

Features of leaflets

Use this checklist to tick off the features you have used in your leaflet.

- Short, clear heading
- Clear information that is easy to read
- Short introduction
- Short paragraphs
- Key facts
- Persuasive language
- Subheadings
- Eye-catching design
- Useful information such as contact details
- Bullet points and numbering
- Images such as diagrams, pictures and maps

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