

How to Write A Brochure: With Examples and Visual Attention Scans

by: Neville Medhora of Copywriting Course

Original Post: <https://copywritingcourse.com/brochure-examples/>

So you're about to sit down and write/design/print a brochure, but have no place to start?

Well my friend, take 6 minutes to read this and you'll have an outline (and some templates):



“What is a brochure?”

A brochure is a piece of paper, usually folded up, that informs new customers about your product or service.

If you go to a hotel, they will often have a rack full of brochures from local companies, like this:



There will be all kinds of brochures in these racks:

- Brochures for local attractions.
- Brochures for guided tours around town.
- Brochures for restaurants.
- Brochures for comedy shows, plays, dances.
- Brochures for car rentals.
- Brochures for shopping centers.

However, brochures can be used to promote nearly any service at all.

“The point of a brochure is to be convenient to pick up, carry, and convince a customer to take action.”

So if you go to a spa:

The brochure they give will often be a “service menu” which lists prices and services they offer inside the spa. You are free to take this with you and reference it for later.

If you go to a car repair shop:

The brochure will usually list prices of car services, and inform customers which services they should buy.

If you see a brochure for a boat tour:

The brochure should have a schedule, pictures of the tour, description of how long the tour will be, and directions.

Elements Of An Effective Brochure:

1.) Grabbing title.

This should generally be something very quick and to the point. **Do not try to be “clever” here**, just flat-out describe the attraction. For example:

“Best Kayak Tour In Austin”

“See A Real Space Shuttle At NASA”

“Don’t Miss Houston’s #1 Space Shuttle Attraction!”

2.) Fun details:

Include little details that will make people want to put you on their itinerary:

“This bat watching tour is the #2 attraction in Austin behind the State Capital!”

“Parents tell us they’ve never seen their kids so excited to see a zoo!”

“We’ve been rated the top attraction in Austin by Time Magazine!”

3.) Testimonials:

Put quotes about your service/product from your happy customers:

“2 years later and our kids are STILL talking about the airboat ride!”

“I’ve been to Los Angeles 6 times, and never had as much fun as the Disney Adventure Tour!”

“I tell every friend who comes in town to do the Auckland Bungee Jump!”

4.) A Call to Action:

Make sure people know what to do next after seeing your brochure:

“Book right now by calling 555-555-5555, and we’ll send a free shuttle to pick you up.”

“Call this number 555-555-5555 to setup your once-in-a-lifetime snowmobiling trip!”

“Book before 11am each day to ensure a seat on the bus, call 555-555-5555 now!”

“What specific action do you want people to take from your brochure?”

You need to know exactly what the point of your brochure is. The point of your brochure can either be:

- Get people to pick up the brochure and **call a number**.
- Get people to pick up the brochure and **email you**.
- Get people to pick up the brochure and **drive to your location**.
- Get people to pick up the brochure and **go online to buy something**.

Once you know which of these you want them to do (and you should only pick ONE primary objective), you can design your whole brochure around that.

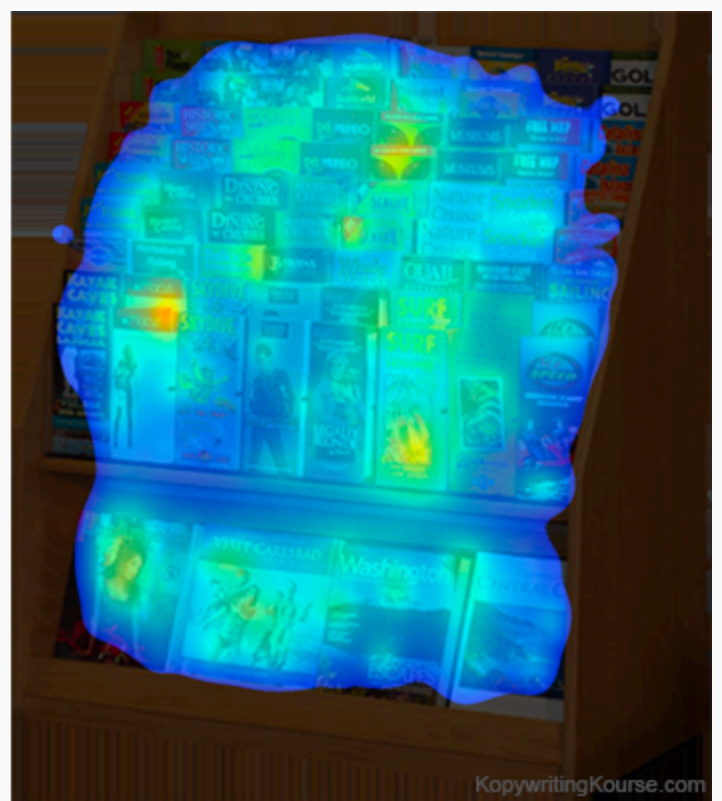
Brochure Examples:

Here's a bunch of examples of real brochures

We ran each brochure through a Visual Attention System which is a neural network that acts like a human brain. In the heat map and diagrams you see what a human will FIRST pay attention to on a brochure.

