

# Packed Like Sardines!

## *Titles to Reel Students In!*

Adapted from *The Successful Brochure Manual for Community Programs*  
By LERN – Learning Resources Networks



### Ten Tips for Titles!

1. Make the title interactive for the reader  
Title: Change: Dental Facts To: Everything You Always Wanted to Ask Your Dentist  
Why? Immediately requires the reader to become involved in the course description.
2. Ask a question.  
Title: What Do We Really Know About Cholesterol?  
Why? It demands an answer... but use this very sparingly!  
Too many unanswered questions can be befuddle readers.
3. Make it personal.  
Title: It's Up to You to Lose Weight  
Why? The easiest way to make it person is to use "You" in the title. It helps the reader take personal responsibility for the action.
4. Use familiar phrases.  
Title: Movers and Shakers (for a dance exercise class)  
Why? It helps the reader immediately have a positive association with the class.
5. Identify target audience.  
Title: Coping With Change, The Sandwich Generation Focused on Life Management Skills.  
Why? Helps the intended audience identify with the class.
6. Create a sense of reader identification.  
Title: One Minute Stress Management  
Why? The reader will personally identification with the topic and is more likely to respond.
7. Use quantitative titles and state or imply specific participant outcomes.  
Title: Ten Ways to Tell Your Kids No OR Fruitful Fiction  
Why? Each of these imply or state an outcome.
8. Use humor.  
Title: Survival Skills for the Holiday Calorie Wars  
Why? Using appropriate humor generates a positive feeling about the class.
9. Create a sense of curiosity.  
Title: Are There Skeletons In Your Closet? (for an anatomy refresher class) OR Don't Drink the Water (for a water pollution seminar)  
Why? Engages the potential student's curiosity and delivers a fun message.
10. Keep it simple, non-threatening and positive!  
Title: You Can Save a Life with CPR instead of Cardiopulmonary Resuscitation, Level B.  
Why? The simple title avoids jargon and puts the course in everyday terms.

*Catch the Energy*



**Adult Enrichment**  
Community Education

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## Descriptions to Reel Students In!

### Write the Right Description in 50-80 Words!

After you grab them with your terrific titles, your next big challenge is writing a description in 50-80 words that potential students WILL READ. You cannot teach these important topics if you cannot write descriptions that call your students to action! Your description is critical in bringing learners to the table.

#### 1. **The Opening Sentence – it helps the reader decide if they will keep reading your description!**

To avoid repetition (and reader boredom, use different openers for each course.

##### Options:

- A definition
- The end result
- A question
- An outstanding or impressive fact
- A quotation
- A distraction

##### Poor Openers:

- The aim of this course is to...
- This class will...
- Shirley has been teaching dance for two years...
- The teacher will explain...

##### Good Openers:

- Batik is an age old art of fabric coloring using wax and dye. (definition)
- Effective fiction enables the reader to live a story as if it's his or her own life. (end result)
- Does your life seem like a soap opera? (question)
- Lighting is the key to all photography. (outstanding or impressive fact)
- No man is an island. (quotation)
- Grrr. Hold it Horace, don't throw that pillow yet! (distraction)
- Fred Astaire, Ginger Rogers, Gene Kelly and you! (content and end result, excellent enticer)

##### Avoid at All Costs:

Avoid the following words in the first two sentences of the opener. Some are ok in the rest of the description if not repeated in the same description.

- We will spend time...
- We will...
- Here's your chance to...
- You'll be shown...
- Learn...
- Topics covered...
- Included are...
- In this class...

#### 2. **The Body of the Description**

##### Adopt a YOU Attitude

Write to one person.

Use "you" always!

Never say participant(s), student(s), we, our, I, the school, attendees, class, etc.

You, you, you and some more YOU's!



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### **Solve a Problem, Tell the Benefits**

The main reason people sign-up for classes is to achieve some personal goal, solve a problem or relieve anxiety. Knowledge is power and in order to feel strong in an increasingly complex world many of us seek additional education through classes. It is important therefore to address the goals of the participants in the narrative with **clear, concise benefit statements! Focus on exactly what the class will do and the student will gain.**

#### **Tell them:**

*What you get*

*What's actionable*

*What you will be able to do better, new, or different*

*What you will learn*

*What will change your life*

***Be bold!***

***Focus on what's in it for THEM!***

***Be on the cutting edge.***

***Be honest!***

***Use active words and phrases!***

***Create as many benefits as possible then create some more!***

***Restate the most important when possible.***

***Quantify! Use numbers – odd numbers are best.***

#### **Examples:**

- Explore the practical behaviors to reverse these trends. (promises solutions that can be done)
- At the end of class you will understand if you have been too passive or removed from your relationships. (understanding is the first step to problem solving)
- Discover the newest embossing tools for creating this unique set of 6 holiday cards. You will learn simple tricks to add impact and a professional touch to all of your handcrafted cards. (tell what the student will learn, do and benefit from, but also make it sound EASY!)

### **Highly Motivating Words – Short Words are BEST!**

The following words have been identified by market research as words that will enhance the selling power of your copy.

#### **12 Most Powerful Words in the English Language**

Easy	Discover	New	Guarantee
Love	Money	Proven	Health
Results	Safety	Save	You

#### **Power Words and Phrases**

Free	Revolutionary	State-of-the-art
Powerful	Fantastic	You'll love this
For a limited time only	Hottest	Secrets
Improved	The best secret	Unbelievable
Must see to believe	Don't miss	Amazing
Wonderful	Suddenly	Remarkable
Magic	Miracle	Startling
Undeniable		

### **Your Information**

Providing your qualifications is an important aspect of marketing your program. Ideally this should be written in the course information when possible. Specific instructor information is often a main reason for a student to sign-up. Share your real-life experience and how it will impart that information to make the course exciting.

### **3. A Call to Action**

Finish your description with a call to action by for the student. It motivates them to take the next critical step of registration!

“Don't miss this popular class and avoid physical pain while saving money.”

“Sign-up now with a friend to satisfy your curiosity.”

“Satisfy your appetite while making the dinner hour easier. Sign-up to discover these time-saving secrets!”

“Don't wait! Protect your family and your reputation, register now to learn these valuable tools.”

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