

REPRINT

Tips for an Effective Flyer

By Penny Green

Do you have effective flyers for your dances and/or classes or are they just getting lost on the flyer table? Following are some tips:

Proofread

- ✓ Is everything spelled correctly?
- ✓ Is punctuation correct?
- ✓ Apostrophe s ('s) i.e. Susan's is possessive as in Susan owns something. If there is more than one girl named Susan, it is Susans. More and more I see the improper use of 's.
- ✓ Cuer is spelled with a "C", not a "Q".
- ✓ Are the phone numbers correct? Did you include the area code?
- ✓ Did you include the full address, including city and state? You never know when your flyers will be picked up and taken to another dance.
- ✓ Do you have the full date (with year) and the time?
- ✓ Did you include a contact name with working phone number (with area code) and working email address? I recommend that you use an email address that is checked frequently.
- ✓ Did you include the level of the dance?
- ✓ On your new beginner class flyers, are you using terminology that they will understand?

Appearance

- ✓ Does it look professional?
- ✓ If you taped or glued clip art on the flyer, can you see the outline when you make copies?
- ✓ Is the flyer typed? This looks more professional. Taking a typed flyer and then handwriting changes on it looks very tacky.
- ✓ Use colored paper when you make copies; this will make your flyer stand out on the flyer table.
- ✓ Ensure you make clean copies and don't have a dirty background or a lot of marks on your copy.
- ✓ If you're able to obtain pictures of the caller and cuer, this helps the dancers identify who they are.

Hope these tips help!

One other quick thought; when you are laying flyers out on your table, take a quick look at them and throw out the “expired ones”.

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