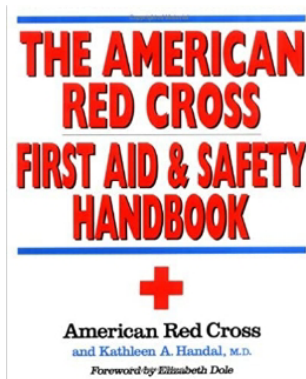


## Exercise #3 Answers



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.

You've been asked to write a sales page for this first aid handbook. See if you can create at least one example of each of the 8 types of headlines discussed in this lesson.

1. <b>News</b>	Burns... Poisoning... Breathing Troubles... Crushed Fingers: The Latest Techniques to Use Before You Get to the Emergency Room
2. <b>Command/Invitation</b>	Buy a Copy for Your Car, Your Home, Your Kids' Backpacks to Cope With Any Emergency
3. <b>Benefit</b>	Save lives! Have this authoritative reference guide on hand for injuries, illnesses or other emergencies
4. <b>Challenge</b>	Would you know how to save your child's life after an accident, animal bite or sudden medical crisis?
5. <b>Quotation/Testimonial</b>	"I hope our family never needs to use it, but I'm studying it hard all the same."
6. <b>Pain Point</b>	What if when you most need help, the Internet is out? This book has comprehensive first-aid answers.
7. <b>Audience Callout</b>	Parents, caregivers, scout leaders: Know how to perform first aid if any type of disaster strikes
8. <b>Offer</b>	Just \$19.00 for this all-purpose, one-volume life-saving guide!

