

10 Bonus Bits to a Better Brochure



Your Print Management Partner

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The right brochure in the right hands can work wonders with your sales! I constantly hear or see the word cheap when people are talking about print, especially when it comes to brochure printing... is this you?

You see, when creating brochures (or any printed item) the best question you could ask is not – “how can I reduce the cost”, it should be “how can I improve the return?” It’s all about a change of mindset – if you’re thinking along these lines then you are one step closer to getting the best from your print. Here are some tips to help you get started:

Contents

- 1 - The 5 P's
- 2 - Printing
- 3 - Design For Life
- 4 - Material Things
- 5 - Target Acquired
- 6 - Content is King
- 7 - Call on Me
- 8 - 30 Second Warning
- 9 - Shout About It
- 10 - You're Who?
- 11 - About Us

1. The 5 P's – It's all in the Planning

Create a plan of what you're looking for. The purpose of your printed brochure and what you want the results to be. Getting it right at this stage, means that you can answer all the questions your designer & printer should ask you.

2. Printing

Why speaking to your printer or print management company at the start can save you time & money

Work with a printer or print management company like us before getting to the design stage – this makes sure you're taking advantage of any hints or tips they have for you about production and the best for your item. You could save some money here – or find that extra pages won't cost anything extra. This will be the stage you get an idea of size & pagination as well. Don't be tempted to print your work out on a desktop printer though – this is a sure-fire way to repel business not win it!



3. Design

Great content & great print will only get you so far If it's

Work with a designer to help improve the look and feel of your ideas. Better than most people, I'm sure you know the importance of good quality design when you're trying to win new work & customers? Designers will help you with typography, layout, Proximity, Alignment, White Space & Balance. Using their experience & training to get the most from your ideas and content.



4. Material

Choosing a finish that will enhance the look of your brochure is key to not sending mixed messages.

Choose a paper stock that enhances your company, product or service. There are a multitude of paper stocks & finishes out there, by speaking to a printer or print management company, you'll be advised of the benefits or pitfalls of using different items. Along with the experience these guys have of what the item would look like with whatever stocks/finishes you choose. If you're struggling with this section, give us a call we have various printed brochures and paper samples we can show you to choose from.

5. Target Acquired

Highly targeted, your brochure should speak to only the market you're passing it to. Be clear about this point, so you're able to maximize the return.

Make sure you're addressing your contacts pain, make sure you give it a prod (to make it worse), show them you're different and then make sure you offer them a direct and easy solution to their problem. This method doesn't mean you have to niche your business down to simply only one area.. more that you should be creating separate marketing items to speak to separate markets.



6. Content is King

Even in writing there are things you need to watch out for, things you should include and things you should miss out.

Set long text out in an interesting format – catchy titles, subheadings, bullet points. Skim readers will then find it easier to consume. Make sure your copy is GREAT! Your designer will help with the layout of your brochure, but if your copy isn't great, consider hiring a copywriter, these guys are worth their weight in Gold, as you'll most likely overcomplicate your own work. Take a look at our short guide on 10 ½ ways to improve your content for a little help.

7. Call on Me

Not to be missed – but easily confused. Your Call To Action can't come across as a panic that you're worried about how they can spend their money with you!

If there's something you want your reader to do, however easy or simply you think it may be – don't leave it to chance, make sure you make it plainly obvious AND easy to follow. Also don't confuse the message – if your aim for your brochure is to gain a phone call, make sure you don't confuse matters by keep mentioning your email address or website, you get the idea... You can include the items, maybe the back cover for example, just don't mix your Call To Action.



8. 30 Sec Warning - Urgency

Like a leaflet coming through a door – you only have a finite timeline for your brochure to be at the fore-front of your customers mind... don't leave it to chance.

Why should your potential customer act right now? You can't let them put your brochure down, if they do, you risk losing their interest (possible for good). You need to find something that will make them take action whilst they still have your brochure in their hand. This is made all the easier with correct customer avatars, if you know your target market and their pains/problems, you'll be able to communicate in their language, which will make it even easier for them to take action.

