

Getting Your Target Market Pick Your Brochure Out

You see them in grocery aisles, malls, banks, airports, bus terminals, conventions, and almost in every site where people usually come in. They come in various colors and, sometimes, forms and sizes. Whether you pick one up because you need to learn some much-needed information or merely because you are bored, pamphlets are always there for you.

There's no doubt that they are attention-grabbing, their loud colors or big heavy texts and their strategic locations made certain they would get your notice. But with all the other brochures out there, catching your attention isn't sufficient. The true test of a great brochure is that it will stick out in the sea of other colorful pamphlets, enough to have you pick it out from the rest.

While getting a brochure to stand out isn't simple, it's also not difficult. There are only few measures to remember in making a stand out brochure.

The first and most crucial step is knowing your intended market. Maybe you have created the coolest gothic-themed design you could think of, even including a vampire versus werewolf design. But would your target market of males aged 30 to 50 appreciate that, or even give it a second glance? Not learning your target readers is a surefire way to lose readers.

Don't overload your brochure with book-like text. Nothing kills the interest of a forced reader by boring texts. A short title in eye-catching font with an accompanying caption will do. The information on the subsequent pages should also be easy to read, most preferably in a bullet format.

Don't forget your business' name and contact information. After catching the notice of your readers, they would of course wish to know more. And what good would your brochure do if they can't refer possible clients back to you?

Your brochure design should not only correspond to your intended market's preference, but to your message as well. You may have enticed working class adults with your perfect beach vacation-themed design and layout, but your brochure's subject matter of automobile loans isn't anywhere near your design. That would just create confusion, prompting your readers to believe that the brochure doesn't really know about its own content. There is also a design overkill. So utilize a single theme on all the brochure's pages.

Lastly, the brochures must be set in an eye-catching site where your intended readers mostly stay. People won't bother to pick up a brochure that says about a big store sale event that is happening in another province. A pamphlet about a restaurant's major buffet event is also unlikely to be noticed if placed in a stand near a health gym.

Those are just some of the basic ways you should consider when you wish your brochure to stand out. You could likewise try adding gleaming texts or other special effects or even have attractive girls to personally hand out the pamphlets if you think those would help. But for starters, try the said steps first to ensure your brochures would be given more than a passing glance by your intended readers.

About the Author

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