

The leaflet

Inform and persuade at a glance

Word count ~250 words	Register Persuasive, reader-friendly	Title Required – plus subheadings	Key feature Headed sections + call to action
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Layout

Main title — names the offer or event clearly — and makes people want to read on

Short intro / hook — ~30–40 words — say what this is and why it matters to the reader

Subheading + section 1 — one benefit or block of information under its own heading

Subheading + section 2 — the next point — short, scannable, one idea per section

Subheading + section 3 (optional) — a further point if the word count allows

Call to action — tell the reader the one thing to do next (come, sign up, get in touch)

Practical details — date, time, place, price, website, phone — the facts people need

Do's and don'ts

Do • Give it a clear title and break the text into short, headed sections • Know exactly who the leaflet is for and write straight to them • Sell the benefits, not just the facts — why should the reader care? • Keep sections short and scannable — a leaflet is read standing up, not	Don't • Don't write it as one long, unbroken block of text — a leaflet is broken into short, headed sections • Don't drop the subheadings — they are what make it a leaflet at a glance • Don't tell a personal story from your own life — a leaflet informs, it does not confess (that is a blog)
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studied

- Address the reader directly ("you") and use imperatives: come along, find out more
- End with a clear call to action – the one thing you want the reader to do
- Add the practical details: date, time, place, price, how to get in touch
- Match the register to the audience, but keep it accessible – not slang, not bureaucratic

- Don't weigh arguments for and against – a leaflet promotes one thing, it does not debate it
- Don't slip into slang or txt-speak – persuasive is fine, sloppy is not
- Don't forget the call to action and the contact details – a leaflet with no next step is just decoration

× See it in action: weaker vs. stronger

Weaker

"This leaflet provides information about the annual town festival taking place in the market square."

Stronger

"Live music, free food and the whole town in one square: the Seetal Festival is back, and you are invited."

Why it matters: A leaflet has to grab a reader holding it for two seconds at a bus stop. The weak version describes itself like a report and gives no reason to care. The strong version leads with the benefits and speaks straight to the reader, which is exactly what a persuasive leaflet does.

Key tip • A leaflet (called a „Broschüre“ on the official task sheet) is not one long block of prose. It informs AND persuades a target audience, and the layout does half the work: a clear title, short headed sections, direct address and a call to action. Picture the reader holding it at a bus stop – everything has to land in seconds. Keep the register persuasive but clean: warmer than a report, cleaner than a blog. You write the text only – a title, headed sections and a call to action, never drawings or layout.

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