

Problems w/ Holistic Flyer

1. An advertising piece has two objectives and two objectives only: a) To get itself picked up and read and b) to sell — That's All. Don't make your prospective client work too hard. You want to make it easy for him/her to give you his/her money.

2. It is uncertain what is important.

There is no differentiation by size of type or placement. The eye has to work to even see what is being sold. You don't want to make your prospective client work. We have made it more visually interesting. There is no doubt about what is being sold.

3. What is that — A Maple Leaf?

In the original flyer, you see the Maple leaf, but it definitely serves no purpose. It is just there, and it is dull and uninteresting. It has been "just thrown" in, and the reader can tell. We have replaced it with a Maple leaf that has personality and used it at the bottom to highlight who is offering the holistic health care.

4. The background is supposed to pull the important part of the flyer away from the paper and create a boundary around what is important to contain the eye.

We have retained the border. It is not necessary to have a border, however, it does help contain the eye and make it concentrate on the message. The original idea of a shadow box is not bad. As a border, you might want to use a "clip art" border. Just be sure that it fits what you are selling.

5. A screened or "drop back" background.

If you are not going to the trouble and expense of actually printing your flyer or, at least creating each as an original off your computer printer, DON'T use a screen background. It plugs up and looks dirty. And, worst of all, it makes your piece difficult to read.

6. Choice of type.

The original has an acceptable choice of type. It is all the same family. We have chosen to use two type families. Because we use a professional program, we can condense the type so it fits horizontally even though it is quite large. The condensing also allows us to keep a fair amount of room between items. We have chosen the staggered structure to add visual interest.

7. Size of type.

The heading and phone numbers may be larger in the original, they are in bold. The phone numbers are at the beginning before the reader has even had time to decide what is being sold and if s/he wants the product. The phone number is important and deserves to stand out. We have put it at the bottom so it is there and handy after the reader has decided to try or think about the product.

8. Make your flyers visually interesting.

As has been discussed. be sure your reader wants to pick up your flyer and does not have to work to find out what you are selling or what are the important points. Do not be afraid to stagger a listing. It can add interest and can divide areas visually by having, say, a couple of staggered listings. Think about WHAT you are doing and WHY. Ask yourself if it works.