

# Leaflet Handouts



## Leaflet handouts

A leaflet is a printed publication that is intended for free publication. A pamphlet is a small booklet or leaflet that contains information or arguments about a single subject.

leaflet is a form of paper advertisement intended for wide distribution and typically posted in a public place, handed out to individuals or sent through the mail.

### Every Leaflet Should Include :-

- \* Brand, Colours and Logo.
- \* Make it Different: The purpose of the Leaflet.
- \* Details related Topic.
- \* Who is the Leaflet For?
- \* Speak Directly to People.
- \* The Right Spacing.
- \* Eye-Catching, Useful Imagery.
- \* Choose a Title.
- \* The power of Persuasion.
- \* Call to Action.

