

10 Easy Ways to Make Your Flyer Stand Out in the Crowd

by Karen Saunders

A flyer is an inexpensive and highly effective way to grab attention in a very busy marketplace. How do you make your flyer stand out in the crowd? Here are some techniques that professional designers use to make flyers "pop."

1. Write a snappy headline or title.

Make it memorable, unusual or provocative using a few carefully chosen powerful words. Popular titles contain one or more of these words: Easy, The Secrets to, Unlock, Finally, Insider, Time Sensitive, How to, Free Bonuses, Now You Can, Discover, Proven.

2. Use colorful or striking graphics.

One large image will have more impact than many smaller images. A stunning photo or illustration grabs attention, creates a mood, and supports your story. This image is your "focal point" and will draw your readers in. You can purchase inexpensive but quality stock photos on the Internet. Download individual photos or purchase a CD with hundreds of images.

3. Focus on the benefits of your product or service.

Your prospects will ask the question, "What's in it for me?" Write from the their perspective using the words "you" and "your." Avoid using the following words: we, us, I and our. Be sure to keep your text short and to the point. Some of the most powerful words to use are: free, save, love, new, results, and guarantee. Break up long paragraphs with bullet points and place them in a separate box.

4. Use compelling testimonials and case studies.

Nothing strikes a chord like an endorsement from a happy customer, especially if it demonstrates the results they've had with your product or service. Be sure to include the first and last name, company name and location of the person providing the endorsement.

5. Organize your page with boxes, borders and areas of contrasting colors.

You don't need to fill your flyer with wall-to-wall text and graphics. Incorporate some white space to make certain elements stand out and to make the flyer easy to read.

6. Make your points easily identifiable.

Highlight titles and subtitles in bold, but avoid using ALL CAPS because they are more difficult to read.

7. Don't get too complicated.

Make it simple with two typefaces, and align items to a grid. Your page layout program will provide non-printing guidelines. Use the "snap to guidelines" function to align items easily to the grid. Be aware of [printing](#) margins. I suggest you create your layout with 1/2" margins on all sides, or add 1/8" for bleeds on items that [print](#) off the edge of the page.

8. Don't forget to proofread.

Have someone else proofread your work. Check your contact information. Dial the phone numbers on the flyer to make sure they are correct, and type in the URL of your website to make sure it is correct, too.

9. If you are on a tight budget, try this.

Select bright-colored or unique paper, and print with black ink. Use shades of grey to provide tones and contrasting background areas.

10. Offer a discount or special limited-time price.

Design a coupon on the bottom quarter of the flyer. Be sure to clearly state the deadlines and limitations of the offer. If it is a mail-in coupon, be sure to include the payment specifications with areas for filling out credit card information, mailing address, etc.

You don't need to reinvent the wheel when creating your flyer. Use these proven techniques and you will see big results in your [marketing](#) efforts.

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Karen Saunders is the author of the award winning ebook, "Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools!" FREE audio classes, articles, an eCourse, and an ezine on marketing tips are available at <http://www.macgraphics.net>