

# 5 Principles for Creating Business Brochures

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# Broadcast Your Brand

You've invested in creating your brand.

So why neglect the most basic printed tool for your business? Include these 5 principles in your company brochure, and your business will blossom.

The best part? It's easier than you think!



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## Principle #1

# Engage to Please

A printed piece must be visually pleasing to the eye, and it must include content that leads to a logical and emotional conclusion.

Three elements accomplish engagement: the design, the images, and the words.

Most people are surprised to discover the words are the crucial element.

[Click here to learn about branding >](#)



## Principle #2

# Inform Purposefully

A brochure is a snapshot of your business.

The purpose is to influence the reader to find out more—not provide a mini-biography. This is where most brochures blow it. Simplicity is vital.

Too much information and guess what? You've lost them. It didn't engage, it repelled.

Create a visual and content pathway for your readers.

[Click to learn about Business Brochure Blunders >](#)



### Principle #3

## Communicate Clearly

Brand clarity is about your customer's perception of your company.

Your logo is not your brand. It is a symbol or mark of your brand. Your brand is the intellectual and emotional sentiment that others form about your company.

The brochure must answer the question, "Who are you and how can you solve my problem?"

[Click here to learn about Brand Identity >](#)

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## Principle #4

# Go Easy On the Images

Brochures communicate a limited amount of information.

Big and few. Think of those two words when choosing photos for a visual pathway in the brochure.

A few big images are easy on the eyes and communicate far more than a smattering of small images. Lots of tiny images make the brochure look cluttered and have little impact.

[Click here to learn about Brochure Blunders >](#)

## Principle #5

# Write the Words Well

Design and images convey, but words communicate.

The words are the most important component of the brochure. The words sell.

The words (copywriting) are what influence people to sign-up, enroll, or purchase. Well-written words convince, poorly written words confuse. A well-written brochure fosters the foundation for business relationships: trust.

[Click to learn why words are vitally important >](#)

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**"The hard part of writing isn't the writing; it's the thinking."**

William Zinsser

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