

# The Art of Flyering

## I. OVERVIEW

- Flyers get the phone ringing - both retail and recruiting.
- Be consistent! Commit to a daily number as part of your 90 day plan.
- You can do 100 to 200 flyers in 20 minutes on cars in big parking lots.
- The magic number for massive action is 1000 a day.
- Put flyers on driver's side door in between the window glass and the weather stripping (above the door handle).
- Use what works - don't "create" a new flyer
- In rain or snow, go to covered parking lots and garages.

## II. HOW TO MAKE BUSINESS CARD SIZE FLYERS - SUPPLIES

- Call around local office supply stores to get best price for copies. They should give a better deal for a minimum of 100 copies of same master. Ask if they offer a price break for supplying your own paper. If so, buy a ream of card-stock or Vellum Bristol (whichever is cheaper) at a local paper supply company or at the office supply store and hand it to the copy center in the store. Check with your sponsor to see who they use.
- Flyer: USE A PROVEN FLYER! Use the master in this section of the Business Center.
- Paper: Copy onto CARDSTOCK or Vellum Bristol - either white or colored, light green is great for Work From Home, light purple for Weight Loss. Remember, your flyers will be like business cards, so that's the weight you want.
- Most office supply stores have paper cutters in the copy center that you can use. Cut your flyers and bundle them with rubber bands in bundles of 100. Each morning take with you the number of flyers you've committed to and don't come home until they're distributed.

## III. HOW TO MAKE COLOR FLYERS - SUPPLIES

Flyer: USE A PROVEN FLYER! Choose a master in this section of the Business Center. Type in your own toll-free Decision Package message number and Work From Home website.

- Paper: Copy onto 20 lb. inexpensive white copy paper.
- Punch a hole in the top center of the flyer.
- Most office supply stores have paper cutters in the copy center that you can use. Cut your flyers and bundle them with rubber bands in bundles of 25. Each morning take with you the number of flyers you've committed to and don't come home until they're distributed.

#### **IV. WORK AROUND YOUR SCHEDULE**

- Following are some suggestions for locations that are easiest to flyer at certain times of the day. Grocery stores can be good any time, but parking lots are usually the most full as noted below. Times given are for weekdays - weekends are never difficult for finding full parking lots.

<u>When</u>	<u>Which Parking Lots</u>
6:00am-8:00am	Apartment buildings
8:00am-11:30am	Office buildings
11:30am-1:30pm	Restaurants
1:30pm-5:00pm	Office buildings
5:00pm-7:00pm	Grocery stores
7:00pm-9:15pm	Strip malls, shopping malls, movie theaters, restaurants
9:15pm-11:00pm	Movie theaters, apartment buildings
11:00pm-6:00am	Apartment buildings

***THE HARDEST PART IS GETTING STARTED.  
FOCUS ON THE ACTIVITY – THE RESULTS WILL FOLLOW!  
JUST DO IT!***