

Brochures

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Two Groups of Brochures

- Leaflets
- Booklets

Types of Leaflets

- Notification
- Information
- Greetings
- Apology
- Activation
- Progress

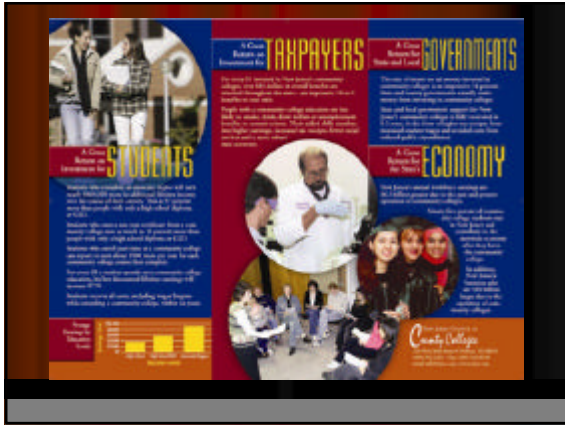
Types of Booklets

- Orientation
- Rules and Regulations
- Safety
- Benefits
- Promotion
- Policies
- Training
- Obligations
- Recreation
- Recruiting
- Uses

Most common brochure:

Two-fold, six panel leaflet





Panel One - Cover



- ⌘ Hook
- ⌘ Organization Name
- ⌘ Theme
- ⌘ Slogan, teaser, tagline

Panel Two – Inside Left



- ⌘ Builds interest
- ⌘ Background

Panels Three & Four – “Meat”



- ⚡ Main elements
- ⚡ Key message(s)
- ⚡ Strong photos or graphics

Panel Five – Outside Left



- ⚡ Wild card
- ⚡ Teaser for other ideas
- ⚡ Locations
- ⚡ Coupons
- ⚡ Return response card
- ⚡ Testimonials

Panel Six – Outside Center



- ⚡ Self-mailer
- ⚡ Provide more information
- ⚡ Locations
- ⚡ Contact information

Planning a brochure

- ⚡ Establish a need
- ⚡ Determine audience
- ⚡ Accomplish a specific purpose

Questions to ask...

- ⚡ Who needs to know?
- ⚡ What do they already know?
- ⚡ What else could they know?
- ⚡ How much do we tell them?
- ⚡ How many of them are there?

Specifics to Brochure Planning

- ⚡ Define purpose and audience
- ⚡ Establish budget
- ⚡ Determine usage and lifespan
- ⚡ Set realistic schedule
- ⚡ Position the subject
- ⚡ Research other materials

Brochure Writing

- ⚡ Establish objective
- ⚡ Inform
- ⚡ Explain
- ⚡ Instruct
- ⚡ Persuade

Brochure Writing

- ⚡ TRUTH
- ⚡ No exaggerations
- ⚡ Understandable to audience

Brochure Writing

- ⚡ Step One – gather information
- ⚡ Ask questions
- ⚡ Interview others
- ⚡ Records
- ⚡ Web site
- ⚡ Archives
- ⚡ Prior publications

Brochure Writing

- ⚡ Step two – put it together
- ⚡ Write simple
- ⚡ Concise
- ⚡ Keep copy in blocks
- ⚡ Use headlines and subheads

A Brochure's Stages

- ⚡ Manuscript stage
- ⚡ Design stage
- ⚡ Comprehensive layout stage
- ⚡ Blueline stage
- ⚡ Press proof

Remember...

- ⚡ Brochures must pass scan-ability test
- ⚡ Headlines
- ⚡ Subheads
- ⚡ Good graphics
- ⚡ Testimonials
- ⚡ Point to access more information
- ⚡ Contact information

Brochures on the Web

- ⚡ Audience must print on its own
- ⚡ Lose color
- ⚡ Lose paper quality
- ⚡ Lose control
- ⚡ Lose impact

Remember...

The quality of your product or service is directly reflected in the quality of your publications!

Questions?
