



Build Your Business

Brochure Planning Worksheet

—

Ensure your business makes a lasting impression with potential customers by planning and organizing the structure of your next brochure.

What You'll Need

- Hammermill® Premium Color Copy Cover or Hammermill® Premium Cardstock
- An online design service or computer design program

Offer up your business' latest offerings with a clear, concise and appealing brochure.

Brochure Planning Worksheet

<p>What is the purpose of the brochure?</p>		
<p>Who are the main audiences for the piece? Rank them from most important to least.</p>	1.	4.
	2.	5.
	3.	6.
<p>What should the brochure get the audience to do?</p>		
<p>What is the main message of the piece?</p>		
<p>What are the main supporting points, or groups of information?</p>	1.	
	2.	
	3.	
	4.	
<p>What other information <i>must be</i> included in the brochure?</p>		

Offer up your business' latest offerings with a clear, concise and appealing brochure.

Brochure Planning Checklist

	Y/N	NOTES
Is the purpose of the brochure clear and easy to understand?		
Is the main message easy to understand?		
Does the brochure content support the main message?		
Does each page have/make a clear point?		
Does the design of the brochure make the contents easier to understand?		
Is the content scannable?		
Are you providing your audience with what they want and need?		
Are you speaking to them in <i>their</i> language?		
Does the look and feel of the brochure support your brand?		
Does the brochure include extraneous information that is distracting?		
Does the content of each page work together to support each other? <i>(including imagery, graphics and design elements)</i>		
Do the pages work together to provide a unified coherent whole?		
Is the brochure memorable?		
Is it exciting or interesting?		
If someone gave you this brochure, would you do what it asks?		
What can be done to make sure the brochure audience is motivated to take action?		