

# How to Design a Great Flyer – adapted from

<http://www.psprint.com/resources/brochure-flyer-design-tips/>

## 1. Make it stand out from the crowd

Make sure the brochure or flyer is attractive and eye-catching, especially if the customers will be responsible for picking it up themselves. Achieve this through bold colors, thought-provoking images and stunning word-play. Remember that the front of your brochures and flyers is the first thing your prospects see, so make them unique, bold and interesting enough to motivate customers to pick them up.

## 2. Ensure the brochure or flyer is easy to read

Use large, clean headlines in a sans serif font, and put larger chunks of text in a serif font. Bullet points are a great way to emphasize key ideas without taking up a lot of space, and you're not limited to bland black dots — try making a neat, relevant graphic to use as your bullet points. Checkmarks, dollar signs, colored balls, animal silhouettes and other graphics can add aesthetic appeal to your bullet points and, when done correctly, can serve to draw extra attention to top-selling pitches. Remember to use plenty of white space, and try using drop shadows to make your brochure and flyer designs really pop off the page.

## 3. Know your audience

When determining the tone of your brochure or flyer, you need to keep in mind the type of audience who will be reading it. If you are trying to gain new clients, the brochure should be catchy and exciting, but not pushy. If you are focusing on maintaining current clients, use text and images that convey a tone of friendship, trust and appreciation for their business.

Regardless of the audience, your flyer and brochure text, images and graphics should work together to demonstrate the benefits to the customer without droning on about your company. Unless the brochure or flyer is very formal, use the words “you” and “your” rather than “we,” “us,” “our” and “I.” This lets the customer know that they come first and creates familiarity.

## 5. Emphasize powerful words

Whether you're writing the text or it's coming from a professional copywriter, make sure to highlight power words and phrases that grab the attention of clients. This could include the following:

New Free  
Save Now  
Easy Proven  
Amazing Love  
Discovery Results  
Health Guarantee

Good resources on flyer design:

<http://designshack.net/articles/graphics/how-to-design-an-awesome-flyer-even-if-youre-not-a-designer/>

<http://www.wikihow.com/Design-an-Event-Flyer-That-Gets-Attention>

<http://blog.eliteflyers.com/2012/07/11/7-tips-for-effective-flyer-design/>

<http://www.overnightprints.com/make-your-flyers-stand-out>