

Panda Distribution

Leaflet Design Hints & Copy Tips

Panda Distribution is a trading division of The Bamboo Group (Europe) Ltd



Leaflet Planning

When undertaking the design of a leaflet, there are several key points to consider:

- The Aim & Purpose of the leaflet
- The Headline / Attention Grabber
- The structure of the leaflet
- Main Points of the campaign
- Unique Selling Points [USP's]
- Contact Details & Response Handling

Campaign Plan

As well as the obvious benefits to a leaflet campaign such as local targeting & small set-up costs but several less obvious ones can play a significant roles as well.

- Due to the flexibility of leaflets, it is very easy to set up slightly different variants, trying different headlines, offers or bullet points to figure out which works best.

- Test, Test, Test

- The process also allows for simple, inexpensive reinforcement. It is far better to target the same person three times, than flyer three different people. It takes repetition for your message to sink in.

- Repeat, Repeat, Repeat

Leaflet Structure

When creating the leaflet, don't fall into the common 'graphic designer' trap, ie someone who has been trained to make it look attractive. That may win awards & look great in an awards show. What you actually want is something that works in real life. Key points to consider:

- A bold, attention grabbing headline at the top [NOT the company name, that's best off at the bottom of the flyer]
- simple clear bullet points in an easy to read font
- a simple explanation
- a 'call to action' with contact details
- the company name & address at the foot of the leaflet.

Leaflet Style

The aim of all leaflets is to create a clear, bold message so

- Keep the number of fonts or typefaces to a minimum ideally no more than 3 on any side of the leaflet.
- Use a sans serif font ie without serifs, which are the short horizontal lines added at the tops and bottoms of the letters eg Trebuchet or Arial, not Times Roman or Calisto.
- Use simple, graphics that convey the theme, a picture is worth a 1000 words but avoid very complex artwork
- Keep text significantly darker or lighter than the background to avoid losing the impact.
- Maintain a common style in each campaign to develop familiarity & build brand awareness & association

Leaflet Text

- When writing copy [marketing speak for preparing the words to be used in promotional literature], you can follow most of the experience built up over the years from the copywriters from advertising, direct mail & brochures but it is important to remember what the leaflet or flyer is designed to do ... ie **it isn't** to sell your product or service.
- With the most commonly read copy, ie direct mail letters, the accepted strategy is to write as much as possible and to 'close the sale' by the end of the letter however with leaflets, in most situations, it is merely there to encourage a call, request an info pack or visit a website ... that is when you can include all the "details".

Leaflet Text

- Don't pack too much information onto the flyer, you will achieve little or no impact. Concentrate on benefits not features of your product or service otherwise prospects may believe that you can't help them without asking the question.
- Using clear bullet point lists of USP's & benefits provides more impact, is much clearer to comprehend & quicker than a paragraph with 'padding words' added in.
- Follow the AIDA principle....

Attention

Attract your reader's attention with an exciting headline.

Most leaflets are skimmed whilst the prospect flicks through

the mail and leaflets from the door mat so you have just a

few seconds to make them intrigued & to continue reading

before they are onto their letters, place it on the hallway

table or even worse, into the bin! Why not reveal or conceal

a common interest, for example:

- HOW TO MAKE YOURSELF IRRESISTIBLE TO LADIES
- WANT TO RETIRE AT 50?
- DON'T MAKE THESE COMMON HOUSE-BUYING MISTAKES

If you require ideas, the appendix at the rear of this

presentation has a series of 'idea jogger' lists.

Interest

Evoke interest from your potential customer by telling them multiple, life-enhancing benefits. Keep it simple. Steer away from just listing characteristics ...

Features bore - Benefits sizzle

Use simple, short sentences and talk to them as if they're a friend sitting next to you. The copy will sound much more appealing.

Desire

Make them want it. Make it irresistible. If you can; remove the risk by giving them guarantees of their money back or sweeteners ie extra special bonuses or discounts.

Don't forget to state the urgency - make your offer time sensitive. You could try "Order within 7 days and get this free pen set. If you're not 100% satisfied, we'll refund you in full"

"Call today, tomorrow may be too late". Fear of loss can be a great motivator ... many people are more keen "not to lose" than are "driven to win".

Action

Tell 'em what to do! You'd be amazed how much sales literature misses this vital step. Don't assume they'll know what to do. Get them to "Call now for a no-obligation quote" or "Call us free for personalised advice". You don't need to close the sale there and then, just lead them into your sales process. By simply mentioning the course of action, you can increase the response rate to almost double, hence improve the campaign's effectiveness. To improve response further, make an offer with limited stock, a short term offer - never too long, otherwise it defeats the object & after all any deal can be extended or repeated.

