



How To Create a Flyer

Whether you're selling your car or opening a new business, a flyer is one of the cheapest but highly effective ways to attract attention.

1. Choose the color of paper you want to use. White, blue, bright pink - it's up to you. Just keep in mind how many flyers you want to print and make sure your budget allows for 5,000 canary yellow printed sheets.
2. Come up with a snappy headline. This is your first and only shot at capturing the reader's attention. Sum up your product in a few, but powerful, words.
3. Add graphics, if necessary. If your nightclub is opening up, you can add a graphic of a hip building. Or you can simply keep the printing costs down and strictly use text.
4. Copy should be straight to the point. You don't have a lot of space to waste here on rambling words. Give readers enough information to get them in the door.
5. Offering a discount? Let people know. Create a coupon on your flyer encouraging them to come in.
6. Head to the printer. You're done.

Tips:

1. The body of your flyer doesn't have to be filled with text. White space (the area of your flyer that doesn't have any graphics or text) invites your readers to see what you're selling without long, boring blocks of copy.
2. Check to make sure there are no city ordinances against posting your flyer in certain areas or passing them out on the street.
3. Print in color only if you're sending your flyer to a targeted group. Otherwise, it's a waste of money when you could be printing more black and white flyers.

What You Need:

- Paper
- Layout and Design Program