

Brochure best-practice guidelines

Use this handy checklist to create your next marketing brochure

COVER



YOUR BRAND
XXXXXXXX XXXX XXXX XXXX XXXX XXXX XXXX XXXX XXXX XXXX XXXX

Choose a **brochure template that works with your brand** (logo, fonts, colour palette, tagline) – PrintShop Professional includes over 6,500 marketing material templates, or you can book professional Design Services through Officeworks, or order a Marketing Material Design Pack to make life easier.




- Choose an **attention grabbing cover image**. People will judge a book (or brochure) by its cover.



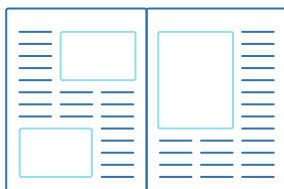
TIP Don't make your logo so big it dominates the cover!



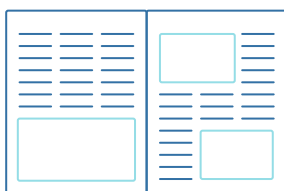
Consider putting a promise or offer on the cover – keep it short and persuasive.



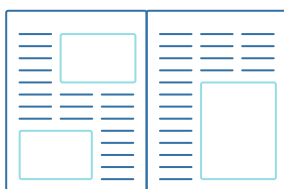
INSIDE



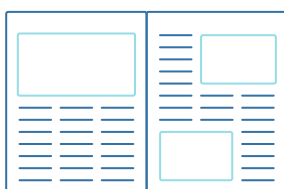
- Promote the main selling points in headlines** it should be possible for a customer to understand your offer, and want to take it up, just from reading the headings.



- Build interest by highlighting customer benefits more than product or service features.



- Outline why people should choose your business instead of a competitor: is it quality, price, presentation, speed of delivery, extra features and/or after-sales service?



- If possible, include **short and relatable testimonials**, reviews or case studies to highlight real-life customer benefits.

- Divide answers to common questions into short, skimmable sections of text so potential customers can jump to sections relevant to them.

- Give short explanations of how something works (or tasks are performed) and ideally use photos or illustrations to show real life experiences of your product or service.

DON'T FORGET!

- Include a **clear and compelling call to action**, such as an offer, to give your potential customer a reason to act now.
- Make it easy for potential customers to follow up with you:** list your opening hours, phone numbers, email, physical location (if customers can visit you), website and social media handles.