



WORD POWER

You can write the best memo, email, tweet or blog post but, if the headline or subject line doesn't speak to your reader, it will never get read. Read each of the short articles below and compose a compelling headline that will capture the readers' attention.



WRITE A SUBJECT LINE: _____

Many college students believe they are unlikely targets for identity theft because they don't have a lot of money. But college students are among the easiest targets for cyber-criminals. Identity thieves don't necessarily steal money; they steal a person's name and reputation and use them for their own financial gain. Because college students participate in social media websites like Facebook and share so much personal information online, cyber-thieves are able to gather data that allows them to access password protected account...

YOUR HEADLINES MUST:

- ✓ Be useful to the reader.
- ✓ Provide a sense of urgency.
- ✓ Convey unique value.
- ✓ Be clear, concise, accurate.



WRITE A HEADLINE: _____

With shorter job tenure and an increase in freelance and contract work, today's students must be prepared to manage their own careers. Whether students plan to work as an employee or open their own business, to survive and thrive in the workplace they need an entrepreneurial mindset. Today's employers are looking to hire and advance employees with entrepreneurial traits...

WRITE A TWEET: _____

Each day another 24 hours is deposited into our "bank accounts." We get a choice about how to spend these hours. We decide how much we spend right away, how much gets invested for the future, and how much we give away. Time is much more valuable than money because you can use your time to make money, but you can't use money to purchase more time...



85% OF YOUR CAREER/WORKPLACE SUCCESS DEPENDS ON YOUR PEOPLE SKILLS.