



Creating Brochure Success

A FREE Guide provided by

Design-First

Introduction

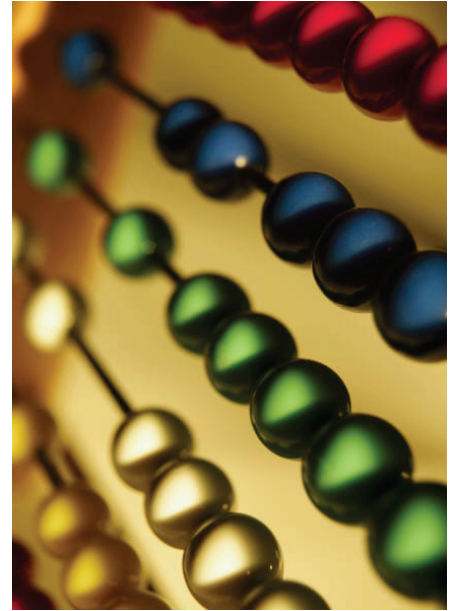
Creating a brochure really isn't that hard, but creating a brochure that will help you reach your marketing goals will take a little time and effort.

What follows are the seven most common mistakes made by businesses when designing a brochure, and how you can avoid making these mistakes.

Feel free to print this report and share it with others who are working with you to create your company brochure.

If you would like to know more about Design-First or if you have questions about brochure creation not covered in this report, please contact us.

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“Woodworkers have a great saying . . . ‘you should measure twice, and cut once.’ With careful planning and attention to detail, you can create a truly great brochure that will help market your business for years to come .”

Vann Baker
President
Design-First

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marketing
ideas into
reality.”*

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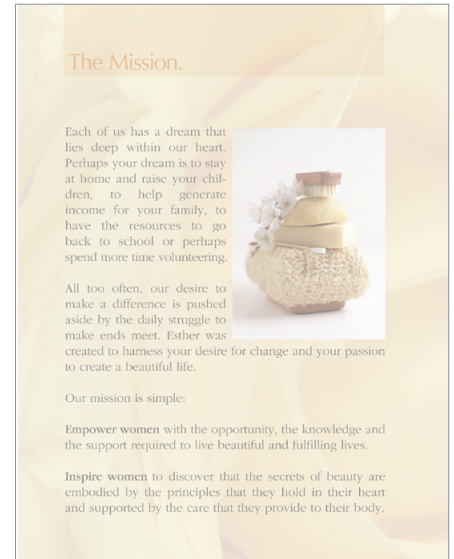
Mistake 1: Lack of a Clear Purpose

Many business brochures are put together without first clearly defining the goals and purpose of the brochure. Without a well-defined purpose, brochures will have way too much information, the wrong information, conflicting information or not enough information for the reader to act upon.

Remedy: Define the primary purpose of your brochure

What is the one thing you want your brochure to do? Should your brochure sell a product or service? Or should your brochure prompt the reader to pick up the phone and call you or go to your web site? Should your brochure tell the reader everything you offer, or focus on just one capability?

Make sure your brochure goals are well defined and keep the information focused on supporting your goals. Avoid trying to make your brochure accomplish too many different goals—simple brochures are usually more successful than complex brochures.



Tip:

First, collect 10-15 brochures from a variety of sources including your competitors. Next, separate the brochures into three groups: 1) brochures you feel really get their point across, 2) brochures that seem confusing or have too much information and 3) brochures that seem too general. Next, decide to which group does your current brochure belong to?

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Mistake 2: Poor Brochure Organization

Even a simple two-fold brochure has a beginning, middle and end. Readers will typically skim through a brochure, spending less than thirty seconds reading and looking at images in the brochure. A cluttered, busy, or poorly organized brochure will simply not communicate with your audience.

Remedy: Organize your brochure

Never assume a potential client will read your brochure cover to cover. Unless the reader is ready to make a business decision regarding your company's offerings, chances are your brochure will only get a quick "once over."

The cover of your brochure, which is what the reader sees first, should convey an immediate positive impression and tell the reader what you can do for them—both in words and visually.

The inside panels of your brochure can go into further detail about your products and services. Be sure to put the most important information first in each panel of the brochure, and make sure your contact information is highly visible so a prospect can easily call you or go to your website.

The Products.

Your Starter Kit will include all thirteen full size Esther products, Catalogs, Invitations, Brochures, a Consultant Success CD and all the training Information you need to have a successful home-based business. You can start having parties and making a difference today!

Esther products are unique. Inspired by nature and infused with natural ingredients, utilizing the best of modern technology, this collection focuses on systems targeted to special skin concerns.



Our formulations are state-of-the-art and our natural ingredients are proven effective. We are constantly striving to keep pace with science and industry trends. Esther Skincare fulfills its promise of ensuring healthy, youthful skin vitality.

Tip:

Be sure to have a **“call to action”** for the reader somewhere within the brochure. Your call to action should prompt the reader to **“act now”** and, if possible, entice them with a time-limited offer that's hard or impossible to resist.

