

FAB FLIERS FOR SOARING SALES

By Meredith Pond

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Could your small business use a boost without breaking the bank? Well, contrary to popular belief, you don't have to spend a lot of money to get decent results.

Even in this day and age, you still see occasional ads and fliers on your front porch, windshield, tucked under your door, or in your mailbox. Why? It's simple: because they work!

Especially during summer months, when people are out and about, working in the yard or taking walks through the neighborhood, distributing fliers can be a very effective way to market your small business.

You might be thinking that most of these fliers will eventually end up in the trash can. That may be true, but before you dismiss fliers as a marketing tool, think about what you do with a flier BEFORE you throw it away. Don't you at least look at it first to see what it is? Better yet, do you keep it around to use as scratch paper? Anything that will get your flier inside the house will help you get your foot in the door.

Now, if you're concerned about littering, try attaching rubber bands to your fliers and hanging them around doorknobs instead of laying them on porches. This will ensure that your flier is seen, plus keep them from blowing around the street. If you want your fliers to be more environmentally friendly, try printing them on recycled paper and including a note at the bottom to remind your prospects to recycle. If you want to take it a step further, give them a date when you'll be driving through their neighborhood with a truck, picking up things to take to the nearest recycling plant. You'll not only help clean up the neighborhood and our environment, but you'll also get a chance to be seen (with your logo on your truck) and even talk to people face-to-face.

Now let's discuss the nuts and bolts of putting your flier

together. First and most obvious, make copies of your flier on brightly-colored paper. This will make them visible and more likely to be picked up.

When writing your flier, keep in mind that you're not writing the great American novel. Keep your fliers to a half-sheet, allowing you to save a lot of money and a lot of paper. The type should be bold and large, in an easy-to-read font so it takes very little time to read.

All your flier really needs is a snappy headline, a bulleted list of the benefits of your product or service, and a phone number with your business name. The headline will grab their attention, the list will quickly state what you can do for them, and your phone number, well, that's obvious, isn't it?

In short, a responsible flier campaign is a simple, down-to-earth, effective way to get the word out. Best of all, they're nearly FREE!

Meredith Pond is editor and manager of DrNunley's <http://CheapWriting.com> . See her low-cost writing and editing services for students and business people. Reach Meredith at meredith@drnunley.com or 801-328-9006.

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