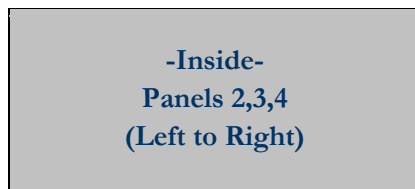
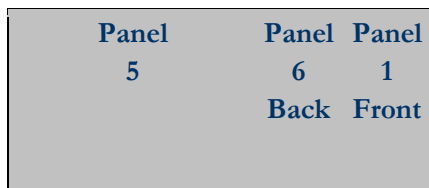


Creating Brochures

The basic brochure layout¹

BROCHURES come in many shapes and sizes but let us consider a tri-fold (gatefold) design. In case you're not familiar with the term this is an A4 sheet folded 3 times and printed on both sides. This gives us 6 pages (or panels) in all.



The front page (panel 1) of your brochure should be used only as a 'teaser', with a powerfully designed headline that stirs interest. It should create sufficient curiosity in the reader to make him want to turn the page and see what's inside. Remember, if he doesn't look inside then your brochure has failed.

A front page showing nothing but your beautifully designed logo is useless. **The only person interested in your logo is you!** I know you may have sweated for hours or even days designing it, but who cares? Your reader certainly doesn't.

Although your headline doesn't have to mention the product, I would recommend doing so in most cases. **And don't be too clever with your teaser.**

¹ From *MARKETING IN ACTION*, Writing Copy For Advertisements, Web Pages And Leaflets, by Andrew M Pearson. For details email andrew@uniquebusinessstrategies.co.uk

You don't want to annoy anyone who turns the page to find your message is totally unconnected to your headline. This can be overcome in many instances by thoughtful use of an illustration or photograph. For example if you are selling a course.

With our headline;

Managing Workplace Health, Safety & Welfare

we could perhaps show a picture of the people in the workplace working safely. And there in the background are business owners with getting on with winning more business.

Inside the cover

Use the full spread of all 3 inside pages (panels 2, 3, 4.). Your brochure will create a much greater impression if your reader is encouraged to open it up in its entirety. Far too many brochures fail to exploit this fundamental principle. **The full page gives so much more room to make maximum use of pictures and graphics.** Your headline can reach across 3 panels, making it far more striking. And the extra space allows you to make use of much larger font sizes.

But please don't be tempted to fill all that wonderful empty space with text. Make maximum use of it with pictures and **empty** space. That's where your designer should really "come into-their- own".

Describe the features of your product and show how it will benefit the reader. A good guide is to contain your text in invisible boxes, with plenty of space and illustrations to compliment the message. If you rigidly stick to individual panels, your brochure will appear cluttered and boring. And even though your pages may contain more technical copy than 'sales copy' you still need to create a sense of excitement and interest.

Testimonials

The next page (panel 5) is an ideal place for testimonials. If you haven't got any get some and get them FAST. There are two words that describe a good testimonial - GOLD DUST. A couple of glowing testimonials in your brochure will sell more products than a whole page of text.

And please avoid the old cliché "Don't take our word for it - see what our customers have to say!" If you think I may doubt your word, you need to re-write your copy. Your testimonials are there to reinforce your integrity! So try a little originality and lead your reader's eye into them. This page is also a good spot for technical details as long as you are confident they will benefit the reader. And please - no jargon!

The last page (panel 6) can be used for your call to action. Always show your contact details, including your web site address, as plainly as possible and tell the reader what to do next! Tell your prospect to "telephone for more information", or "present this brochure and claim your 10% discount" etc.

To read more about strategies to grow your business [click here](#)

Best wishes



Andrew Pearson MBA

andrew@uniquebusinessstrategies.co.uk

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