Response Mechanisms

Even with all of that in mind, there are a few things that can be done to improve responses, alternative forms of contact are best, some like to call, others to email or even call in.

0800 free to phone numbers can significantly improve response, conversely purely having a mobile number will deter some callers, due to cost & doubts.

Ideally personally answer all calls rather than using voicemail or an answerphone, if you can't, then consider a live answering service instead. Over 65% of domestic callers will hang up without leaving a message.

Response Handling

Once all the hard work, effort and cost has been made & you have the enquiry; make sure it is followed up promptly

There is a significantly better chance of a sale if the information arrives promptly. Most prospects will not wait longer than a couple of days before considering looking elsewhere conversely an info pack or sample that gets there the next day will enhance your impact. Ideally have time set aside for appointments, letters & brochures ready to send out, email versions for immediate response &, of course, always capture their contact details, where they heard of you & permission to keep in touch. For domestic prospects this can be a legal obligation rather than a courtesy.

Appendix

🌐 I Reasons to Buy

Motivations that may cause people to read on

🌐 II Formulas to create headlines

Alternative prompts to make High Impact statements

🌐 III Power Words

Those words that add 'oomph' to your copy

If at the end of this, you're still struggling or just simply don't have the time to devote to getting this right, there are professional wordsmiths called Copywriters, whose job is simply to create powerful, succinct & responsive copy for anything from leaflets & brochures, advertising & direct mail through to website text. If you'd like to let someone else take the strain, we'd be happy to get you a quote.

I Reasons to Buy

- 🌐 To be liked
- 🌐 To be appreciated
- 🌐 To be right
- 🌐 To feel important
- 🌐 To make money
- 🌐 To save money
- 🌐 To save time
- 🌐 To make work easier
- 🌐 To be secure
- 🌐 To be attractive
- 🌐 To be sexy
- 🌐 To be comfortable
- 🌐 To be distinct
- 🌐 To be happy
- 🌐 To have fun
- 🌐 To gain knowledge
- 🌐 To be healthy
- 🌐 To gratify curiosity
- 🌐 For convenience
- 🌐 Out of fear
- 🌐 Out of greed
- 🌐 Out of guilt
- 🌐 To be in control
- 🌐 To feel good

Source - Robert Bly [The Copywriters Handbook]

II Formulas to create headlines

News Headlines

- 🌐 Begin with “announcing” or infer broadcasting information
- 🌐 Begin with the “new”, “now” or “At Last”
- 🌐 Put a date into the headline
- 🌐 Write the Headline in a *News Style*

Price Led Headlines

- 🌐 Featuring the “Price” or “Reduced Price” in the headline
- 🌐 Special Merchandising Offer “Next Purchase Half Price” etc
- 🌐 “Easy Payment Plan” or “Interest Free”
- 🌐 Feature a free offer “Buy One, Get One Free” or “Free Trial”
- 🌐 Offer information of Value “Worth £ !!!”

Use key HOT words

- 🌐 “Wanted” “How” “Who else” “How to” “Why” “Which” “Advice”
- 🌐 Create Impact with a One Word or Two Word Headline
- 🌐 Use testimonial style headlines
- 🌐 Offer a test or trial
- 🌐 A warning to delay buying
- 🌐 Address the headline to a specific ‘group’ or ‘segment’

Source - John Caples [Tested Advertising Methods]

III Power Words

- Absolutely...
- Announcing...
- Amazing...
- Approved...
- Authentic...
- Bargain...
- Better...
- Big...
- Breakthrough...
- Cash....
- Complete...
- Delivered...
- Direct...
- Discount...
- Discovery
- Easy ...
- Easily...
- Excellent...
- Endorsed...
- Exciting...
- Exclusive...
- Expert...
- Famous...
- Free...
- Get...
- Gift...
- Greatest...
- Green
- Guaranteed...
- Health
- How...
- Huge...
- Immediately
- Important Development
- Improved...
- Introducing...
- It's here
- Largest...
- Last Chance
- Latest...
- Lifetime...
- Limited...
- Love...
- Lowest...
- Magic...
- Miracle...
- Money
- New...
- Now...
- Powerful...
- Practical...
- Professional...
- Profitable...
- Proven...
- Quality...
- Quickly...
- Reduced...
- Remarkable
- Results ...
- Revolutionary...
- Safely ...
- Save ...
- Simple ...
- Secrets...
- Sensational
- Special...
- Superior...
- Successful...
- Strange...
- Startling
- The truth about ...
- Today...
- Unique...
- Wanted....
- Wealth...
- Win...
- You...

Thank You for your interest !



If there is anything else we can help with, a query, concern or just some advice, please don't hesitate to contact us, at your convenience



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