

## Exercise #6 What is Your Message?

Fill out this worksheet by using the service idea you created from the card. What would you use to communicate it to the public? Use the yellow sheet and design a marketing tool to let your community know of the new service.

*When preparing any type of announcement for a new service, be sure to include:*

Name of Service  
Date it will begin/Continuous dates  
Time  
Location  
Phone for more information and a contact if possible  
Description  
Logo  
Sponsors

*Remember:*

Spell check  
Accuracy  
Double check  
Triple check

*Include at bottom of flyer or on back of brochure:*

Library Info  
Hours  
Address  
Phone #