

# BROCHURE WORKSHEET

## Effective Marketing in Print



*Creative Smarts At Work*

**A key piece of your marketing program, your brochure should be the expression of all that's outstanding about your organization.**

It conveys your services and their benefits, and provides an overall sense of your organization's value. It is like an executive summary of your operation and offerings. And it all begins with your input.

### **Process**

The process of creating a brochure is similar to creating other marketing tools, and starts with establishing a direction to guide the stages of design development. At the beginning, I'll ask you to do a "homework" assignment:

1. Gather examples of brochures from entities similar to yours. It is important to understand the context in which your brochure must compete. Your brochure should stand out in terms of quality, not in terms of strangeness.
2. Looking at your examples, decide which ones you like and which you don't. Make a summary of your reactions to the examples' visual styles, organization, content, or anything else that stands out to you, for better or for worse. Be specific as to why you did or did not like a particular piece.

***The phases of design are as follows:***

1. **Research** – After gathering the above information, we'll discuss the mission and purpose of your organization, its goals, its audience and how it should be engaged, how to position your organization, and any other questions that may have a bearing on brochure design. A creative brief will be written as a summation of this phase, to guide project development going forward.
2. **Content Development** – After the creative brief has been approved, draft copy will be prepared and submitted for review. One or more rounds of approvals may occur at this point. Once copy is finalized, supporting imagery will be developed.
3. **Initial Layout Design** – After content development is complete, a draft layout design will be created.
4. **Layout Review** – The draft brochure layout will be reviewed and discussed, and alterations may be requested.
5. **Layout Design Refinement** – A second draft with requested layout refinements will be developed and submitted for review. At this point, you may be ready to approve the draft as final, or you may request another round of alterations.
6. **Design Finalization** – Alterations will be executed and a second draft submitted for review. (Two rounds of approvals is the norm.)
7. **Final Design Approval** – When the final brochure design is approved, files for reproduction will be produced and delivered.

When the client is a group or a board, we recommend that the group designate a smaller sub-committee that is authorized to develop the project, go to meetings, evaluate the design, and report back to the larger group.

## GETTING STARTED

Please answer these questions in as much detail as possible. Your responses to these questions will guide the design process and help us provide you with a brochure that supports your business goals and your marketing objectives.



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1. What is the purpose of the brochure?
2. What is the most important thing that it should accomplish for your business or organization?
3. What do you offer to your clients or audience?
4. What are your key messages?
5. Who and where is your market? What are their general demographics?
6. Who are your competitors?
7. What makes you unique? What sets you apart?
8. Why should your market go to you and not to your competition?
9. What is your market positioning? (How you would like your audience to perceive you.)
10. How will you distribute the brochure?
11. What should readers do after they have read it?
12. Does your company have established branding or other graphic elements that need to be incorporated into the visual design of the brochure?