

Do's & Don'ts of Creating a Brochure:

Don't

- 1.) Don't use clip art – ever.
- 2.) Don't be your own editor.
- 3.) Don't overload the audience with too many messages.
- 4.) Don't overcomplicate.
- 5.) Don't use jargon that a novice wouldn't understand.

Do

- 1.) Do use actual photos that you've taken if possible or stock photos that can easily be found on the web.
- 2.) Do consult your co-workers and staff. Other people catch mistakes that you may have missed.
- 3.) Do pick no more than 3 messages to communicate.
- 4.) Do know your target audience.
- 5.) Do have someone outside of your profession edit your wording.