**Creating a leaflet / brochure**

**Layout**

* A front page with a heading and little writing or detail
* Middle pages with details of attractions
* A back page with contact details and how to get there

**Try to:**

* use strong adjectives e.g. magnificent, unbelievable, incredible etc
* draw attention to good points e.g. cheap, close to transport, only place with …
* exaggerate (but don’t lie)
* make it sound like everyone wants to be there – if you’re not, you’re missing out
* use alliteration e.g. fantastic fun
* include quotes or reviews from people, newspapers, magazines, TV etc
* include statistics e.g. nine out of ten people, ¾ of our visitors said …
* include rhetorical questions