

OFF THE HIGH DIVE

TAKE
THE LEAP
TO BETTER
COMMUNICATION
IN FIVE SESSIONS



FIVE PRINCIPLES FOR BETTER PRINT

1. Define your P_____ .

+ Ask three questions:

- 1.
- 2.
- 3.

2. Have a P_____ .

+ Answer the following important questions:

Why _____ ?

What _____ ?

How _____ ?

Where _____ ?

To whom _____ ?

3. Make it P_____.

+ Remember that _____ is _____.

+ Keep it _____.

-

-

-

-

-

-

-

-

+ Keep _____ simple as well.

-

-

-

-

-

-

-

-

4. Buy good P_____.

+ Good _____ make a _____
publication _____.

+ Consider _____.

“After all the time and effort and money invested in research and writing, don’t hand out dog-eared photocopies stapled at the corners. Instead, spend the money to design a publication of which the church can be proud.”

–Michael Lytle, Randall House

5. P_____ enthusiastically.

+ Engage _____.

+ Include _____ readers can’t get anywhere else.

+ Make good use of _____.

FIVE STEPS TO A NEW LOGO

1. Start from the _____.

+ If you don’t have a mission statement, start there FIRST.

+ Write your mission statement below:

2. Define the _____.

+ List the key words in the mission statement above:

—

—

—

—

—

—

3. Write out _____ .

+ List the pictures that come to mind from the key words:

-
-
-
-

4. Narrow to a _____ .

+ Sketch a picture below that best represents all of the words and concepts above.

5. Commission a _____ .

Remember:

+ Make it _____ .

+ Be _____ .

+ Make it _____ .

Now...go make a SPLASH!



ERIC K. THOMSEN

Managing Editor, ONE Magazine

eric@nafwb.org

615-414-6869

@erickthomsen | @onemagazinefwb