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Mistake 3: Too Much Text

When a reader encounters a brochure with page after page of text, they will typically skip over the text, thinking they will read the “fine print” later.

For most brochure readers, there is no later reading.

Remedy: Use text sparingly

A brochure is a delicate balance between making an impression, selling your capabilities and informing the reader who may be totally unfamiliar with your company.

Rather than trying to explain everything about your company, products or services, just use a few paragraphs of copy within your brochure.

Assume that readers will spend less than one minute looking over your brochure, and will only get a quick impression about your offerings.

By breaking up your brochure with photographs and by using as little text as possible, you can visually encourage your readers to spend more time with the brochure, and hopefully learning more about your company.

■ *Fundraising:* Granting wishes requires more than just a caring heart. Help us locate businesses to donate services, individuals and corporations to assist with funding.

■ *General support:* From general office administration to event coordination and staffing, Conquering Cancer needs your help to meet our mission and goals.

Contact us today for more information on how you can help someone conquer cancer.

Tip:

Adding photographs to your brochure will not only add visual interest, but can help you to visually illustrate points about your product or services.

Use brief photograph captions to explain photographs that are complicated or unfamiliar to the reader. Always use professional photographs or high quality stock images to add visual interest to your brochure.

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Mistake 4: Illegible Type

By trying to put too much information into a brochure, designers will often use smaller print sizes. But smaller print makes the brochure much more difficult to read.

Given that the majority of our population is 50 years of age or older, most of your readers will find it difficult to read small type and your marketing message will simply be lost.

Remedy: Use larger, easy-to-read typestyles

This doesn't mean you should use type the size you find in "large print" book editions, but you will want to make the type slightly larger. Also, by utilizing extra line spacing so the brochure copy is spread out, you can make your brochure more inviting and easier to read.

Even if your audience is fairly young, by using less text in your brochure, combined with making the text a little larger, you will encourage the reader to read through the brochure, rather than skimming over the information.

Support Survival

If you would like to support our efforts, Conquering Cancer offers many alternatives:

- Do you have a talent or business that you think a survivor might need? We'd love to put it to use in support of cancer survival.
- As with any non-profit organization, we rely on the generous donations of caring people like you. We accept both monetary and in-kind donations, and as a non-profit organization, your donation may be tax deductible.
- A big part of our mission is to give cancer survivors an outlet to show their pride and determination in beating their disease. That's why the products in our Cancer Survivor Store reflect the understanding of what it means to be a cancer survivor.

Tip:

Avoid using *italics* and "fancy" typefaces which can be very difficult to read. Instead, choose a type style and type size that is easy to read.

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Mistake 5: “Saving Money” by Doing It Yourself

At first it seems that by creating your brochure in-house you can save your company money, often the exact opposite is true. Poorly designed and printed brochures can cost you credibility and sales.

Remedy: Let a professional design your brochure

There's a reason you take your car to a service center have the oil changed. After all, an auto service center has professionals who know how to get the job done right the first time.

A professional designer can make sure your brochure is designed to make a great first impression with prospective clients, and can actually save you time and money by getting it right the first time and helping you to avoid costly mistakes.

A graphic designer will not only guide you through the process, but will provide an outside perspective and insight from working with many clients.

Most designers also work with a number of offset lithographers, so your brochure doesn't have to conform to limitations of in-house inkjet or color laser printing.



the-art and our natural ing
We are constantly striving
dustry trends. Esther Skinca
healthy, youthful skin vital

Tip:

Not sure where to find a graphic designer?

Check with your local chamber of commerce to see what local designer or marketing resources are available.

Interview potential designers and have them show you samples of their work and be sure to check out references before you start on any project.

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Mistake 6: Making Your Brochure Obsolete

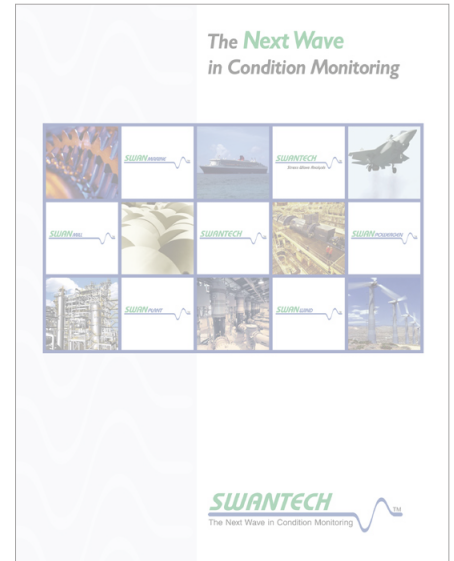
Outdated information and brochure designs can give a prospective client the impression that your company is behind the times or doesn't offer products or services as advertised.

Remedy: Edit your brochure copy carefully to maximize the longevity of your brochure

While it is tempting to put everything into your brochure in order to give prospective clients a complete picture of your company, avoid putting in information that will date the brochure or make it obsolete.

Avoid specific information such as, "in 2008 our sales topped \$2.5 million." In a couple of years the information is no longer useful and if sales go down, this kind of information can hurt your image.

