

Overview Headline

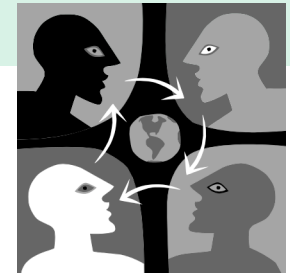
When readers open the brochure, this is the first text they will see, making this a good place to briefly but effectively summarize the products or services that you offer. In other words, this is the introduction to your brochure, and what follows will be an elaboration of the general information that you place here. 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.

Recipient Name
Street Address
Address 2
City, ST ZIP Code

Company Name
Street Address
Address 2
City, ST ZIP Code
Phone (305) 555 0125
Fax (305) 555 0145



Company Name



Your business tag line here
Web site address

YOUR LOGO
HERE

Printing This Brochure

This brochure prints onto Legal-size paper (8.5 x 14), which you then fold into thirds. The brochure consists of two pages that are designed to print front and back (double-sided) on a single sheet of paper. There are two ways that you can print the brochure:

- **Print it on separate sheets of paper.** After doing so, you take them to a copy business and ask it to print the two sheets double-sided onto one sheet.
- **Print it directly onto one sheet, double-sided.** You can do this automatically or manually. To do this automatically, you must have a printer capable of printing on both sides of a sheet of paper. Before printing, set the printer properties to print on both sides of the page by clicking **Print** on the **File** menu, clicking **Properties**, and then on the **Layout** tab clicking **Flip on Short Edge** under **Print on Both Sides**. To print double-sided manually, feed a sheet of paper through the manual feed tray of your printer, printing the first

page, and then feed the same sheet through the manual feed tray again, printing the second page on the other side. For more information, refer to the documentation for your printer.

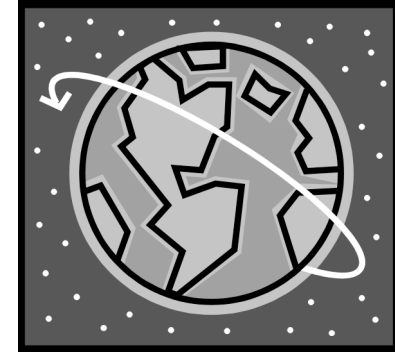
Structuring Your Content

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” or “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 information broken up into smaller, “easy to chew” chunks. These smaller chunks can be separated by descriptive sub-headlines, 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. For information on how to link text boxes, click **Continue a story elsewhere with linked text**



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