

01. GENERAL THOUGHTS

There are two types of leaflets: promotional (*werbend*) and informational (*mitteilend*) ones. Promotional leaflets advertise a product, service or event, such as a party. On the other hand, informational leaflets provide useful information, like tips on recycling or ways to lead a healthier life.

However, in real life a leaflet often combines elements of both types: promotional and informational. So, the distinction (*Unterscheidung*) between the two is rather blurry (*verschwommen*).

02. LAYOUT (HEADING)

One thing is certain: the key to creating an effective leaflet lies in its ability to engage (*Interesse wecken*) and captivate (*fesseln*) its target audience (*Zielgruppe*). Crafting (*gestalten*) an eye-catching heading is essential! It's the first thing people notice. And it can determine (*bestimmen*) whether they decide to read any further.

Here's a tip to make your heading stand out (*auffallen*): capitalise important words! Write nouns, verbs and adjectives and adverbs in uppercase. Observe (*beachten*) the following sample headings to see which words are capitalised. "A Trip to Beautiful Austria / What to Expect from an Internship / An Alternative Way to Farming"

By the way, you can also capitalise prepositions that are longer than four letters, as in "Thoughts about / About Marriage" with the preposition "about" either capitalised or not. Or "Actions against / Against Boredom" with "against" either small or big. It's your choice!

Here are some additional strategies for creating a good heading. Make sure your heading is direct and clear, instantly conveying (*rüberbringen*) the leaflet's essence (*Kernaussage*). Using dynamic verbs such as "discover", "experience" or "unlock" can add excitement (*Begeisterung*) and encourage (*ermutigen*) readers to explore further. Moreover, your heading should promise a benefit (*Nutzen, Vorteil*), whether it's valuable information, a solution to a problem or a unique opportunity (*Chance*). Consider the following examples! "Embark on a Culinary Adventure / Discover the Joy of Cooking / Unlock the Secrets of Gardening"

You can also split your heading into two parts with a colon (*Doppelpunkt*) or hyphen (*Bindestrich*). This technique can increase your word count if needed. Below are two sample headings using this approach (*Ansatz*) - one with a colon and one with a hyphen. "Solve Your Sleep Woes: Tips for a Better Night's Rest / Boost Your Health - Easy Steps to a Stronger Immune System"

One final thought! I've noticed many students confusing the terms "heading" and "headline". When translating the German word "*Überschrift*" into English, the appropriate (*passend*) term is "heading", not "headline". The term "headline" is equivalent (*gleichbedeutend*) to "*Schlagzeile*" and is exclusively used by newspapers and magazines.

03. LAYOUT (MAIN BODY)

A leaflet's structure is flexible, without the rigid (*starr*) division (*Unterteilung*) into introduction, main body and conclusion. However, it's still essential to read all thematic guidelines (*Vorgabe*) with equal importance. This means each of the three aspects provided in the writing task should be addressed (*behandeln*) with a fairly similar word count. It's noteworthy (*erwähnenswert*) that many students often fail to meet the length requirement in sections where they employ (*einsetzen*) enumerations (*Aufzählung*). This should be avoided!

Subheadings (*Unterüberschrift*) are crucial (*äußerst wichtig*) for organising your content. Ensure (*gewährleisten*) each of the three aspects is given a meaningful subheading. One-word headings must be avoided! Moreover, stay consistent (*einheitlich*) in style throughout your leaflet. For instance, if you capitalise key words in your initial subheading, continue this approach (*Ansatz*) in all subsequent (*nachfolgend*) ones. Similarly, if a colon punctuates (*mit Satzzeichen versehen*) the end of your first subheading, apply this convention (*Gepflogenheit*) throughout. Moreover, if your first subheading is bolded (*fett*) or underlined for emphasis (*Betonung*), maintain (*beibehalten*) this formatting consistently. Here is a practical tip for exams! After completing your draft (*Entwurf*), review your subheadings in isolation to confirm they follow the aforementioned guidelines.

Do not forget to add contact details! They are a must for any leaflet and are typically placed at the end. The reader of your leaflet must know where they can reach out to get more information on the product or service you promote. This applies even to purely informational leaflets.

04. LANGUAGE & STYLE

In crafting a leaflet, the use of pronouns is essential to create a connection with the audience (*Leserschaft*). Avoid at all times using the singular pronoun "I". Use "we" instead, to present the perspective of the company or organisation aiming to promote or sell something. This collective pronoun creates a sense of unity (*Einheit*) and shared identity (*Zusammengehörigkeit*). Here is an example! *"We are your number one tour operator, an international company which specialises in luxurious adventure holidays to African destinations. We have done this with the utmost thoughts and care for more than thirty years now, just for you - our dear customer."*

Moreover, using colourful adjectives plays a crucial role in improving the appeal (*Wirkung*) of your leaflet. These descriptive words breathe life into the text, making it more interesting to the reader. Adjectives serve as the spices (*Würze*) of language, adding flavour (*Pep*) to otherwise boring descriptions.

05. ENUMERATIONS

Using bullet points in leaflets is an excellent strategy, particularly when you're asked to enumerate (*aufzählen*) something in an aspect of the writing task. Students always think that doing so is easy. However, there are certain pitfalls (*Tücke*) that must be avoided.

First off, begin with an introductory passage that sets up your enumeration. Write a longer sentence or two - definitely more than one line. This ensures a visually appealing (*ansprechend*) layout and helps to meet the word count of the aspect you are dealing with. For example, you can start like this: *"Discover the excitement and natural beauty with our selection of outdoor activities! We provide the following activities:"* And then list your bullet points: *"riding fat bikes, hiking to a mountain hut, whitewater kayaking"*.

It's best to have three or five items. Do not list more than that! Begin each point with a small letter. This is often easier said than done, as Word's initial setting (*Ersteinstellung*) automatically changes the first letter to uppercase. And another tip! Don't end with phrases like *"and many"* or *"much more"*. That doesn't look very professional at all!

What is more, ensure coherence (*Kohärenz, Zusammenhang*) among your bullet points. Now, what is meant by the term coherence? Well, put in easy words coherence is when all the parts of something fit together well. Everything links up and nothing feels out of place. Imagine it like a puzzle: when all the pieces are in the right place, you can see the whole picture clearly. In writing, if your ideas connect smoothly (*reibungslos*) and make sense together, that's coherence!

Practice shows that many students struggle (*abmühen*) with creating a coherent bullet point list! Here are two examples which certainly lack (*nicht haben*) coherence. In the first¹, the final point does not align (*passen*) structurally with the first two. And in the next², the last point does not fit in terms of meaning. This point seems to be out of place (*deplatziert*).

And one last tip: don't go overboard (*übertreiben*) with listing things. Use this stylistic feature only once in your leaflet!

¹ *going skiing or snowboarding / joining a snowshoe hiking trip / a hiking tour to a lake or mountain*

² *the best international DJs / the most brilliant light show / admission from 17 years of age*