

GETTING THE BEST FROM YOUR FLYER

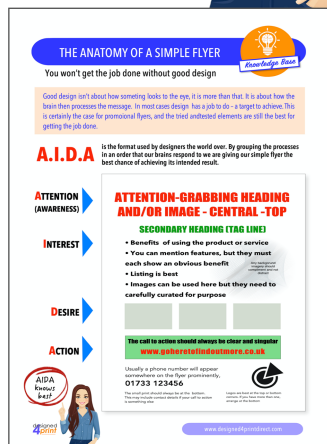


Knowledge Base

For the best effect extend the design to include more

Design is about more than how something looks to the eye, it is about how the brain processes the message it contains and the impact it has. In many cases for a simple flyer you will have to sacrifice information for impact, BUT with careful design you can get all the elements on an A5 flyer by **making it double-sided**.

AIDA
knows
best



REMEMBER A.I.D.A.?

- ATTENTION
- INTEREST
- DESIRE
- ACTION

This still applies, but we are going to throw some more elements into our flyer to make it more informative

If you haven't looked at the sheet 'The Anatomy of a Simple Flyer' familiarise yourself with that first. You can get it from the Knowledge Base

You need to also include

- More **DETAILED INFORMATION** about your service or product
- **TESTIMONIALS:** You need to put some in now that there is room
- **IMAGES** of Business owner or staff, products or action shots if applicable
- More detail about **SERVICES** and **BENEFITS** to the customer

IMPORTANT

- For the best result follow A.I.D.A. on **BOTH** sides of the flyer
- Try to give **BOTH** sides a clear **HEADER** and end with a clear **Call to ACTION** whether it is repeated or an additional one