
How to make a great flyer!

It's vitally important to make flyers that work! How to make a flyer is a science not a matter of just putting some information on a piece of paper... so let's get into what it takes to make a winning flyer!!

First, you need an action graphic that "pushes" ones eyes to the head line! Always use the graphic to direct the readers eye to what you want them to see first! Look at the example below.



This is a good action graphic!

This is your headline!

This action graphic on the left works! The arrows push your eye to this box. The graphic has "motion" and does a great job of "directing" your eye to the headline.

Rule 1: Your graphic MUST move the readers eye to your headline!



This is a POOR action graphic!

This is your headline!

This a POOR action graphic on the left! This graphic doesn't lead the eye anywhere thus it fails to work in moving the eye to the headline.

Rule 2: Your headline must have a “YOU” or an implied “YOU” in it.

Ok... this is the next most important thing to understand. Your headline must have a “YOU or an implied YOU” in it! People want to know what is in it for them. They don’t care about much of anything else; it’s all about them! Here two headlines; one that is good and one that isn’t.

Good

YOU will learn to protect your family!

Poor

Defense doesn’t need to be difficult!

Now the top one is good as it uses two forms of YOU. It’s clear and concise. The second one fails completely.

Rule 3: Your headline must capture the readers attention within 8 seconds and lead them to the sub headline. The sub headline will then lead them into the “ad copy”.

Headline

YOU will learn to protect your family!

Sub Headline

And this will happen in 30 minutes. Imagine the wonderful feeling of walking without fear! In this seminar you will

You can see how the headline captures your attention and the subhead continues your attention then moves you into the body or ad copy of the flyer. Also, the Headline must be in a large font, like here it’s in 18 point size and the subhead is in 14 point size. Next we will examine the importance of the ad copy.

Rule 4: your ad copy or maybe bullet points must be benefits not features!

Ok, so what are benefits and what are features. First benefits example.... Then a feature example. Always remember people want benefits.. What do they get!!!

Good example of benefits

- You will learn to defend yourself against a violent attacker!
- It's easy to learn!
- It's fun to learn!
- You will come away empowered!
- You won't have fear of being attacked ever again!
- Your family will walk without fear!
- You will get a self defense weapon as part of the class!

POOR example of benefits

- The self defense weapon comes in the color black!
- Only 30 people in the class!
- The self defense tool fits in your hand!
- The self defense tool comes in 9 models!
- Only strong people can defend themselves!

Rule 5: your ad copy must end up with a call to action! The call to action should be in a font size that is as large as the headline. In this example we used 18 point font.

A call to action is all about what you want the person to do, and do it NOW. Make a time or space limited offer. Threaten their sense of freedom or choice. Also the phone number needs to slightly larger font then the call to action line. Lets look at good and poor calls to actions.

Good calls to action

Enroll today only 30 students will be taken!

CALL 555-555-1212

10 more student slots available so call NOW!

CALL 555-555-1212

If you enroll by Friday you get 10% off the tuition!

CALL 555-555-1212

POOR calls to action

Come by and sign up!

CALL 555-555-1212

It starts next week!

CALL 555-555-1212

We can handle all those who are interested!

CALL 555-555-1212

Rule 6: Add a telephone icon next to the very large phone number on the bottom right side of the flyer!

People read from top to bottom, left to right, so you want your call to action and phone number in the bottom right hand side of your flyer. A phone icon is really important and one “ringing” off the hook is better!



555-555-1212



555-555-1212



555-555-1212



555-555-1212



555-555-1212

This is a series of phone icons. The “action” phone icon is far better than a static phone icon for the same reasons of using an action graphic to lead the eye to the phone number. It comes out that a flyer with a phone icon gets 25% more response than one without a phone icon. Go figure but it’s good to know!

Rule 7: Never use inverse video on your flyer!

Inverse video is white or light color words on dark back ground. It is 25% more difficult for the human eye to read inverse video. On the next page is an example.

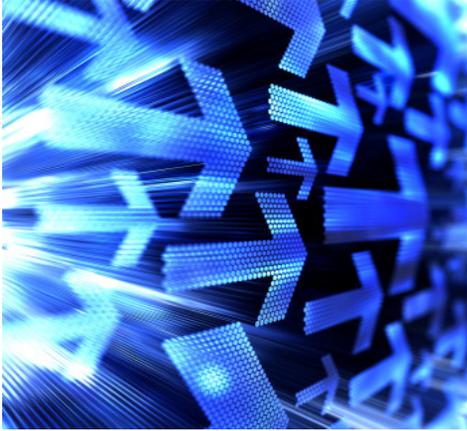
Regular text...

The Internet, in its 1.0 stage, was arrogant at best. It started to offer deals and savings that brick and mortar companies couldn't offer. People started to move from the shopping malls to the online shopping malls. However, what also was very obvious which was lacking on the online counterparts was customer service and relationships. I can remember the days of ordering online was hard to do and if you had a problem with the merchandise; most times you were stuck with it. Many of the websites just became arrogant, as they didn't have to meet the public; you can just blow them off. This became rampant until the consumer realized they were king. However, that detail could fill out another book. Needless to say, brick and mortar business was in trouble. Well at the time most websites were too as they didn't have the experience of working with the public like the brick and mortar companies did. It would take some time for the two to merge. However the important concept here is that relationships are gold.

Inverse video text...

The Internet, in its 1.0 stage, was arrogant at best. It started to offer deals and savings that brick and mortar companies couldn't offer. People started to move from the shopping malls to the online shopping malls. However, what also was very obvious which was lacking on the online counterparts was customer service and relationships. I can remember the days of ordering online was hard to do and if you had a problem with the merchandise; most times you were stuck with it. Many of the websites just became arrogant, as they didn't have to meet the public; you can just blow them off. This became rampant until the consumer realized they were king. However, that detail could fill out another book. Needless to say, brick and mortar business was in trouble. Well at the time most websites were too as they didn't have the experience of working with the public like the brick and mortar companies did. It would take some time for the two to merge. However the important concept here is that relationships are gold.

You can see how difficult it is to read the text in the blue box background. This is exactly why you shouldn't use inverse video to tell your story or try to attract potential clients. Ok so let's put together what our GOOD flyer looks like



Self Defense Class... YOU will learn to protect your family!

And this will happen in 30 minutes. Imagine the wonderful feeling of walking without fear! In this seminar you will

- You will learn to defend yourself against a violent attacker!
- It's easy to learn!
- It's fun to learn!
- You will come away empowered!
- You won't have fear of being attacked ever again!
- Your family will walk without fear!
- You will get a self defense weapon as part of the class!

10 more student slots available so call NOW!



CALL 555-555-1212

In closing, you can see how important it is to understand the good design principles of flyers. These flyers work great. As a matter of fact, it's fun to get other peoples flyers or ads and see if they follow these good design principles. It is amazing to me to see all the "crap" that people put out there, even flyers and ads designed by "professionals". I started a folder to place the ads I get or flyers I get to show people, after they have learned the good design principles, and see that most ads are not worth the paper they are printed on! Or in this digital age, these principle flow onto your website too. Take a look at your site and design it with these principles in mind...

I hope you enjoyed this PDF and will use it in the design of your flyer for your classes. Should you have any questions please feel free to contact me.



I hope you enjoyed this PDF...
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