Brochures
• Brochures are used to arouse interest, answer questions, and provide sources for further info.
• Brochures serve as either stand-alone display-rack literature, as a component of a media kit, or as part of a direct-mail packet.
• Brochure length varies enormously, depending on the amount of information to be provided.
• Most brochure copy is precise.
• Longer copy is best suited to other formats such as booklets or pamphlets.

Brochures
• Brochures are usually formed of a single piece of paper folded one or more times.
• Before you begin to write, you need to plan your brochure and determine exactly what your message is and how it can best be presented.

Brochures
• Questions to ask:
  - Who is your intended audience?
  - Are you trying to inform or persuade?
  - Is a brochure the best medium for your message?
• The format and style must match the audience’s expectations and tastes.

Brochures
• Know your audience
  - Your audience is seeking or processing an abbreviated amount of information.
  - Questions:
    • Is your audience specialized or general?
    • Are you persuading or informing?
    • How will your audience use the brochure?
    • Will it be read and discarded, or will it be saved?

Brochures
• Determine your format
  - Chunking (breaking into pieces)
  - Common formats for brochures include
    • FAQs
    • Problem-Solution
    • Narrative (story-telling)

Brochures
• Position your brochure
  - Is your brochure to be used as part of a larger communication package, or is it meant to be a stand-alone piece?
  - Be consistent if it’s part of a larger communication package.
Brochures

- **Decide on length**
  - Short copy is the ideal for brochures
  - For space limitations
  - To leave enough white space
  - For font size considerations
  - For cost considerations

- **Fitting it all together**
  - Each panel in a brochure may stand alone or may be part of a larger context revealed as the panels unfold.
  - Ensure that the information is presented in the proper order.
  - Research indicates that the first thing a reader looks at in a direct mail package is the brochure.

- **Order of presentation**
  - The first step is to establish where the front panel is and where the final panel is.
  - The first panel, or front cover, need not contain any information, but should serve as an eye-catcher that draws the reader inside.
  - The first panel should use a hook.
  - Use a headline/"title to entice.
  - These should be to the point

- **The second panel. (in a 2-fold) is the first panel of the inside spread.**
  - Its job is to build interest and explain the purpose of the brochure.
  - Known as the bridge.

- **Use crossheads**

- **Treat each panel as a single entity with its own information.**

Brochures

- **Fitting it all together**
  - Your copy will have to fit the unique characteristic of the brochure; the number of folds. Most common is 2.
  - Brochures are designated by how many folds they have.
    - A two-fold sheet with two creases has six panels—three on one side and three on the other.
    - A three-fold has eight panels, and so on.
    - Each fold adds two or more new panels.
Brochures
- Crossheads
  - Crossheads, or subheads, should be used liberally in a brochure.
  - Your brochure will look better with increased white space that crossheads can add, and white space encourages readership.

Flyers
- Flyers are a quick way to disseminate information, cheaply.
- Flyers are usually a single sheet of paper.
- A flyer is usually photocopied, though sometimes printed if color design is important.

Flyers
- The term “flyer” refers to the rapidity through which they can be delivered—historically by children running through the streets handing them out.
- Flyers are one of the most useful—and one of the most common—forms of information dissemination.

Tips for Writing Flyers
- When writing for flyers, keep in mind how much information you need to impart versus how much space you have.
- Choose your graphics carefully and for full impact and use only the most striking graphics.
- The Advantages of Flyers
  - Ease of production
  - Easy creativity
  - Relatively inexpensive
- Flyers versus Posters
  - The only real difference between the two are size and cost.