



SQUARE DANCE REVIVAL BASICS!

Create a Lessons Flyer That Works

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Flyers alone no longer attract most new dancers. The most effective promotion methods are:

1. Members personally invite at least five friends
2. Social media posts and ads
3. Community events, demos, flash mobs, free introductory/party dances, etc.
4. Flyers in public places
5. Newspapers, radio ads, etc.

Today, flyers work best as support pieces shared online, posted locally, or handed out at events.

Start With One Goal

Your flyer has one job:

Get complete beginners to attend their first lesson.

Avoid adding club history or too much information.

Use a Strong Modern Headline

Skip generic phrases like:

- “Square Dance Lessons”
- “Join Our Club”

Instead, spark curiosity:

- “It’s Not What You Think.”
- “No Partner. No Experience. Just Fun.”
- “Try Something Different This Week.”
- “Laugh More. Move More. Meet People.”

Your headline should feel inviting, not formal.

Use the Right Images

Choose photos with:

- Smiling, active people
- Energy and connection
- Casual clothing
- Mixed ages

Avoid:

- Stiff posed photos
- Empty halls
- Old-fashioned images unless that fits your niche

People should instantly think:

“Would I fit in here?”



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Make It Feel Easy

Beginners are nervous. Remove barriers quickly.

Include:

- No partner needed
- No experience required
- We teach everything
- Wear comfortable clothes

Answer the 5 Key Questions

Clearly include:

- What: Beginner square dance lessons
- When: Day and time
- Where: Simple location
- Cost: Free, donation, or price
- Who: Adults of all ages or your target audience

Keep the Description Short

Focus on benefits:

“Fun, social, and easier than you think. Great exercise and a great way to meet people.”

Use a Friendly Call to Action

Examples:

- “Come try your first night FREE!”
- “Just show up – we’ll take care of the rest.”
- “Bring a friend or come solo!”

Keep the Design Clean

Use:

- 3–4 sections max
- Big headline
- One strong image
- Large readable fonts
- High contrast colors

If it can’t be understood in 3 seconds, simplify it.

Make It Social Media Friendly

Design flyers that work both online and in print:

- 1080x1080 or 1080x1350 sizes
- Minimal text
- Optional website or QR code



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Test It

Before posting, ask a non-dancer:

“Would this make you want to come?”

If they hesitate, revise it.

Simple Flyer Formula

Headline:

“It’s Not What You Think.”

Subheadline:

Try Beginner Square Dance Lessons

Image:

Fun, smiling dancers

Quick Reassurance:

No partner • No experience • We teach everything

Details:

Tuesdays at 7 PM

Community Center

First night FREE

Description:

Fun, social, and beginner-friendly.

Call to Action:

Just show up – or bring a friend!

Key Idea

Stop designing for dancers.

Start designing for curious non-dancers.

That’s what makes flyers work today.

Ready-to-Use Flyer Headlines

“It’s Not What You Think.”

“Try Something Different This Week”

“Two Left Feet Welcome”

“This Is Not Your Grandma’s Square Dance”

“Fun That’s Actually Good for You”

“Tired of Doing the Same Thing Every Weekend?”



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Simple Canva Layout Structure

Top Section

Large bold headline (25–30% of design)

Middle Section

One strong photo showing fun and movement

Reassurance Line

“No partner • No experience • We teach everything”

Details Section

Day, time, location, cost

Bottom Section

Strong call to action:

“Just show up – or bring a friend!”

Some Good Fonts

Headline:

- Bebas Neue
- Anton
- Montserrat

Body:

- Open Sans
- Montserrat

Use no more than two fonts.

Final Checklist

Before posting ask:

- Can this be understood in 3 seconds?
- Does it feel modern and welcoming?
- Would a non-dancer stop scrolling?