

Flyer Design Tips

A good flyer can be a great marketing tool for your business. If you design them correctly and then place them in the right locations, they could actually generate a decent amount of revenue for your company. Here are a few tips to help you as you design your next flyer printing project.

1. Focus on the words

Of course, you want to have some compelling images that will attract attention. However, the success or failure of your flyers will always come down to the words you use on them. You have to make sure that you sufficiently convey the message that you are trying to send to your customers. Concentrate on using simple, clear language that allows the reader to "catch your drift" in a very short time. Most people will only look at your flyer for a few seconds, so you do not have much time to get your message across.

2. Avoid common errors

There are certain design mistakes that many, many small businesses make when they design flyers. Try to become part of the solution, rather than the problem, by avoiding these mistakes. These mistakes include:

- Using too many fonts. Use no more than two different fonts on your flyers. Use one font for your headings and one for your smaller text. Do not use any more than that.
- Using strange looking fonts. Many businesses try to get fancy when it comes to the fonts they use on their flyers. Instead, use simple fonts that are easy to read. It helps get your message out there better.
- Not using white space. White space is not your enemy. It helps to make your flyer more readable and easy to look at.
- Putting content too close to the edge of the flyer. Be careful to avoid putting images or words too close to the side of your flyers. Anything there will be difficult for the customer to read and may be overlooked entirely.

3. Be Imaginative

Do not be afraid to get creative when you design your flyers. Imagination and creativity can make your flyers more attractive and aesthetically pleasing. Use anything that you can think of that will make your flyers stand out, as long as those things relate to your business and help to convey your message. Also, remember to keep things simple. Overwhelming your customers will not help at all. In fact, that will result in a wasteful flyer and a waste of money. Stick with just one message and just a few ways to convey it. Remember the keys that we pointed out about font usage and other common errors. Do those things successfully, and you should have a powerful marketing flyer on your hands.

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