

# First reveal

Bullet point summary  
of services offered

OR

tear-off response form

N.B. This flap should be about 2mm  
narrower than the others so  
it tucks neatly inside when the  
leaflet is folded

# Back page

Back-up information  
e.g. testimonials,  
biography, map and  
contact details

# Front page

'What's In It For Me'  
(WIIFM)  
headline from the  
customer's  
point of view

OR

Problem statement(s)

# Page 2

Introduction

OR

Solution statement(s)

(These three pages can be  
treated as one if preferred)

# Page 3

Details of goods or  
services  
(benefits not features)

Contact details:  
big and bold  
across all pages!

# Page 4

More details of goods  
or services

OR

back of tear-off form

N.B. This flap is the reverse of  
the 'first reveal' so it should be  
narrower than the others