

Including a "billboard" in your article (or news release) is the best way to capture the attention of readers (and editors), but most writers don't use this technique. This Webinar teaches you why the billboard is important and how to write one. Includes samples of billboards and five elements of a good billboard. The Webinar speaker is Dr. John Hayes, author of 18 non-fiction books and countless articles published in print and online media worldwide.

Only \$30 for TPRA members; \$75 for non-members

About the Speaker



Dr. John Hayes, President, HayesWorldwide - Advisor and coach to entrepreneurial and franchised businesses. Author of two blogs; speaker and trainer on topics of marketing, franchising, strategic planning, communications, leadership. Senior Counsel to BizCom Public Relations in Dallas, TX and Adjunct Professor for Narrative Business Writing @ the University of North Texas - School of Journalism.

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