

## Pre-Flight Checklist – Successful Brochures/Catalogues

### **1. Objective**

Define exactly what you want to achieve with a brochure, catalogue or leaflet. Do you want to sell, educate, inform, collect information or invite feedback? What do you want the reader to do? Phone up and order, click on the website, pass on to a friend, leave on the coffee table, donate to the dentist's waiting room?

### **2. Brand**

This is the key element to trigger memory recall and build a relationship. Understand the needs, problems or challenges of your target audience. Acknowledge them, empathise with them, identify with them, and make them feel they belong. Encourage them to Know, Like and Trust.

### **3. Product**

Select product that closely matches your target audience needs and brand proposition. Place your best selling products prominently. Don't pad out with weak products.

### **4. Pricing and Sales:Space Ratio**

Price reflects your product positioning and target audience preferences. Premium products and luxury items deserve more space: the lower the value, the more products per page. Place low value, impulse buys opposite the order form at the back or middle.

### **5. Design**

The medium is the message. The quality of paper, printing, binding, photographs, number of pages, colours, style, language and tone, all reflect your brand personality. What is your message to the customer?

### **6. Structure**

If you have a wide range of product or many pages include an index or table of contents. Think of the content as a series of Double Page Spread (DPS) adverts with headline, image, proposition, benefits and price.

### **7. Cover**

The purpose of the [Front Cover](#) is to grab the attention of prospects and compel them to open up and read further. The [Back Cover](#) should ideally form a DPS with the front cover. Consider if it is lying face down on a coffee table. Will it attract attention? Use prominent branding.

## **8. Pace**

To discourage the reader from flipping through use [Stopper Pages](#). Devote a whole page to a product, with a large photograph or graphic image, strong headlines and price points. Use left and right hand pages as readers flip from either end.

## **9. Photographs**

Use quality library images or commission a good photographer. Don't skimp – it shows. Use real models, people are interested in other people. Vary the size, style and page position.

## **10. Page Layout**

Place a [Hero](#) on every page, a dominant product or image, something to draw the eye and make the reader stop and look closer. If it's worth saying – say it again. Reinforce benefits and call to action but vary the copy and layout.