

## CREATING A MARKETING BROCHURE

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Brochures are a great way to package a lot of information about your organization and its expertise into a format that is easily mailed, picked up, handed out or given to current clients/customers to pass on to possible referrals.

Brochures can range from a simple two-fold design using one sheet of 8-1/2 inch x 11 inch paper to an elaborate 9 x 12 pocket folder with pages stitched in and insert sheets. Good brochure design involves not simply producing a flashy design, but a careful analysis of your target market, what level of sophistication is needed and consideration of your market niche in order to make a great first impression. Last, but not least, your brochure should leave a potential client/customer with something that they are hesitant to throw away.

Today, in the age of email, multi-media presentations and the Internet, it's easy to assume that a website can take the place of a printed brochure. Having a website can't replace the immediate visual impact of placing a brochure into a prospective client's/customer's hands.

Access these links to...

- Understand It: it's easy, it'll save you money and it works – discover the many benefits of do-it-yourself marketing
- Plan It: pinpoint your audience and your message
- Do It: customizing brochure templates by adding your own photos, artwork and text
- Use It: great ideas for distributing your brochure
- Create Brochures Using Microsoft Word

[http://www.hp.com/sbso/productivity/howto/marketing\\_main/marketing\\_brochure/index.html](http://www.hp.com/sbso/productivity/howto/marketing_main/marketing_brochure/index.html)

<http://advertising.about.com/od/brochures/a/createbrochure.htm>

<http://www.computorcompanion.com/LPMArticle.asp?ID=143>

*\*\*Using Google, search Creating Childcare Brochures to view many wonderful designs, templates and sample brochures for the industry\*\**