

# Marketing to the Mature Marketplace

Your Pathways to Success in Unlocking the 50+ Market

## Building the Better Brochure

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The Industry  
Expert on the  
50+ Mature  
Marketplace

*"There's the difficult to follow, then there's the impossible. Don's presentation was amazing..."*

**Jake Haycock**  
President, Widex  
Canada

Of all the Marketing tools available to help your business grow, a simple brochure can be unique among them for the simple reason of utility – the number of ways a well written, well designed brochure can be put to good use.

This article is going to look at the elements that go into Building the Better Brochure, and how to put it to best use.

When I get a request from the business owners with whom I work, the first step is not to pick out the colors, the photos or even write the copy.

It's in thinking of all the ways in which it will be used.

### Utility is the Key

A common mistake is in having the Brochure never leave the office, relegated to lonely duty in some sort of counter-top display in either the waiting or reception area, in hopes an occasional customer will wander by and pick one up.

The true value of a Brochure is in New Customer Acquisition and so if all it's used for is with the person already "in the building", it does little to aid in that cause.

Remember, utility is the key.

The first step in the development process is in forwarding a short questionnaire that I can use in getting a quick education on the history of the business, the nature of the marketplace, range of products and services and information about key staff.

But the last question is in effect a challenge to the business owner to list at least a half dozen new ways in which the brochure can be used. Community Outreach, Health Fairs, Cross-Marketing, Target Marketing and Free Media should be on that list.

Now, let's focus on layout and design:

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### A Different Layout

Conventional wisdom is that a Brochure should be 11 x 8 1/2, with three panels, leaving a folded size of 3 5/8 x 8 1/2. It's a traditional format and from a printer's viewpoint one that's relatively inexpensive to print.

If But I like a slightly larger format, 14 x 8 1/2", which allows for two extra panels of information. But more important that that, and even though it folds down to the same size, the folding is done a different way. Something called a Parallel Fold.

Here's how it works:

Take a piece of paper and lay it out in front of you. Fold it in half, right to left. Then fold it in half again. You now have four equal-sized panels and a Parallel-Folded brochure.

When the Brochure is unfolded the first time, you have two panels side by side. These two panels, one carrying customer testimonials – including one from a spouse – and the other a “letter” from the owner, are each meant to support the impact of the other. Note the headline on top that helps join both panels in one thought.

Unfold the brochure again and you have all four panels of the inside spread, side, by side, by side, by side.

Now, let's take a look at the content – and the impact - each panel is designed to have

### Panel Descriptions

Front Cover Panel – Taking into consideration the visual and right brain-thinking nature of the 50+ Mature Marketplace (a topic addressed in another article), I prefer some type of “slice of life” photo on the cover, showing people enjoying better life through your products and services, to photos of office buildings or staff.

I'll offer a half-dozen or so of these kinds of photos, giving the business owner the opportunity to choose the one that best identifies the people and activities appropriate to that marketplace.

I'll also encourage the owner to split-run the brochure, meaning that instead of choosing a photo of a couple on the front cover, to instead choose two front cover photos, one showing a male, the other a female. This is based on the time-honored axiom that men advertise to men and women advertise to women.

The only difference between the two brochures is the front cover photo. The additional

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cost of split running the brochure is negligible, if anything at all, and this can be especially helpful in Target Marketing programs.

At the very least, I'll put a friendly wage on the notion that when putting the two Brochures side by side, at a Community Outreach program or Health Fair, that women will usually choose the brochure with a woman on the cover, and males will choose the brochure with the male on the cover.

It's also important to keep the front cover "clean" in its design. Just the headline, photo and practice name (and logo) is all it should contain. Let the visual image of the photo and the benefit headline have the necessary room to provide their own impact. Save the address, telephone and hours or operation for the inside of the brochure.

Back Cover Panel – This is often the most overlooked, under utilized portion of a brochure, often containing only address, telephone and logo. But revisiting the idea that the best purpose of a Brochure is in acquiring new customers, I like to use some form of Self-Qualifying questions, inviting the reader to answer "Yes" or "No" to ten questions.

If the reader answers "Yes" to three or more, he or she is urged to contact the office to arrange for an appointment.

First Two Panels – As mentioned earlier, the parallel fold format allows these two panels to be side-by-side, after the front cover is read. I like to use anywhere from three to five testimonials, **making sure one is from a spouse.**

The letter is written in friendly, conversational languages and invites the reader to learn more about the business by reading further.

Another slice-of-life photo, this time showing couples, completes the design.

### Inside Spread

I've always believed that a well-designed brochure is visual and easy-to-read, with short copy blocks and lots of white space. This is key for older eyes and minds, especially, in aiding retention of information.

I also believe that a well-written brochure is like a story well told: It has a beginning, a middle and an end. In the language of copywriting "Tracking" describes the flow of information and how each copy block segues into the next. Sub-heds focus on Technology, Personal Service, Products & Services, among other topics, and the brochure concludes on the last panel with short bios of key staff.

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I mentioned earlier that it's best not to clutter up the front cover with address, telephone and hours of operation for some other part of the brochure. The bottom of the last panel is where they should go, including a mnemonic (memory) device to help new customers find you.

Across the bottom of the brochure, running from left-to-right, is a banner with a call-to-action, including a telephone number.

That said, let's take a quick look at the printing process:

### Printing Your Brochure

Paper Stock – I recommend a premium grade, 80# dull or matte white book stock. It's important that you not use Gloss or Enamel coated stocks, because of the problem of glare sensitivity with older eyes.

The body copy should be printed in black. Black copy on a white background is the easiest combination to read. Mix some warmer shades in the accent colors for headlines and sub-heads, because of the difficulty older eyes have in distinguishing cool colors (blues, greens and violets).

### Other Pieces

This 14 x 8 1/2" size will almost always mean there are a couple extra inches on the "Press Sheet", the paper being run through the printing press, as the Brochure is being printed. These additional inches of paper would otherwise be thrown out, if not used to print something else at the same time.

As a result, I'll also recommend either of two companion pieces to run on the same press run, at the same time. These additional pieces basically print for free.

There are two that I encourage accounts to choose between: One, a Working Resume of key Staff, the other, a piece used to encourage Customer Referral.

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### **Budget**

Expect to pay anywhere between \$1000 and \$1600 for the printing of 2000 brochures and if you choose to add it, 2000 of either the working resume or customer referral. I provide design templates for the Brochures and companion pieces I develop, then write the copy and as mentioned before, supply the slice-of-life photos.

But because these are in template form, the cost is usually far less than standard graphic design and copywriting charges.

So, the total budget should be less than \$3000. Production schedule is usually on the order of three to four weeks.

And that's how you Build the Better Brochure.