

CREATING A BROCHURE

Brochures can inform, educate, and/or persuade. Effective brochures give readers a quick overview of a subject, company, product, or service. But regardless of their content and function, brochures need to grab the reader's attention and hold on to it until they achieve their purpose.

1. Think about your purpose.

- Are you trying to persuade or inform? Knowing this will affect everything from layout to language.
- What points do you want to make? Usually a brochure makes no more than three or four important points. Make sure these points stand out.
- How do you want your brochure to be used? Will it be kept for future reference or read once and then thrown away? Your design should reflect this.

2. Think about your target audience.

- Who will use your brochure?
- What are their main interests?
- What attracts them?
- What type of language and tone do they expect?

3. Gather your information and choose a format.

- Write down what you already know about your subject, and then do other research to achieve your purpose.
- Sketch out rough ideas for the content of your brochure and of how you want the brochure to look. Include any graphics you think will help get your message across to your audience.

4. Find a way to capture the reader's interest.

- What is the first thing that your audience will see? Is it a caption? Is it a striking image? Make sure this element communicates your message quickly.
- Focus on your title (on the first page). How will it get people to read on? The best way to get people to read your brochure is to show how your product or information will benefit them or solve a problem.
- Make the information reader-friendly. Look at different type styles and sizes. Generally, text in large type (often called a heading) grabs the reader's attention first.

5. Use strategies to hold your audience's attention.

- Don't overwhelm your readers or they will stop reading.
- Make your brochure easy to read quickly. Use both text and visuals to divide your text into short, readable chunks of information. Use headings.
- Anticipate your readers' questions and give factual answers.
- Ask your reader to take action. If you want the reader to telephone, provide a phone number. If you want your reader to purchase something, provide a purchase form.