This helps give us an extra hint of where people are looking.

Keep in mind a person looking at a rack of brochures may only spend **1 second** skimming past your brochure, so it's good to make your brochure easy to understand:



So let's check out some different examples of brochures below:

iFly Indoor Skydiving Brochure:

This is a great brochure that's eye-catching because of the awesome subject matter: Indoor skydiving.

Right off the bat it tells you in plain English what this is, it has a catchy image that looks super fun, and it gives a strong incentive (\$5 off price) to pickup and take the brochure:



iFLY
INDOOR SKYDIVING

You Can Fly

Experience the thrill of
Indoor Skydiving

It's safe for kids, challenging for
adults and realistic for skydivers.

No experience necessary
Fun for the whole family from 3 to 103!

Free Observation Area

\$50OFF*
First Time Flyer Packages

Available online!
Use promo code: **"rackcard"**
Not valid with other offers or discounts

Reservations Recommended
iFLYworld.com

Very obvious and easy
to understand.

Great picture and
description.

Covers all age groups.

Good incentive to
pickup and take
brochure.

Below you can see the original brochure, and how the front of it attracts the human eye:



You Can Fly

Experience the thrill of Indoor Skydiving™

It's safe for kids, challenging for
adults and realistic for skydivers.

No experience necessary
Fun for the whole family from 3 to 103!

Free Observation Area

\$5OFF*

First Time Flyer Packages

Available online!

Use promo code: **"rackcard"**

Not valid with other offers or discounts

Reservations Recommended

KopywritingKourse.com

iFLYworld.com

FRONT of iFly brochure.

iFLY

INDOOR SKYDIVING



iFLY is a vertical wind tunnel that creates a cushion of air allowing you to experience freefall skydiving without having to leap from an airplane.

No experience necessary

All equipment provided

Enjoy the thrill of Indoor Skydiving in a completely safe environment. A certified instructor assists you in this 120 mph adrenaline adventure.



See why 99% of our customers recommend iFLY to their friends.

"Couldn't wipe the grins off of our faces. So impressed I signed the boys up for 10 of the Wednesday night Kid's Club."

Red S.
★★★★★

Ask about...
Birthdays & Parties
Corporate Events
Families & Groups
Gift Certificates

iFLY Austin



13265 North US 183, Suite A
Austin, TX 78750
512.774.4359

iFLYworld.com
CopyrightingCourse.com

BACK of iFly brochure.



You Can Fly

Experience the thrill of
Indoor Skydiving

It's safe for kids, challenging for
adults and realistic for skydivers.

No experience necessary
Fun for the whole family from 3 to 103!

Free Observation Area

\$50FF*
First Time Flyer Packages

Available online!
Use promo code: **"rackcard"**
Not valid with other offers or discounts

Reservations Recommended

iFLYworld.com

Areas of the brochure that are likely to receive attention within the first 3-5 seconds.

The advertisement for iFLY Indoor Skydiving features a central image of a person in a blue jumpsuit and helmet, giving a thumbs up. Three eye-tracking heatmaps are overlaid on the image, showing where viewers are most likely to look in the first 3-5 seconds. The heatmaps are labeled with percentages: 52% for the iFLY logo, 72% for the headline 'You Can Fly', and 51% for the '\$5 OFF' discount. The background is dark blue with white and yellow text.

iFLY
INDOOR SKYDIVING

You Can Fly

Experience the thrill of
Indoor Skydiving

It's safe for kids, challenging for
adults and realistic for skydivers.

No experience necessary
Fun for the whole family from 3 to 103!

Free Observation Area

\$5 OFF*
First Time Flyer Packages

Available online!
Use promo code: **"rackord"**
Not valid with other offers or discounts

Reservations Recommended
KopywritingKourse.com
iFLYworld.com

Probability of where a person will look in the first 3-5 seconds.

The advertisement features a woman in a blue iFLY jumpsuit and helmet, giving a thumbs up while skydiving. A red line with numbered circles (1, 2, 3, 4) indicates the most likely path a human eye will follow. The path starts at the iFLY logo (2), moves down to the woman's face (1), then to the \$50 OFF* offer (3), and finally to the word 'Experience' (4).

iFLY
INDOOR SKYDIVING

You Can Fly

Experience the thrill of Indoor Skydiving

It's safe for kids, challenging for adults and realistic for skydivers.

No experience necessary
Fun for the whole family from 3 to 103!

Free Observation Area

\$50 OFF*
at Time Flyer Packages

Available online!
Use promo code: **"rackcard"**
Not valid with other offers or discounts

Reservations Recommended
KopywritingKourse.com
iFLYworld.com

Most likely path that the human eye will follow when viewing the image.

