

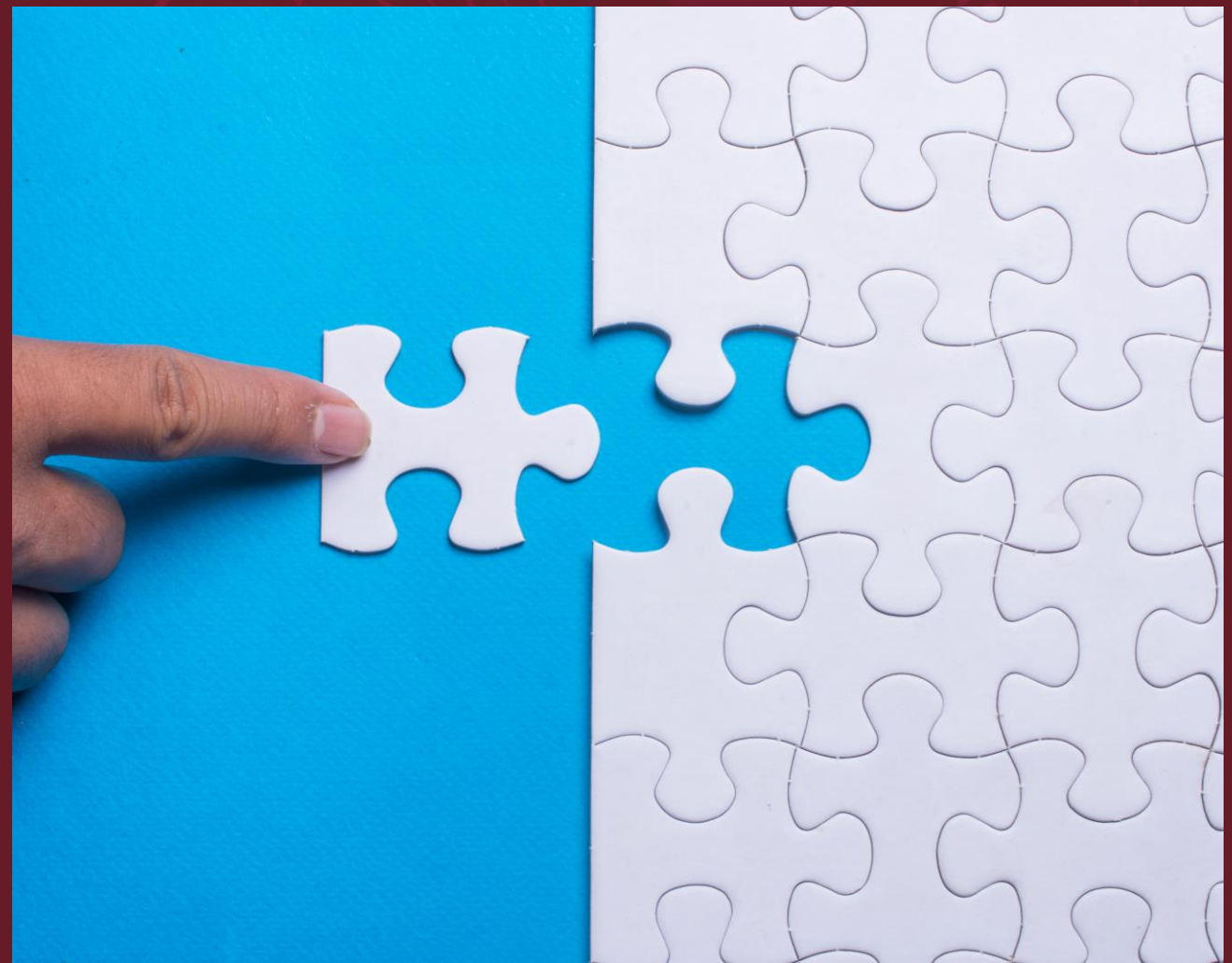
Tips on Creating Eye Catching Flyers



December 5, 2020

B.J. Sims, CWC Marketing Chair

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.” – Joe Chernov, is the CMO of InsightSquared.



Essentials for an effective flyer

- The Who, What, Why, When, Where and How of the activity or event.
- The flyer must convey genuine information which is factual.
- Graphics can bring energy and capture the interest, but don't fall in love with your graphics at the expense of the message.

Here are 8 Quick Tips for Creating Effective Flyers

#1

Keep your content brief...



Taking into account the design and the size of your flyer, the area where you could write content is limited. Don't overwhelm your reader by squeezing in a lot of information.

Write your content in a concise way. Leave only the essentials.

Here are 8 Quick Tips for Creating Effective Flyers

#2

Divide your copy into digestible sections...



The appearance of your text can affect your reader's interest. At first glance, long paragraphs look like giant walls of text that could turn off your reader.

