

## WHAT IS A FLYER

A flyer is a type of paper advertisement typically posted or distributed in a public place. It can be sent through the post or handed out and can be used by anyone from individuals, small businesses, and even governments to advertise, promote, or recruit.

Flyers bring about an influx of leads and attention to a business, product, services, or event. The message is simply and "catchy"

## THE PURPOSE OF A FLYER

Flyers are used to bring in new customers to a business or to announce a new sale or promotion.

Marketing flyers are handy for just about any business in different niches ..

You can share the flyer online, in person, posted at strategic places, passed out, sent via email..etc

## TYPES OF FLYERS

We have several types of flyers..

Namely;

Posters

Pamphlets

Handbills

Leaflets

Inserts...etc.....

## FLYER DESIGN ELEMENTS

### 1 \_HEADLINE\_

The headline is your flyer's first line of serious interest or \*attack\*

Think about what you most want your customers to discover from your flyer. If they happen to read nothing else, what would you have them keep in mind?

### 2 \_CONTENT\_

Content is very vital in your flyer design; To ensure that your flyer is catchy and interesting, reduce your concepts and ideas down to short and basic sentences.

You don't want people to feel like they are **READING A BOOK**

### 3 \_DESIGN\_

The overall design of a flyer is most important because it complements the copy and the message and actually grabs the attention of the potential customers.

Think about the kinds of photos, graphics, icons, logos, and colors you want to use... Let them incite your customer's interest and be sure they are not too jumbled for your customers to appreciate.

### 4 \_SELLING POINT\_

When it comes to your selling point, think about what will catch your customer's attention and hold their interest. What could you include in the flyer that will directly cause that customer to engage in a way you want.

### 5 \_GOAL\_

Always let your goal for the flyer be communicated in a very clear and precise manner. It should be discerned from the customer's first glance.

## PROFESSIONAL FLYER DESIGNS TIPS

### TIP 1 - [CREATE AN EYE CATCHY HEADLINE]

This is the very first line of text that recipients will read. MAKE IT CATCHY in order to hook them to read MORE.

### TIP 2 - [CHOOSE YOUR FONTS WISELY]


Limit your font choices to 2 or at most 3.

One for "main heading" and one for "paragraphs"

You can use up to 3 fonts but it shouldn't exceed that..

Anything more than that and you'll make your flyer go turn to oo"

Some of you here use up to 10 fonts in one flyer

Please learn this today 

### TIP 3 - [INCLUDE CONTACT INFORMATION]

This is very obvious but can easily be forgotten.

Always put your contact information on the flyer. The bottom part is usually the ideal place for

#### TIP 4 [KEEP IT SIMPLE & CATCHY]

Your design shouldn't be simple so that your customers can easily find out about your service in a short while.

Let it be designed in such a way that I'd attract and compel a target audience

#### TIP 5- MAKE THE MESSAGE CLEAR

A great flyer design conveys a message to the audience in just a few seconds. If it now takes so long to understand what the flyer is about, the audience will lose interest.

How do you do this?

"Highlight, bold, underline, position, Color, slant" Your design elements to draw attention the MOST IMPORTANT INFORMATION.

That way, you will pass an accurate, direct and precise message.

#### TIP 6 [ KEEP IT PROFESSIONAL]

The best way to ensure that your design is presented professionally and excellent is to make use of HIGH QUALITY photos!

Most of you use blurry photos for your designs ❖❖

This alone can turn customers off!

And you can never attract high paying clients like that....

Use High quality images

You can get "some" high quality images from

google.com

The one I personally use often is

freepik.com

More sites will be revealed later

#### TIP 7 [ STRATEGIC CHOICE OF PICTURES]

Hellooooo

You cannot be designing a flyer for a hair business and you are using the photo of a burger ❖❖..

Or even if it's in the same niche.

You have to select images that best communicate the emotional component of the message you are passing.

#### TIP 8 [ ALWAYS INCLUDE A CALL TO ACTION C-T-A ]

One of the most important parts of your content is the call-to-action statement. The call-to-action tells your reader what they should do after reading the information.

Examples

"Call us"

"Order now"

"QR CODE"

"Text "I'm interested" now to 08163657454

Etc

never ignore this on your flyer!

#### TIP 9 [ CHOOSE YOUR COLORS WISELY]

Apply the same principle for fonts

The maximum number of colors you should use in your design is 3..

Anything more than this will result to an unprofessional design

Some of you here use up to 8 colors on one flyer ❖❖...

That's a software masquerade ❖❖..

Don't feel bad jareee...we are learning ❖❖

You can see that the flyer for this our class has 3 colors.

White

Black

Red...

This will now lead us to what I call  
"COLOR EMOTIONAL LANGUAGE"

have you noticed that most natural products flyers and products has \*GREEN\* color as the most visible color in the design?

Why ?

Because green passes an emotional language that is consistent with nature!