

The Flyer Formula

What Goes Where?

*MAKE AN EYE-CATCHING
PROMO FLYER*

The Flyer Formula

01

HEADLINE

Make it loud and proud.
State the main thing ("Trivia Night - This Friday!").
Keep it under 7 words if you can.

02

SUB-HEADING

Who / What / Where / When. This is your supporting info.

03

BODY TEXT

The must-know details.
Price? RSVP? Parking? Keep it short.

04

VISUAL

Choose one or two [max.] strong images or illustration that sums up the vibe.

05

CALL TO ACTION

AKA 'CTA'.
Tell people exactly what to do next – "Book now," "Scan to RSVP," or "Call Sarah to register."

06

RULES OF THUMB

- 2 fonts max.
- White space is breathing room, not wasted space.
- Left-aligned text is your friend. Save centre alignment for wedding invites.

The Flyer Formula

FLYERS ARE FLEXIBLE

This is just a suggestion. Play around with different places for things and make you eye catches on the key information.

PRO TIP:

Hold your flyer at arm's length. If you can't instantly see the event name and action step, something needs to change.

First you read this.

THEN YOU READ THIS
SUPPORTING INFO

Then you'll probably read this, and then the finer details like these:

- Point one
- Point two
- Point three

SOMETIMES THEY'LL SKIP THE
SMALL STUFF AND GO TO THIS

You probably won't read this!!

What you're promoting

DATE IT'S BEING HELD
TIME OR LOCATION

Brief list or sentence of
main drawcards:

- Major draw card: i.e.band
- Next most important
- Least notable of drawcards

CALL TO ACTION [WANT THEM
TO BOOK OR CALL?] PICK ONE!

Website address,
Phone number

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NOTE THE HIERACHY

Your eye is drawn to the largest text, then the next largest and so on.

It also may be drawn to the highest contrast colours. Note that I've used white for only the main details: name of the workshop, the date and the book now QR code.

ATTN: BUSINESSES & COMMUNITY GROUPS


Canva: 102 Beyond The Basics

FRIDAY 23RD OCTOBER, 2025 - 2 - 5PM

MACE

3 hour workshop: \$35pp

Turn one design into a full set of assets
 How to keep everything on-brand and sized right
 Hidden tools that make Canva easier & faster
 How to build templates you can reuse







MACE
145/147 High St, Mansfield

Canva: 102

Beyond The Basics

MANSFIELD ADULT
CONTINUING EDUCATION

2 - 5PM
FRIDAY
23
OCTOBER
2025



Let's make Canva your secret weapon!

- ✓ Turn one design into a full set of assets
- ✓ How to keep everything on-brand and sized right
- ✓ Hidden tools that make Canva easier & faster
- ✓ How to build templates you can reuse

3 hour workshop: \$35pp

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145/147 High St, Mansfield



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