

How to create a flyer

About: This guide outlines the steps you need to take when creating a flyer or leaflet.

Who is this guide intended for: Sports Development Teams, County Sports Partnerships and sports clubs

What is a flyer: Flyers or leaflets are a printed piece of advertising which can be produced and distributed relatively cheaply. They can be distributed either by post, within a local newspaper or left at venues. They are usually a combination of copy and illustrations and act as a good point of reference to a particular campaign or event.

1. Define the uses for flyer

Decide what you want to achieve by distributing a flyer.

Is it to draw attention to a particular cause? If it is think about using graphs and statistical information to illustrate your point.

A flyer can also act as a point of reference for a campaign or a particular service an organisation or club offer.

Or simply use it to promote an upcoming event.

2. Choose the layout

Most flyers start with an A4 sheet of paper. This can then be folded three times as shown below. flyers can be produced using Microsoft Word, and for small print runs, a good colour printer will be sufficient.

Front Page				Back Page			
Contact details and your address	<u>Subheading</u>	<u>Subheading</u>	<u>Headline</u>	<u>Subheading</u>	<u>Visual</u>	<u>Subheading</u>	Fill-in form for direct response _____ _____ _____ _____
	With copy and visual	With copy and visual	Plus appealing copy and visual	With copy and visual	With caption		
						<u>Subheading</u>	

Next: Step 3 – Write headline and copy

3. Write headline and copy

As with print adverts, the headline plays an important role in grabbing the readers attention. Therefore your headline needs to be punchy and appealing to the reader.

The copy should read as if you're listening and answering the readers questions. Make sure that it relates to the 'uses' you identified in step 1.

Keep paragraphs short and use sub-headings to break them up. Remember to make your sentences persuasive, interesting and memorable and back up your copy with facts and figures.

4. Insert illustrations

Include visuals which help you get your message across.

The front page of the flyer needs an enticing picture, while you may wish to include your graphs and fact based illustrations on the inside pages. These will act as a point of reference for the reader whilst they are comprehending the rest of the copy within the flyer.

Check out the image library within this toolkit for a comprehensive range of sporting photos.

5. Print the flyer

For smaller print runs (100 or less), your colour printer and high quality matte or gloss paper is sufficient.

Alternatively local copy shops or print houses will accept files by email and also offer a folding service.

Check List		
1	What are the uses for your flyer?	1. 2. 3.
2	How are you going to layout your flyer? Is it a booklet or single sheet?	
3	Is your headline punchy and will it appeal to the reader?	
4	Does your copy answer the potential questions of the reader?	
5	Does your copy relate to the uses you've identified?	
6	Do your visuals back up what you've said in your copy and act as a point of reference?	

Further Reading

How to write in plain English

How to design an advert