# Checklist for Print Brochures

A well-designed and printed brochure is a powerful marketing tool for any business. Here are some essential steps to follow.

❑ **Know your target audience.** Before you start designing your brochure, it's important to know who you're designing it for. What are their pain points? What problems are they trying to escape. What are they looking for? What kind of language and visuals resonate with them? Knowing this helps you create a brochure that speaks to their needs and interests.

❑ **Write the content for your brochure.** If needed, use a professional copywriter to craft compelling content.

❑ **Consider adding a sales letter to go with the brochure.** There's a saying in marketing that "the letter sells, the brochure tells." A brochure on its own is not likely to sell the appointment or the product. Unless the brochure is given to the prospect by a salesperson, a letter is typically needed to move the client to action.

❑ **Choose the right size and format.** The size and format of your brochure depends on your target audience, the purpose of your brochure, and how it's going to be used. Is it for use in stores? In direct mail? Or both? You can choose from various sizes and formats such as bi-fold, tri-fold, gate-fold, or z-fold. Talk with your designer and print provider to find the best options.

❑ **Create a compelling, simple design.** Your brochure should be visually appealing and easy to read. Avoid clutter. Use clear, concise text and a consistent color scheme to create a professional look. Use visuals to break up text and make the brochure more visually attractive.

❑ **Use high-quality images.** High-quality images can make a big difference in the effectiveness of your brochure. Use professional images that are relevant to your message and high resolution for crisp printing. Avoid images taken from a website.
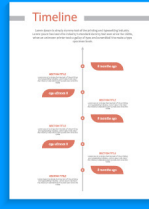
❑ **Craft a powerful headline.** The headline should grab your audience's attention and convey the main benefit of your product or service.

❑ **Include a call-to-action.** What do you want your readers to do after they read your brochure? Always include a clear call to action, such as visiting your website, calling for more information or a consultation, or visiting your store.

❑ **Include QR codes.** QR codes can give the reader access to almost limitless content. They can lead to demonstration videos, FAQs, or any relevant website page or other content.

❑ **Choose the right paper.** The paper you choose will affect the look and feel of your brochure. Consider the weight, texture, and finish of the paper. A glossy finish can make colors pop, while a matte finish can give a more sophisticated look.

❑ **Choose the right print finishing options.** Additional ways to make your brochure pop include embossing, foil stamping, die cutting, Soft Feel coatings, Flood and Gloss UV coating, or our favorite – Soft Feel AQ (aqueous) with Spot Gloss UV.

❑ **Proofread and edit.** Before you send the brochure to your print provider, have at least two people proofread and edit your content. Check for grammar and spelling errors and make sure all information is accurate. For the most accurate proofreading results, print your brochure on paper. It is too easy to "skim" on a digital device and paper will reveal things that go unnoticed on a digital device.

❑ **Choose the right print provider.** Choose a reputable print provider that offers high-quality printing services and can deliver your brochures on time.

❑ **Prep your files for prepress and printing.** If you're working with a print provider who is handling your design work, you won't have to worry about this part. They'll do it for you. Otherwise, follow your print providers file submission checklist.

By following this checklist, you can create a brochure that effectively communicates your message, grabs your audience's attention, and drives sales for your business. Done right, your brochure will deliver results for the long term.