It can be tempting to show the "team" or key people involved in your company, especially if they are well known in your industry. But what happens if someone you highlight in your brochure leaves your company? It may be better to use more generic images of people, rather than images that profile individuals.



Tip:

Think about using an unusual size or color combination to make your brochure stand out from the rest. Not only will your brochure get extra attention, a creative approach to size and color can visually reinforce your company's uniqueness.

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Mistake 7: All Sizzle . . . But No Steak

Marketing brochures will go to great length to sell the “sizzle” about a company’s products for services, but fail to simply tell the story of what the company is about, why it is successful and why someone should do business with them.

Remedy: Tell your story

Every company has a story to tell. Companies are created and driven by people and how your company handles challenges, problems and seemingly impossible deadlines tells a lot about the character of your company and the people who “make it happen.”

How a company grows from one person with a vision to dozens or hundreds of employees in a few years is a story worth telling. Prospective clients want to associate with successful companies.

If your company routinely “goes the extra mile” for clients, let prospective clients know they can expect the same great customer service. Client testimonials are a great way to advertise to potential clients.

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Easy to Install
SWANTECH's sensors are non-intrusive and externally mounted. They can be flexibly mounted with bolt-on, drill and tap and screw-on type enabling attachment to almost any type of machine surface. The sensors also have a number of orientation options making installation fast and easy.

Yields Clear Results
Direct operational benefits of SWAN . . .
 • SWAN allows you to watch how your existing assets because SWE is a measure of wear and load and will vary with operating conditions.
 • Correlating SWE with other measurements (DATA FUSION) yields operational wisdom because monitoring SWE will extend operational life and can result in the development of "Best in Class" operating procedures
 • Provides the earliest problem indication and virtually eliminates false alarms

The result . . .
 • Reduced operational costs by maximizing availability of machinery
 • Reduced maintenance cost and secondary damage
 • Maximize equipment life cycle and time between scheduled maintenance out-ages, shutdowns or dry docks

A Wide Range of Applications
 SWAN is an instrument of detecting localized surface damage, shaft misalignment/imbalance, lubrication effectiveness, bearing damage, seal damage and other machine problems. The system is proven to work on a variety of operations including:
 • Gas turbines • Pumps
 • Transmissions • Compressors
 • Electric Motors • Axial fans
 • Generators • Thrusters
 • Gearboxes • Propulsion units
 • Engineering test stand diagnostics

SWANTECH
 The Most Wise in Condition Monitoring

For more information about our products, services and technology, see our web site at www.swantech.com. You can contact us directly at 915.419.2696 and Fax 915.419.2695 or email us at sales@swantech.com.

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 Fort Lauderdale, FL 33309

Tip:

If you're not sure why your customers keep coming back—ask them. Ongoing customer surveys are a great way to make sure your company is providing the highest level of quality and service.

Formal and informal surveys are also a great way to find out more about what keeps your clients loyal and making referrals.

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Who is Design-First?

On-Target . . . On Budget

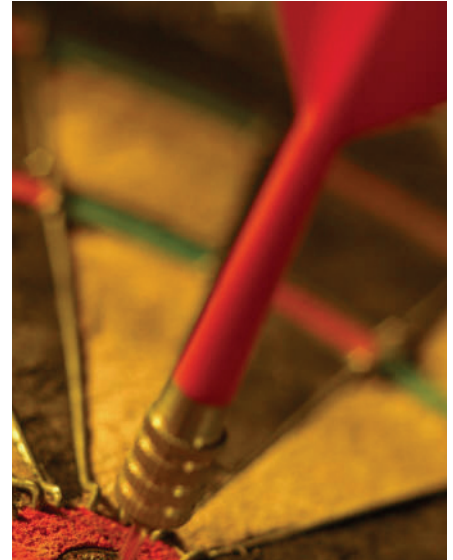
Design-First is a full-service marketing firm, which means we strive to provide our clients with whatever is needed to take a rough idea or concept through all the steps needed to provide the client a complete marketing program.

Typical projects include:

- Website design
- Brochures
- Product sales sheets
- Newsletters
- Catalogs
- Direct mail
- Print coordination
- Business Blogs
- Website strategy

We are a versatile company and have over 25 years' experience helping small, medium and large businesses to market themselves. We have built a reputation for not only being creative, but also for being dependable and extremely detail oriented.

Whether you have a small or large marketing budget, we work by the project and pride ourselves in staying within our clients' budget.



“Our clients like the fact that we always do exactly what we say we will do . . . and more.”

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President
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There's No Time Like the Present . . .

It's easy to get started working together.

Let's start by talking about your company and your marketing goals. By getting to know each other and discussing your most immediate marketing needs, we will have an opportunity to make sure we're a good fit for your company. And you will see firsthand how we approach marketing projects and how we put our experience to work for you.

Contact Us:

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Quick Quote Request:

Use our **Quick Quote Request Form** to give Design-First some idea of what your project needs are: > Go



“We listen to our clients, and then we ask a lot of questions, and listen to what our clients say. Our goal is to fully understand our clients’ marketing goals . . . then we get started.”

Vann Baker
President

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