUNT Your words...contractions also help you word count. For instance. “**Do not**” is two words while “**don’t**” counts as one word.

Refer to your information and begin your script... <<<[BACK to Marketing](#)>>>

