

Before You Begin

When creating a brochure, or flyer or other materials, keep the following in mind before you begin:

1. **Purpose:** First and foremost, remember the purpose of your communication. The purpose of any piece should be to inform and motivate.
2. **Audience:** Who is the intended audience? The language you use in your copy should be suited to your audience.
3. **Customer Viewpoint:** If you were a potential customer, what information would you need to know about the product or service described in the publication? Your communication should be written from the customer's viewpoint, not your point of view. It should highlight the benefits to them of using this product or service. Pretend you are listening to your customer asking these questions:
"What's in it for me?"
"Why should I use this product or service?"
"What will I gain?"
"How do I sign up or get more information?"

You should answer the basic "who, what when, where, why" questions in your copy. Use testimonials if you have them. Provide the information your customer needs. One of the biggest complaints readers have with brochures is that they don't provide enough facts and data for them to make an informed decision.
4. **Call To Action:** What is it you want your audience to do after reading your brochure? Call? Register? Come? Buy? Remember? Tell them what you want them to do and give them clear instructions about how to do it.
5. **Distribution:** How will it be distributed? Does it need to be accompanied by a letter? Can it stand on its own? Do you need to create a self-mailer or will it be included in an envelope? Would the information be best suited presented as a brochure or as a flyer?
6. **Budget:** What is the budget for the brochure/flyer? Can you have it professionally printed, or is it to be produced in-house? Do you have funds to purchase specialty paper?

Your Design Ideas

(If you have ideas, we'd love to hear them. If you're not sure, contact us and we'll explore options together.)

Special Instructions

Attach previous documents if applicable

(e.g. last year's calendar or publication). Please submit this form to the Communications Department in Hampton to the attention of Cindy Laurendeau.