

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, $\frac{3}{4}$ of our visitors said ...
- include rhetorical questions