Service Offer & Flyer Templates

A useful flyer makes the service, location, and enquiry process clear. Use specific details rather than big claims.

Put it into practice

1. Lead with the service and the customer need it addresses.

2. State the core inclusions, service area, and any price conditions or exclusions.

3. Use a working contact method and test it. Use only photos you own or have permission to use.

Starter example

[BUSINESS NAME]

[SERVICE] for [CUSTOMER] in [AREA]

Includes: [THREE CORE TASKS]

Price or quote basis: [CLEAR TERMS]

Request a quote: [CONTACT OR PUBLIC LINK]

Your next action

My headline / inclusions / contact method

Do not claim certifications, insurance, results, or discounts unless true and current. Keep the layout readable and check all details before printing.

Continue with the practical decision guide and worksheet on the next pages.

Write an offer customers can assess

Work through the decision

The headline should say what service you provide and where. Use the next lines to show the scope and how the customer can enquire. If the price varies, explain the basis of the quote instead of publishing a low starting figure with hidden conditions. A customer should understand what information you need.

Build the flyer in a simple reading order: service, customer benefit, inclusions, area, price basis, contact. Keep essential details large enough to read on a phone or printed page. Use only relevant photos you own or have permission to use. Decorative content should not displace the enquiry method.

A situation to learn from

Example: Mobile interior detailing in [area]. Includes [actual tasks]. Vehicle size and condition assessed before final quote. Request a quote with your vehicle type, approximate location, and useful photos. This gives the customer a practical next step without claiming every vehicle will take the same time or cost.

How to respond

Check the offer against the work you can deliver. A phrase such as full service can mean different things to different people; list the actual tasks. If you advertise a promotion, verify that it is real and state the conditions. Avoid fake scarcity, unsupported outcomes, or made-up customer endorsements.

Two starter layouts

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Simple flyer: [Business] / [Service + area] / Includes [3 tasks] / Quote based on [factors] / Enquire [method].

Service page: Who it suits [customer] / What is included [scope] / What is excluded [items] / How booking works [steps].

Proof: use only accurate credentials or permitted examples of actual work.

Contact test: another person can open the link or send an enquiry successfully.

Review before taking the next step

Before release, ask someone unfamiliar with the business: What would you expect to receive? How would you request a quote? Fix any mismatch with your intended scope.

- [ ] Scope and exclusions match actual work.
- [ ] Price conditions easy to find.
- [ ] Photo rights and customer permission checked.
- [ ] Every phone number and link tested.

Ready for the connected business system?

Explore the $49 systems for launch guidance, tools, and working templates.

Explore Readyvora Business Systems