# CREATING A FLYER

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# GETTING STARTED

Write down everything you want to say about what you're advertising.

A sketch pad is your friend. Put it all down on paper, and see what happens when words collide.

You need to spill your ideas onto the sheet and this can lead to ideas that will intrigue and stand out.

# PAPER DESIGN

Got a great headline, or a killer idea?

Think about paper stock.

- Is it a certain color? Or texture?
- Can it use scratch-offs, special inks or smells?
- Is it even printed on paper at all?

# MAKE IT STAND OUT!

Here are a few ways you can make something simple stand out:

- Print a hardware store sale flyer on the back of sandpaper

- Offering basement remodels? Try printing on old wallpaper samples.

- Toy store opening? Fold the flyers in the shape of a paper plane or hat.

- Selling golf lessons? How about making a flyer that looks like a golf ball has smashed the window of a car, and leave your flyer on car windshields.

- New café? Print your flyers on paper napkins.

# DESIGN ELEMENTS

Write and design the flyer.

If you're using a method like those listed above, it should be simple.

The medium is the message. So, a simple, bold headline with a few lines of copy and a phone number or address will suffice.

If your idea is only going to work on regular paper, think about graphics that add to the idea. Maybe you can make the paper look like something else, like a menu or a clipping from a newspaper.

Remember, you MUST capture attention, most people take flyers and throw them away without reading them. People are busy, reward them for reading.

# OFFERS

If you have a great offer, push it.

There's no shame in doing something as simple as a big headline stating your offer, or turning your flyer into a giant coupon.

Being creative is great, but 75% off is hard to beat.

# WHITE SPACE

Don't be afraid of white (or empty) space on your flyer.

It draws attention to the headline and gives the copy room to breathe.

Flyers crammed with information are off-putting and garish.

# MAKE IT INTERESTING!

Think "would this interest me?"

One of the biggest mistakes advertisers make is to believe people are as interested in their product as they are. Not so.

Capture their attention, and reward it with good creativity and a great offer, and you'll make money.

# DESIGN ELEMENTS

Choose the color of paper you want to use.

Design 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.

Add graphics, if necessary.

Copy should be straight to the point.

Give readers enough information to get them in the door.

Create a coupon on your flyer encouraging them to come in. Head to the printer. You're done.

# DESIGN SHACK ARTICLE

Review the article at this link (Joshua Johnson article):

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

# ORGANIZE YOUR INFORMATION

When, where, who, what?

Less is more

Your goal then should be to trim down all of the necessary information into easily-digestible chunks.

Throw out anything that you don't really need and look for ways to make what you do need more concise.

# BULLET POINT FEVER

Making your information concise doesn't mean you should fill the flyer with fifty-seven bullet points.

Bullets are great, and you should use them, but amateur designers are quite prone to going nuts with them.

If you're using bullet points as an easy-to-read and understand way to distribute your information, you're on the right track.

If you're using them as a crutch because you don't know how else to design a flyer, you need to rethink your strategy

# IMAGES

**Step 1: Combine the Images**

**Step 2: Fill In the Bottom**

**Step 3: Add a Headline**

**Step 4: Who, Where and When**

**Step 5: Add the Paragraphs**