



## CREATING YOUR OWN BROCHURE

Many new businesses are overwhelmed with the costs associated with starting a business. Having marketing materials is critical to the success of your business. How would potential clients know about you if you didn't have something you could provide to them that presents what you are selling?

The information provided here is to assist new businesses with creating a rack brochure on their own through the free on-line templates provided by "Avery Software".

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To get to the Avery site: [www.avery.com](http://www.avery.com)

Click on **Product Catalogue**

Click on **Cards**

Click on **Brochures**

Products Catalogues – Cards – Brochures

- Here you will find templates for Color Laser brochures and Ink Jet brochures

Click on **Color Laser Brochures**

- Here you will find a link to product # **5884**. Click on link to see the various template brochures. ALTHOUGH IT APPEARS THAT YOU ARE BUYING SOMETHING YOU ARE NOT.
- Mid way on the page you will find "*Helpful links for this product*".
- Click on "**Pre-Designed Templates**"
- Once the page is opened, as you scroll down you'll find a number of brochure template designs.
- Choose the design that you prefer
- Click on the design and save to your computer both the inside and outside template

Now you can close the Avery site and work on the saved templates

An example below has been created for you to use as a reference tool to assist you with content for your brochure. The template used is Contemporary designs – Big Blocks. The "ideas for this area" are suggestions for content based on:

- The requirements of the Business, Market and Trade Ready Criteria which is necessary for access to Tourism Yukon's marketing programs
- Information that the reader would need in advance to help them make the decision to book your product
- Information that visitors expect to be provided so they can plan and budget their holiday time

If you are unable or do not want to provide these sorts of details in your tri-fold brochure it is expected that you would have this information available to potential clients on your website.

## TIPS FOR WORKING IN THE TEMPLATE

This template is an 8.5 x 11 inch tri-fold brochure with information on both sides.

The panels have been numbered for folding reference.

The “ideas for this area” are just suggestions. You decide what information you want to put on your brochure.

Where ever there is a box, you can choose to insert one of your own images or place copy.

If you don't want to include copy or an image where noted, just delete any existing text.

The templates are “word documents” - you can manipulate the text boxes by placing your cursor on the dots on the box.

- To make the box wider or longer, click on the dot and drag your cursor.
- Pulling the corners of the box will maintain proper proportions of images

You can move the position of the boxes up, down or sideways.

- To move the position, place your cursor on the border of the box until an arrowed cross appears. Click and drag the box to move it.
- Be careful how much you move it. You don't want your images and copy overlapping the fold

If you are running out of room for your text or insertion of image, adjust the box size so everything fits.

The **Outside Template** contains panels 1, 5 and 6

- When folded, *panel 1* is your front cover.
- When folded, *panel 5* goes inside the brochure, but becomes the last back panel when the brochure is fully open.
- When folded, *panel 6* is the back cover brochure.

The **Inside Template** contains panels 2, 3 and 4

- When folded *panel 2* is the first section readers will open too. The other side of panel 2 is your front cover.
  - “*Heading Here*” this is not your company name, but rather something like – Yukon's Great River Trips or “in the Heart of Downtown”.
- When folded *panel 3* is the middle section and the back side of this panel is the address/mailing panel
- When folded *panel 4* is the final inside page

## PRINTING

Once you have both the inside and outside completed, you will need to print your brochure.

You can log onto [www.avery.com](http://www.avery.com) and purchase their printing products that match the template you've created or the local office supply stores may carry this paper. Using their compatible paper will give your brochure a professional appearance. The folds are already included and the paper stock is for brochures.

If you choose to print on your own selection of paper it is recommended that you use a heavier weight (ie. 80lbs or 100lbs) paper than what is normally used everyday office printers and copiers.

Depending on your printers capability you may need to take your template files to a printing or copying business to obtain better quality color, paper and ability to print on both sides of one page.

To find out more about types of paper, printing and tips:

[http://homebusiness.about.com/od/marketingadvertising/a/brochure\\_tips.htm](http://homebusiness.about.com/od/marketingadvertising/a/brochure_tips.htm)

[http://homebusiness.about.com/lr/printing\\_tips/127076/3/](http://homebusiness.about.com/lr/printing_tips/127076/3/)

Be sure to proof read your template and edit for mistakes before spending a lot of time and possibly dollars on printing. Incorrect spelling, bad alignment etc can reflect poorly on the professionalism of your business in the eyes of a potential consumer.

One example of how to print:

- Print off both inside and outside finalized template
- Put quality brochure paper in a photocopier – make sure ink strong and not running out
- Insert both pages into photocopier
  - Place the inside page, text facing up with bottom of page being fed first into the copier.
  - Place the outside page, text facing upside down, with top of page being fed first into copier.
- Push two sided copy on your copier or also referred to as “one sided to two sided” copy.
- Your brochure should come out printed on both sides, with both sides facing the right direction.
- Fold your tri-fold brochure

When you drop off your brochures to the Visitor Information Centres in Yukon, be sure to take a few extra minutes to chat with the VIC staff to inform them about your business.

<http://www.tc.gov.yk.ca/123.html> - Yukon Visitor Information Centres

Place logo  
here

**Company Name**

## 2. Heading Here

This is the introduction or lure of the brochure.

Describe what you do or it is without going into a detailed itinerary

Include description that will entice the reader to read further.

Share with them the experience that they will have.

### **Insert picture**

Try and use a wow picture that shows the client taking part in the activity or what they are guaranteed to see

What they will be doing or engaged in. ie) cooking over a campfire, fishing, sitting peacefully on the shore eating in the restaurant, checking into the front desk

### 3. Ideas for this area:

Show titles of packages, product or services you offer

Jacuzzi suites

Award winning restaurant

Dogsledding day trips or multi-day trips

Outfitting services – transfers, gear, first aid kits, rentals

Ideas for this area:

Insert image

Insert certification or associations affiliated with

Insert prices and minimum number requirements, forms of payment accepted

What's not included and what's included

Ideas for this area:

General Booking and Cancellation Policy

Requirements for booking – advance booking, minimum numbers, forms of payment.

Advise of possible changes to services due to various reasons beyond your control ( weather, health of animals, safety of area trip is offered in, etc)

## 4. Ideas for this area

Add detail to products, packages or services you've noted on previous panel

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Our turn of the century hotel was built in....

The Yukon's rivers vary in degree of difficulty. We can arrange river trips on any....

Our guides are certified in interpretation and wilderness safety and first aid...

We've been operating for 12 years accident free...

Our group sizes and guide ratio allow for clients to participate at their own pace

Ideas for this area

Show affiliations and certifications

Reservations – contact info, e-mail, phone, website

## Company Name

Street Address  
City, State, Zip  
Phn. 000.000.0000  
Fax 000.000.0000  
Email address.com

Place  
Stamp  
Here

Customer Name Here  
Street Address  
City, State, Zip

## 5. Heading here

- folded inside brochure

Ideas for this area:

Insert image

Booking and cancellation policies

How to find you – direction or insert map

What clients should be aware of and bring – rain gear, bug spray, extra footwear, types of clothing

# 1. Company Name - here

PLACE  
LOGO  
HERE

## Heading here

le.  
Great river trips in Yukon

In the Heart of downtown