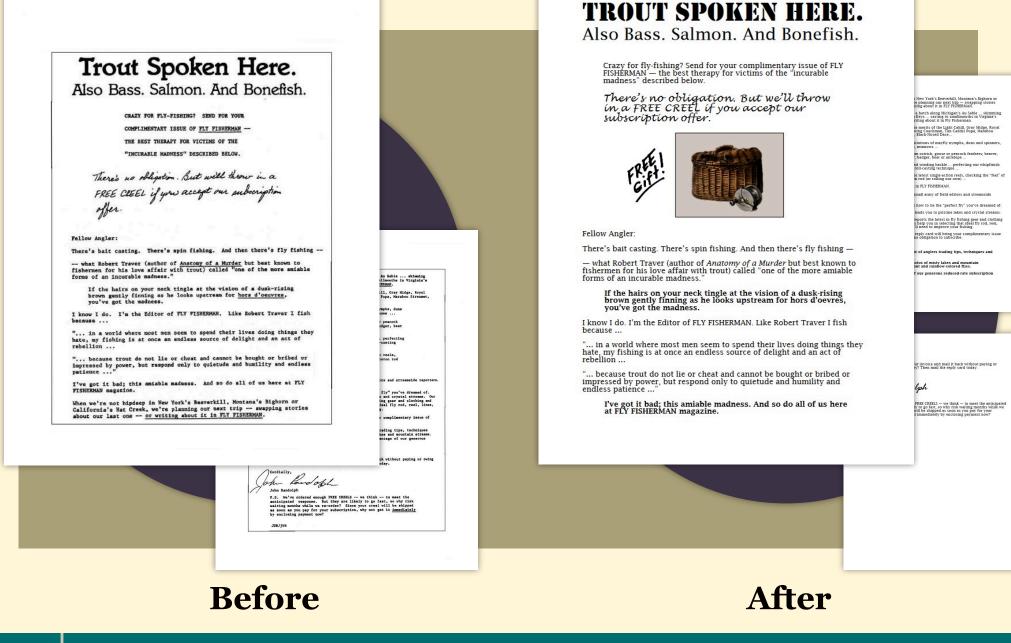
Before and After

Design



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Before and After

Fly Fisherman's magazine subscription sales letter, "Trout Spoken Here" is a classic. It also ran decades ago, leaving room for adapting different design choices. Even from a successful letter, there's always room to keep what made it work but change some elements for an "updated" look or become suitable for online and print.

My objective was to:

- 1. Maintain a masculine, outdoorsy look with bold headline and subhead font
- 2. Pick a more readable script font for the "handwritten" personalized paragraph
- 3. Add a freemium graphic to attract more attention to an immediate benefit
- 4. Use a more standard body font for familiarity and online readability
- 5. Adjust kerning for balanced sentence line lengths, which inhibit readability

Design Memo

Headline Typography

- Size and kerning distribute headline and subtitle emphasis.
- Stencil typeface uses an oldschool, outdoorsy look to balance an otherwise updated style.
- Bold typefaces grab attention.
- Bold evokes masculinity for the mostly male audience.

Subtitle Typography

- Should grab attention, but not steal from the headline.
- Complement either headline or body text font-wise. Limit the document to 2-3 typefaces.
- Center-aligned used to be more common and works for shorter and print subtitles.
- Left-align is more readable online and for longer text.

Lead Typography

- Make an emotional appeal.
- May have a minor attention grab like indentation or small caps.
- Body typeface is basic and helps with readability to keep the focus on the message.
- Make style choices for the magazine name and dashes the same throughout the body.

Offer and Personal Feel

- Handwritten style typography feels like a personalized letter.
- Despite a handwritten style, the text is still readable.
- Kerning and text box dimensions help with the orphaned "offer".
- Graphics: the offer or promise the letter's purpose—relates to a graphic for additional attention.

Freemium Graphic Insert

- Classical letter chose to stay stream-lined for a focused read and cheaper print job. A perfectly justified creative choice.
- Other similar letters may include a black-and-white image, so I added a monochrome-looking illustration to help with imagining the potential of the offer.
- "<u>FREE Gift!</u>" sticker links the offer to the image, and both words are psychologically attractive.

Body Typography and Layout

- The original letter chose a typewriter typeface. Very popular with successful letters.
- Classical Pro: evokes a more vintage, tactile, experiential feel.
- Classical Con: makes one wonder if the letter was written in the 60s and thus irrelevant.
- Modern: classy, but more familiar.

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