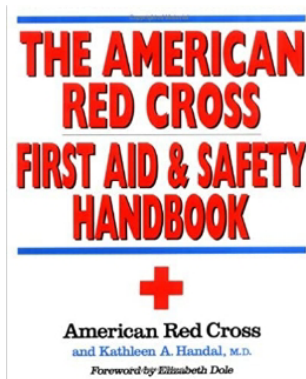


## Exercise #4



The first moments after an injury occurs are the most critical. This authoritative guidebook, based on course materials used by Red Cross chapters across the United States, shows you how to handle every type of first aid emergency.

Choose one of the headlines you wrote in the previous exercise for this first-aid handbook and write at least three or four different types of leads for that headline. No need to do any research – just use what you already know or make things up. It's just practice!

1. Direct pitch	
2. Rapport building	
3. Scenario	
4. Problem / solution	
5. Story / anecdote	
6. Offer	
7. Facts / statistics	
8. Background	