9. Shout About It

You may think you're the greatest, that your product or service beats all the competition! But what you say doesn't mean anything to your potential customers.

Don't forget social proof! If you're selling a product or service, include testimonials from current satisfied customers. If possible use a picture of them also. There's nothing more powerful than other people telling potential customers how you've helped them or how great your product is. The best way to enhance the effect of testimonials is to base their answers around the various concerns your target market may have about your product or service (for example, price, result, ease of use or timescales).

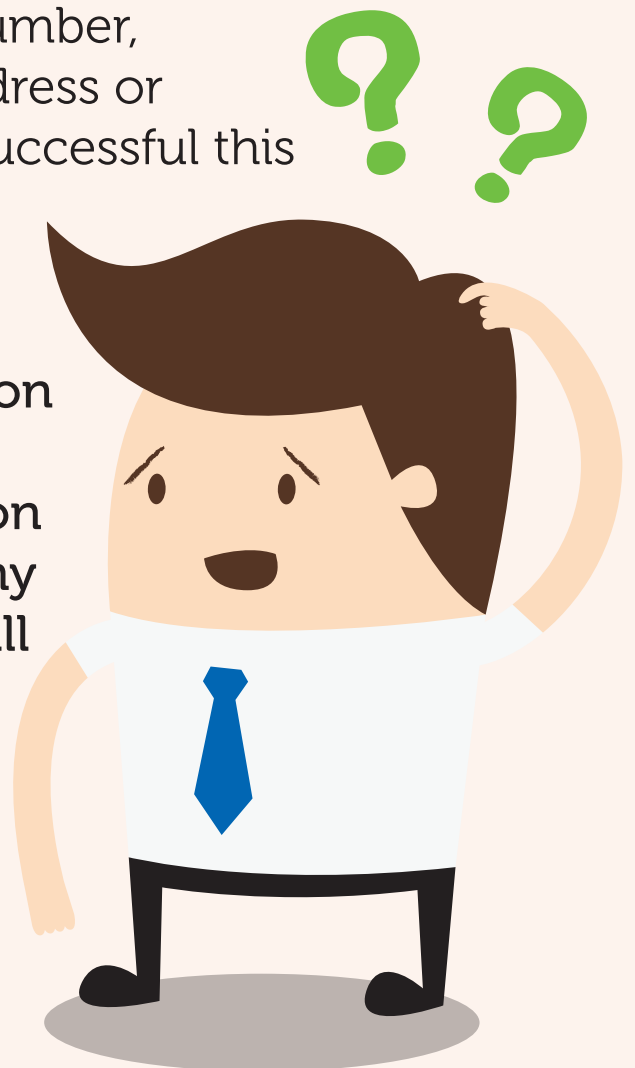


10. You're Who?

If you're not concentrating enough on the job at hand, items can be missed off! Once you've started your planning (using this eGuide), make sure you have a checklist of things you need to include and make sure you stick to it.

THE BIGGEST (and I've seen this done) don't forget to include contact information on who you are and how you can be contacted! I've seen a company produce a VERY large mailing campaign, which involved a printed brochure. Nowhere on the brochure was there a phone number, company name, website, email address or physical address... I wonder how successful this campaign was for the company?

If you want a little more information on Brochures and various styles available, take a look at our page on Brochure printing & if you need any help at all – we're only a phone call away (01933 698 123).



About Us

We're a family run print management company based in Northamptonshire, looking after print communications for a wide range of customers. We use our knowledge and experience of the print industry to save you time and money without sacrificing quality, leaving you to focus on your business.

Quite simply, we provide high quality print, managed by experts to help you save on costs while growing your business.

Blue Star Print Solutions was founded in 2011 by Richard Markie with the sole aim to provide superior printing and distribution services that enable clients to easily and cost-effectively communicate with their customers.

We've worked, not only with local start up's, but multinational and internationally recognised brands to improve their purchasing and procurement of print and bring control of their brand back to the business.

To stop making mistakes on your print, and to experience a little print freedom for yourself, get in touch with us now on 01933 698 123 or email info@bluestarprintsolutions.co.uk.

It's Your Print, Our Passion



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