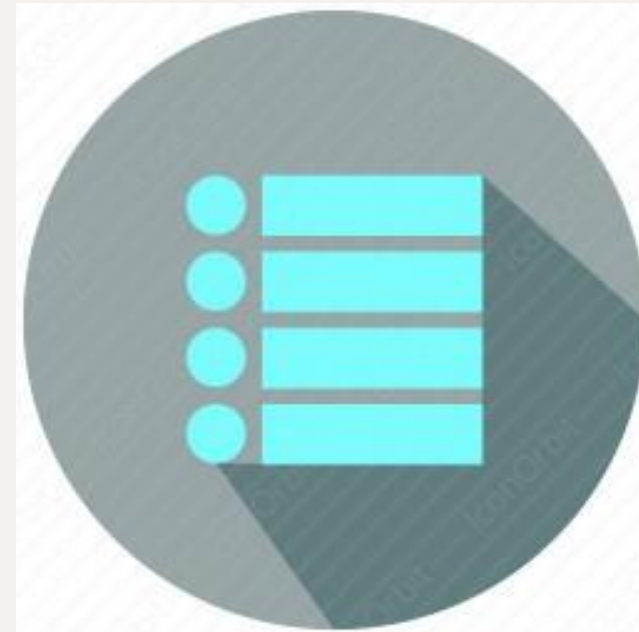
For informational business flyers, divide your content into sections with headings to make it pleasing to the eye.

Here are 8 Quick Tips for Creating Effective Flyers

#3

Use bullet points and infographics...

In line with presenting your content succinctly, try to summarize data by using bullet points and charts. This would make the information easier to understand..



Here are 8 Quick Tips for Creating Effective Flyers

#4

Create a catchy headline...

The headline will always be the first line of text that your recipients will read. Try to make it catchy in order to hook them to read further.

**How to Get 247% More People to
Read Your Content**

by NEIL PATEL *on* NOVEMBER 19, 2014

Here are 8 Quick Tips for Creating Effective Flyers

#5

Add a call-to-action...

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. “Call Us” or “Order Now” are common examples but feel free to be creative.



Here are 8 Quick Tips for Creating Effective Flyers

#6

This holds true for both online and offline flyers. Add directions to your activity or event or put your website address.

This makes your flyer useful to the reader as a future reference.



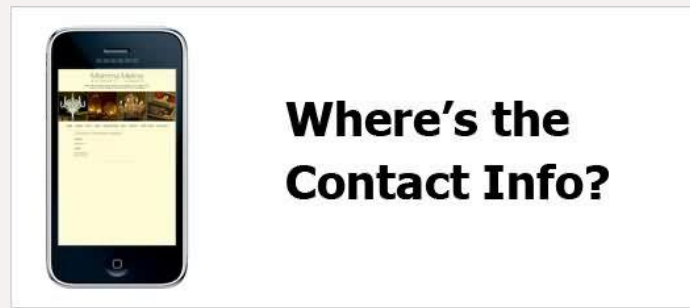
Here are 8 Quick Tips for Creating Effective Flyers

#7

Include your contact information...

This is pretty obvious but can be easily forgotten. Always put your contact information on a flyer.

The bottom part is usually the ideal place for easy access.



Here are 8 Quick Tips for Creating Effective Flyers

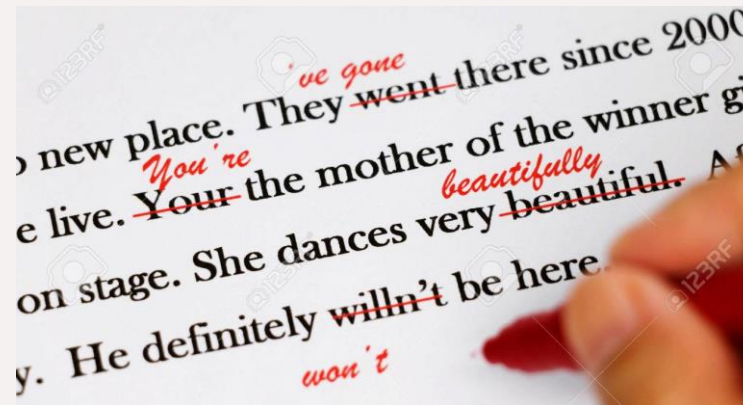
#8

Always proofread your content and have someone else check it...

It's off-putting when there are mistakes in your content. Small things like spelling or grammar mistakes could steal the attention of your reader from the information itself.

So always proofread your content before submitting it for printing. Use spell check if you can but the best way is find another trusted proof reader to look it over prior to submittal.

If you wait a day, come back and give it another review, you will be surprised to find what you missed or better yet that you didn't say.



CWC Style Guidelines

Using the CWC Logo

- **If you are putting a flyer together for CWC, add the approved logo at the top of your flyer.**
- **Only size the logo from the corners, never the sides. Don't squeeze or stretch the logo!**
- **The Approved Logo can be found on the Members Only Resource Page. If you don't have access to the Members Only page and are a member in good standing complete the Contact Us form requesting access and we will send you a password.**
- **Most important – Don't be afraid to use your creativity!**

CWC Style Guidelines

Details you should know!

- **Many folks like to use Publisher to create flyers but it needs to be converted to a word or pdf file to be posted on the CWC website.**
- **Be careful on the size of the graphics you use. Some can prevent your flyer from being downloaded on emails and devices. The website has a maximum of 512 MB that can be uploaded. Over 512 MB may mean your flyer cannot be displayed. Don't make it hard for potential readers to access.**
- **Remember to acknowledge your partners by adding their logo(s) and a handicap access placard as appropriate.**

CWC Style Guidelines Cont.

Proofing the Flyer

- **Make sure to send it to your Local Chapter President and/or District Director for review/approval and then send it to the Marketing Chair/Website Administrator for posting to the website.**
- **The more eyes on it the better, the smarter CWC and you will look.**

If you have questions?

- Please contact: B.J. Sims
- CWC Marketing Chair
- Mktg.cwc@gmail.com or
- www.californiaworkforceconnection.org -
Contact Us Page

