

Back Panel Heading



This is a good place to briefly, but effectively, summarize your products or services. Sales copy is typically not included here.

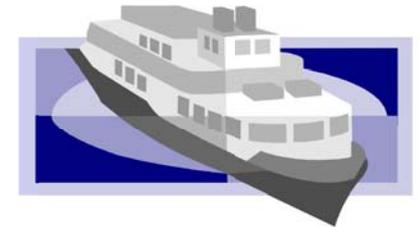
Company Name

Street Address
Address 2
City, ST ZIP Code
Phone: 325.555.0125
Fax: 325.555.0145
E-mail address

YOUR LOGO
HERE

Company Name

Product/Service
Information



Your business tag line
here.

Phone: 325.555.0125

Main Inside Heading



Caption describing picture or graphic.

Overview Headline

When readers open the brochure, this is the first text they will see, making this a good place to briefly but effectively summarize the products or services that you offer.

Make this text compelling and interesting so that readers will want to read the rest of the brochure. Be sure to keep the scope of this introduction narrow enough so that you can adequately cover the concepts you raise here in the limited space of the rest of the brochure.

Structuring Your Content

You have a number of alternatives for organizing the content of your brochure. You might choose to devote each column to a separate point or theme, such as quality and value. Remember, these points should tie in with your introductory text on the first page of the brochure.

An Alternate Approach

On the other hand, you might want to organize your information as a continual stream of



Caption describing picture or graphic.

information broken up into smaller, “easy to chew” chunks. These smaller chunks can be separated by a descriptive subheading, like the one that begins this paragraph. If this is the approach you prefer, you can make use of linked text boxes, which allow text to flow from one column to the next.

A text box offers a flexible way of displaying text and graphics; it’s basically a container that you can resize and reposition. By linking a text box on one page with a text box on another, your article automatically flows from one page to another.

This area can be used to give the reader clear instructions for the next steps that you hope they will take. It may be a number you want them to call, a Web site you want them to visit, or information you want them to fill out. Whatever the case, this information should be clear, brief and engaging enough to motivate the reader to make that small decision to move forward.