



El Dorado County Career Technical Partnership

In Partnership: Folsom Lake College • El Dorado Union High School District • El Dorado County Office of Education

Name _____

Date _____

Remember to use various size fonts and different colors to stress importance. Some text boxes should be direct and short while other text boxes can have more information. This is a suggested layout. You are free to use your own ideas. When you create your brochure make sure to: use both sides of the paper, fold the brochure correctly, use color, be neat, and check spelling.

When folded into 3 equal columns this area will appear as the outside of the brochure

| THIS WILL BE INSIDE | BACK OF BROCHURE | FRONT OF BROCHURE |
|---------------------|--|--------------------------|
| Blank | Blank | Headline |
| Picture | Blank | Picture |
| Text | Business information: Address, phone number and website | Subheading |

This area will appear as the inside of the brochure

| | | |
|------------|------------|------------|
| Subheading | Subheading | Picture |
| Text | Picture | Text |
| | Text | Subheading |



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Remember these tips and recommendations when you are making your brochure.

Here are some basics concerning how your brochure should work:

1. Determine the purpose of your brochure. Why should people choose this business over others? Explain the answer to this question in the brochure and keep your response focused.
2. Draw attention with your headlines
Make them sound bold and interesting. However do not use all capital letters. This scares readers. Use upper and lowercase instead.
3. Keep copy or wording brief. Make sure there is ample space between lines of type so it's easy to read. Also, there should be sufficient marginal space around every fold and side of your brochure.
4. Use plenty of color

As far as the text, you should include:

- What the customer gets out of doing business here.
- Avoid overuse of the pronouns "we," "us," "I" or "our."
- Include company information. While the customer comes first, make sure you promote the business. Explain the business, its history and maybe testimonials or a list of prominent clients.
- List any product available - Explain any warranties or guarantees. Try not to list prices; you want people to contact you so you can engage their interest and have more control over transactions. Speaking with them also gives you the chance to assuage any concerns or uncertainties they may have. This also allows businesses to change prices without reprinting brochures.
- Contact information - Avoid using staff pictures if you want a more professional image. However, in a close-knit community, it wouldn't necessarily hurt.
- Including both prices and staff pictures are tricky because both are apt to change, thus rendering your brochure invalid.
- The twelve most powerful words in the English language are:
 1. You
 2. Money
 3. Save
 4. New
 5. Easy
 6. Love
 7. Discovery
 8. Results
 9. Health
 10. Proven
 11. Guarantee
 12. Free

Remember:

- When creating a brochure for actual use a good type of paper to use is 70 lb. (or higher) coated stock paper. A 10-point card stock is best for single-panel brochures to ensure that it won't flop forward in display stands.
- Dimensions are very important.
- Know your target audience well. You should do some research before starting to make your brochure.
- Proofread! There is nothing that says "unprofessional" like a misspelled word.