

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to Create Fliers Yourself— 6 Key Factors to Remember



Why hire a graphic designer to create your fliers and advertisements when you can do it yourself and save money and time?

Yes! You have enough talent to write and design professionally-looking brochures, fliers, newsletters, post cards, posters, and advertisements in-house by yourself using your own software—without hiring outside help.

First, get the right software

Get desktop publishing software. We prefer Adobe InDesign. Other professional graphic designers prefer QuarkXpress. These are the best because they have the most bells and whistles.

If you do not do desktop publishing every day, you can probably get by with Microsoft Publisher, Scribus, LucidPress, Affinity Publisher, LibreOffice Draw or even Microsoft Word. No matter which you use, your goal is to create layouts that leap off the page.

Second, follow this checklist

Your purpose in creating your marketing materials in-house is to save money, not win awards. Your readers do not scrutinize your designs. They are asking one question: what's in it for me? They want you to tell them a clear and convincing story of why they should buy from you.

Of course, good design sells. There are times when you want to invest in high-end graphic design. For example, you should not design your logo by yourself. Your brand and image are too important to be left to chance. Just because somebody in your company *can* do graphic design does not mean they *should*.

Here are some things to remember when writing and designing. These rules apply to printed and off-line and online marketing tools such as your website, emails, and social media posts.

1. PUT THE ART UP TOP

When people look at anything—fliers, websites, ads, Facebook posts—they look at the photo or art first. If you want a realistic look, use a photo. If you want a more stylized look, use an illustration.

2. WRITE YOUR HEADLINE

Put the headline under the photo or art. And make sure your headline is compelling and irresistible. How important is your headline? Fact: 80% of your readers will read the headline—and nothing else. The best headlines appeal to the readers' self-interest. (For more information on headlines, read our April 2021 newsletter—or we can email you a PDF copy.)

3. TELL YOUR STORY

Give them solid facts not glittering generalities. Your reader wants to know the who, what, where, when, why and how of what you are offering. Include all necessary information for them to make an informed decision.

4. MAKE AN OFFER

Give them a reason to buy now. Make sure it is an offer they cannot refuse. Include a deadline on when they must act to receive the offer. Make sure the offer is valuable.

5. CALL THEM TO ACT

Do not assume your reader will know what to do next. Tell them. Be specific.

6. INCLUDE COMPANY INFO

Assume the reader has only one piece of literature from you. Make sure you include everything: logo; slogan; hours; address; phone; email; website.



Free Photos

At www.nvpfence.com, we have over 120 high-resolution, high-quality fencing photos to use on any marketing project—at no cost to you. You do not need to log in or register to get these photos. Simply visit www.nvpfence.com and go to "Downloads" to use these photos.

Keep your layouts simple and clean.

The example below is designed the way people read. Photo first. Headline second. Body copy third. Keep your logo and contact information at the bottom right, the natural ending spot. Do not hesitate to repeat important information. Use everyday English.

RELEVANT PHOTOS

People love photos. Ideally, it would be good to have people in the photo. (But horses work, too!)

FREE PHOTOS

Do you need photos for your fliers? We have 120 photos ready to download on our website. They are free to use for any reason. www.nvpfence.com

FULL COLOR

Color photos are more effective than black and white photos. In most cases, photos work better than illustrations.

POWERFUL HEADLINE

Your headlines can be short or long—as long as the headline is interesting and speaks directly to the reader's self-interests.

Ranch rail fencing is not just for ranches. Order before September 1 and take 5% off.

AND WE GUARANTEE INSTALLATION WITHIN ONLY 2 WEEKS!

GOOD INFO

Do not be afraid to tell a long story. You are talking to only one person: someone who needs a fence. And they want details—and lots of them.

Our vinyl fences will not peel, rot, blister, rust, flake, corrode or be consumed by insects, incur abnormal discoloration or abnormal weathering. **And you will never paint again!** Vinyl ranch rail fencing can be seen across the country in residential, agricultural, and commercial applications. Our vinyl compound is custom formulated so that it has the proper mix of the best virgin vinyl, titanium dioxide, UV inhibitors, and modifiers. We know how to make and sell consistent, quality vinyl.

We will go as high as you like (to your city's code) or set the bottom rail as low as you need for your animals. Our rails lock into the post. We never screw or nail on. We use a specialized locking system inside each rail that keeps it attached to the post. Our installers stagger your rails for added strength. Your rails will not come loose or fall out. All available in white or tan:

- 2 Rail Vinyl Fence: 1-1/2" x 5-1/2" Rails, 5"x5" Post
- 3 Rail Vinyl Fence: 1-1/2" x 5-1/2" Rails, 5"x5" Post
- 4 Rail Vinyl Fence: 1-1/2" x 5-1/2" Rails, 5"x5" Post
- Criss Cross Vinyl: 1-1/2" x 5-1/2" Rails, 5"x5" Post

ESSENTIAL INFORMATION

Treat every marketing piece as if it will be the first and last piece they will ever receive from you. Always include your basic information. Assume they will remember nothing about you.

SIMPLE ART

Use photos and art that are uncluttered and clean.



**Hurry! This
5% discount
ends on 9-1!**

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SERIF FONT

Use a serif font for the body copy; it is easier to read than a sans serif font.

EYE-CATCHING GRAPHICS

If you want to add more drama and excitement to your designs, you can buy inexpensive, print-ready art online. Search: royalty free stock art.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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