

FOR WORK

Brochure Planning Materials

These materials help you organize your thoughts and plan out the contents of your brochure to ensure it has maximum impact on your intended audiences.

Templates Included:

- 6 Brochure Planning Worksheet**
- 7 Brochure Planning Checklist**

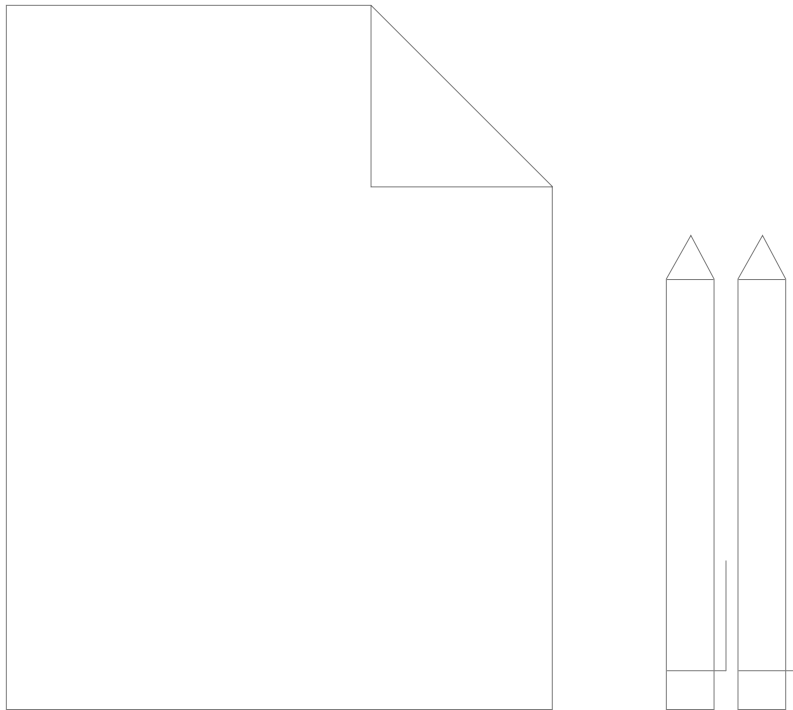
INTERNATIONAL  PAPER

Hammermill®

Brochure Planning Materials

Create a Brochure with Impact

Make sure that you are communicating effectively with your next brochure. These materials will help you take all the important factors into consideration when planning your brochure.



What You Will Need

Hammermill® Color Copy Digital 28 lb.

Brochure Planning Materials

Creating a Brochure

Take a few moments to read through our blog post on *hammermill.com* to learn the basics of creating an effective brochure. Then complete our useful Brochure Planning Worksheet to clarify your messages and brochure contents.

Once you've completed the Worksheet, go through our Brochure Planning Checklist to make sure you have everything covered.

How to Create a Brochure

A quality brochure can do a lot for your business. It can generate excitement or interest in your goods or services, or it can inform the reader to deepen their understanding of product features or company capabilities. A good brochure can be used as a tool by your sales team to help them make a presentation, or it can work as a leave-behind item that provides a general overview of your business. These are just some of the things a quality brochure can achieve, but it can't do all of them at once. That's why the key to creating a useful and hardworking brochure is planning.

Let's start at the beginning.

What is the purpose of your brochure?

Are you trying to generate new business, inform your customers, answer frequently asked questions, provide an overview of your company's capabilities, or appeal to investors or other sources of capital?

Who are you trying to reach?

The audience for your brochure may be new customers, existing customers, potential clients, investors, internal teams (such as Sales), or others. Once you know what you want to achieve with the piece, it should help you figure out who the most important audiences are for the brochure to reach.

What do you want the audience to do?

The information you include in your brochure depends on the outcome you are looking for. Do you want them to buy something, give you a call, invest in your business, or something else?

Now it's time to plan out your contents.

Keep your messaging simple and clear. Each page of the brochure should have a job to do. It should introduce an idea (or product), explain it, prove it, or show it.

Next, it's time to decide on a form that fits your contents and your audience's needs.

For example, a 9 1/2" x 14" brochure can make a big impact, but it's hard to carry around. *How and where will your audience use the brochure?* Are there enough pages for the contents to be communicated clearly.

Finally, make sure the brochure is supporting your brand.

Everything you do either builds your brand or detracts from it. Your brochure should feel like it came from your company and couldn't have come from anywhere else.

Worksheet

<p>What is the purpose of the brochure?</p>		
<p>Who are the main audiences for the piece? Rank them from most important to least.</p>	1.	4.
	2.	5.
	3.	6.
<p>What should the brochure get the audience to do?</p>		
<p>What is the main message of the piece?</p>		
<p>What are the main supporting points, or groups of information?</p>	1.	
	2.	
	3.	
	4.	
<p>What other information <i>must be</i> included in the brochure?</p>		

Checklist

	Y/N	NOTES
Is the purpose of the brochure clear and easy to understand?		
Is the main message easy to understand?		
Does the brochure content support the main message?		
Does each page have/make a clear point?		
Does the design of the brochure make the contents easier to understand?		
Is the content scannable?		
Are you providing your audience with what they want and need?		
Are you speaking to them in <i>their</i> language?		
Does the look and feel of the brochure support your brand?		
Does the brochure include extraneous information that is distracting?		
Does the content of each page work together to support each other? <i>(including imagery, graphics and design elements)</i>		
Do the pages work together to provide a unified coherent whole?		
Is the brochure memorable?		
Is it exciting or interesting?		
If someone gave you this brochure, would you do what it asks?		
What can be done to make sure the brochure audience is motivated to take action?		