

## Benefits Flyer

Creating a Benefits Flyer will help you stand out. Instead of handing out a boring old business card, create a Benefits Flyer that lists what benefits & solutions your business provides.

### Benefits Flyer Tips, Tricks & Helpful Hints

- ✎ Make a list of the benefits and solutions your business provides.
  - ⇒ No more than 4 total.
- ✎ Use a [Canva](#) – it's easy and FREE.
  - ⇒ You can also use Adobe Photoshop, Illustrator or In Design.
- ✎ Use postcard (3x5 or 4x6) sized paper or similar.
- ✎ Use bullets when listing your “benefits”.
- ✎ Be sure to add your contact information and branding!
- ✎ Have them professionally printed or print them yourself on high quality paper.
  - ⇒ Only print about 20 at a time.
- ✎ Put them everywhere!
  - ⇒ In your car
  - ⇒ In your briefcase
  - ⇒ In your significant other's car
- ✎ Use them in place of business cards.
  - ⇒ Any place you would hand out business cards – hand them your Benefits Flyer.
  - ⇒ Put them on bulletin boards at your local Starbucks, Grocery Store, Library and anywhere else you can find.

## Benefits Flyer Checklist

#	Steps	Complete
1.	List the benefits or solutions your business provides. <i>Ask yourself what benefits do you provide. Save time, save money, etc. Remember, it is not a resume.</i>	
2.	Create a postcard in the tool of your choice. <i>Try out Canva.</i>	
3.	Add bullets to list your benefits. <i>Remember, no more than 4 total.</i>	
4.	Add your branding and contact information.	
5.	Add any additional images or content. <i>Remember keep it simple. It is all about the benefits.</i>	
6.	Print up to 20.	
7.	Put them everywhere!	
8.	Use them at networking events and as conversation starters.	
9.	Start Marketing!	

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