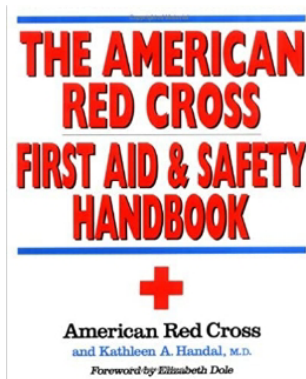


Exercise #3



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. News	
2. Command/Invitation	
3. Benefit	
4. Challenge	
5. Quotation/Testimonial	
6. Pain Point	
7. Audience Callout	
8. Offer	

