

EXERCISE 9 Worksheet

There are no rigid rules for making a CTA. Except...make it your own. Meaning, your CTA should fit the brand that you have established throughout the video. Though, you want to include the following essentials:

- Name of church or community.
- Time of services.
- Address of church.
- Link to website and/or phone number.

Step 1

Imagine what you might say at the end of church announcements, inviting someone to participate in the church picnic. Write out what you might say if you were just inviting someone to church in the same way. Hold onto it for your script, which we'll work on soon.