Independent Practice: Flyer

**Directions:** For this activity, you will **work independently** to create a flyer for the surf shop advertising a Memorial Day Special.

What is the purpose of this flyer?

Describe the characteristics of the target audience that are likely to use this information.

1. Age
2. Education
3. Interests
4. Group membership

**Guiding Questions for the Flyer**: What kind of sale are you planning? What products are you selling? Will the sale offer a 10% discount on all merchandise or just some?

List additional examples of how the surf shop owner could use a flyer.