



## CAA'S GUIDE TO DEVELOPING A POWERFUL & EFFECTIVE BROCHURE

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Your brochure will be one of the most important investments you make. Its appearance will define your program and send powerful messages about your level of professionalism and quality. The brochure also communicates a level of monetary value to prospective clients and therefore has a direct influence on the rates that your clients will be willing to pay. It is important to produce the highest quality brochure possible, given your budget. Finally, the budget for this type of project should be based upon your expected returns, not solely on an arbitrary amount that “feels like the right number”.

The following is a list of ingredients and an outline of the process that we will experience as we develop your brochure(s).

### Some Key Ingredients to Developing Your Brochure Will Be

- A clearly defined time line and realistic expectations for the project
- A small marketing team to lead the project
- A professionally developed logo and tag line will need to be completed
- A value proposition statement and a definition of your ideal client relationship will be developed with the help of your CAA Advisor
- A theme or common thread that will run throughout the entire piece
- A clear sense of the one or two actions that the brochure should invoke – this could include a phone call to your organization, a visit to your website, or it may include the reader completing a brief survey
- An easy to understand and well articulated benefit to the reader when he/she takes the desired action
- A sophisticated design that encourages the reader to view the piece more than once and continue to discover new design elements
- An agreed upon color scheme & graphic theme
- Language and copy that are client centered
- Professional and deliberately placed photographs



## THE CHALLENGE COURSE ADVISORY TEN STEP BROCHURE

1. 1-2 hours phone or in-person interview to discuss the marketing piece and the role it will play in your sales process. During this meeting we will answer the following questions and more:
  - What is the brochure designed to do?
    - Stimulate a request for a proposal
    - Narrow their perspective so that they can begin to identify the product they want
    - Generate a phone call
    - Allow you to have a common reference point when speaking by phone
  - We will also want to get a realistic sense of the time commitment that each of us will dedicate to the process and identify a budget that includes copy writing, editing, photography, graphic design, printing, and delivery.
2. Your CAA Advisor will produce a rough outline on paper that includes the theme and flow of information as well as the basic content for the brochure. This will be based on the agreed upon length, desired outcomes, & your budget.
3. You review the outline and offer feedback, suggestions, and make sure you have all of your questions answered.
4. Design work on a logo (if necessary) and the style board concepts will be developed by one of CAA's graphic artists. You will be able to view these concepts on line at a special project website we will create just for you. Note: Your CAA Advisor can work with your graphic designer but it is more efficient to let our team manage the entire project as we have developed our own internal systems.
5. Photos (photo shoot if necessary), text, design and layout are brought together and displayed for your review on your project website.
6. Electronic versions of the brochure are sent to you for review and near final edits.
7. Revisions and final edit
8. Blue line version sent to you for the absolute final edits. Note: changes at this stage can be very expensive!
9. The brochure files are sent to the printer
10. Brochures delivered to you by UPS or Fed Ex.