



MY TIMELINE

Just like anything else in your business, you need to set goals. This simple timeline will help keep you on track.

1. Headline Projected Completion Date _____

Everything starts here. What problem, “itch”, or “scratch” does your organization solve? What issue does your organization help others overcome? What real difference are you making?

2. Call To Action Completion Date _____

Don't be like Billy. Your call to action needs to be clear. Don't bait and switch anything. Clarity allows you to lead with what you are asking for instead of being like Billy.

3. The right words completion date _____

Words are powerful. They can convey the right thing or the wrong thing. They can bring about emotion and make anyone feel like the Grinch when his heart grew.

Worksheet Assesment

Step 1- Create a powerful headline

Step 2- A clear call to action

Step 3- The right words

COMING SOON:

We are designing a training tool designed for an business or organization based on the following concept. Watch for more coming soon!



Worksheet

Checklist

01 Final 2 Headlines (Then pick one)

a

b

02 Clear Call to Action (What are they?)

a

b

03 Our Words (Problem, solution, outcome)

a

b

c

What To Do Next...

Here are a few suggestions:

- Change you headline on the homepage of your site.
- Communicate the “why” to your team/staff.
- Change wording on your site where needed.
- Print material should be updated.
- Send out an update to all clients/donors of your changes.

We are an email or a phone call away to answer any questions that you might have. If you need guidance, are stuck or just need someone to help, reach out to us and we will be happy to assist!

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