Combined



Edges



Intensity



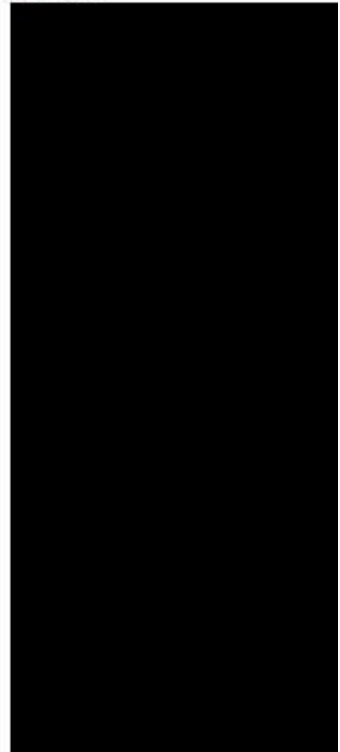
Red - Green



Blue - Yellow



Faces



Key visual elements the human eye is attracted to.

Glass Blowing Brochure:

This is an example of a brochure advertising a glass blowing demonstration. This is actually a pretty great brochure that will appeal to a very specific group of people.

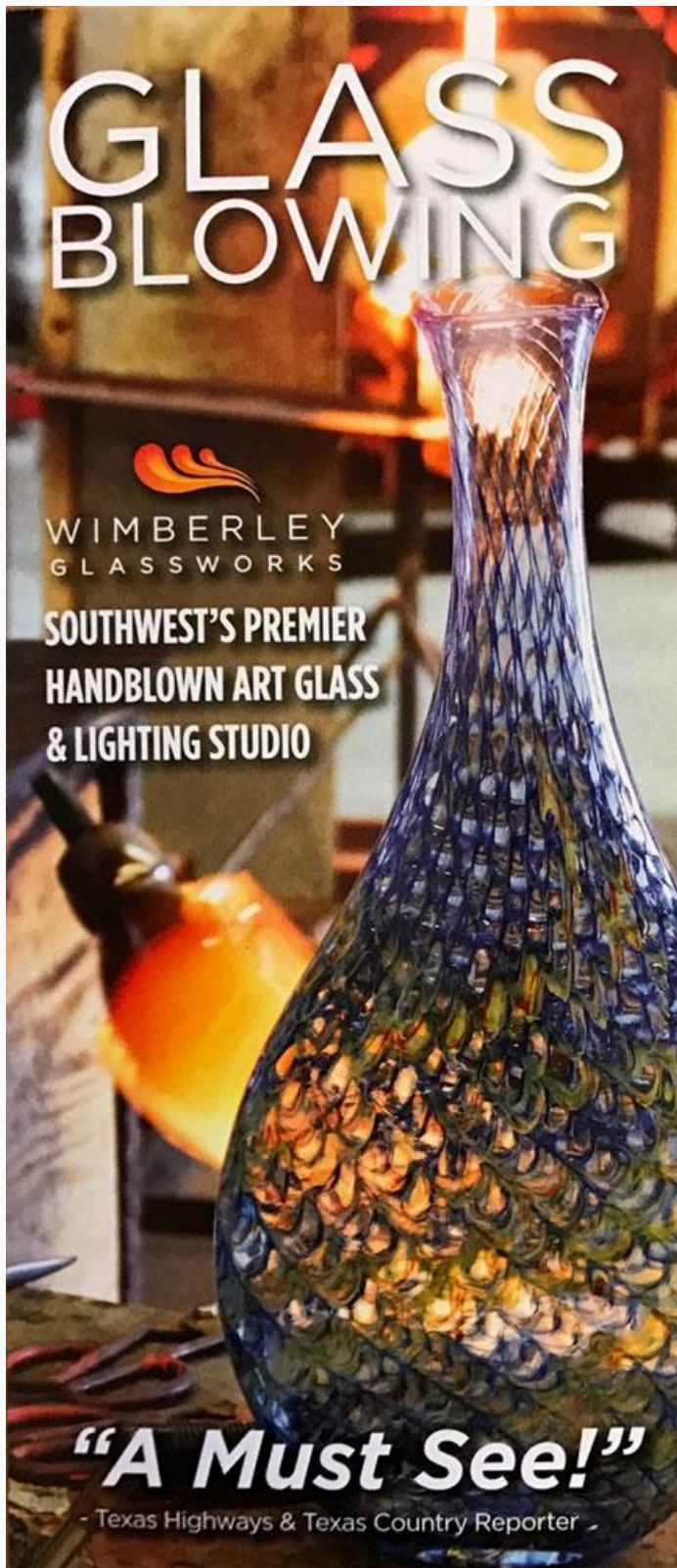


Super clear and fantastic image.

Wasted space. Could have put images of hot glass or group watching.

Good testimonial.

Below you can see the original brochure, and how the front of it attracts the human eye:



FRONT of glass blowing brochure.



WIMBERLEY GLASSWORKS



WGW.COM

6469 Ranch Road 12, San Marcos, Texas 78666
800-929-6686 512-393-3316

Between Wimberley and San Marcos
on Ranch Road 12

GALLERY HOURS

Monday through Saturday 10-5 and Sunday 12-5

GLASSBLOWING DEMONSTRATIONS

Tuesday through Sunday throughout the day
See website for seasonal hours and exceptions

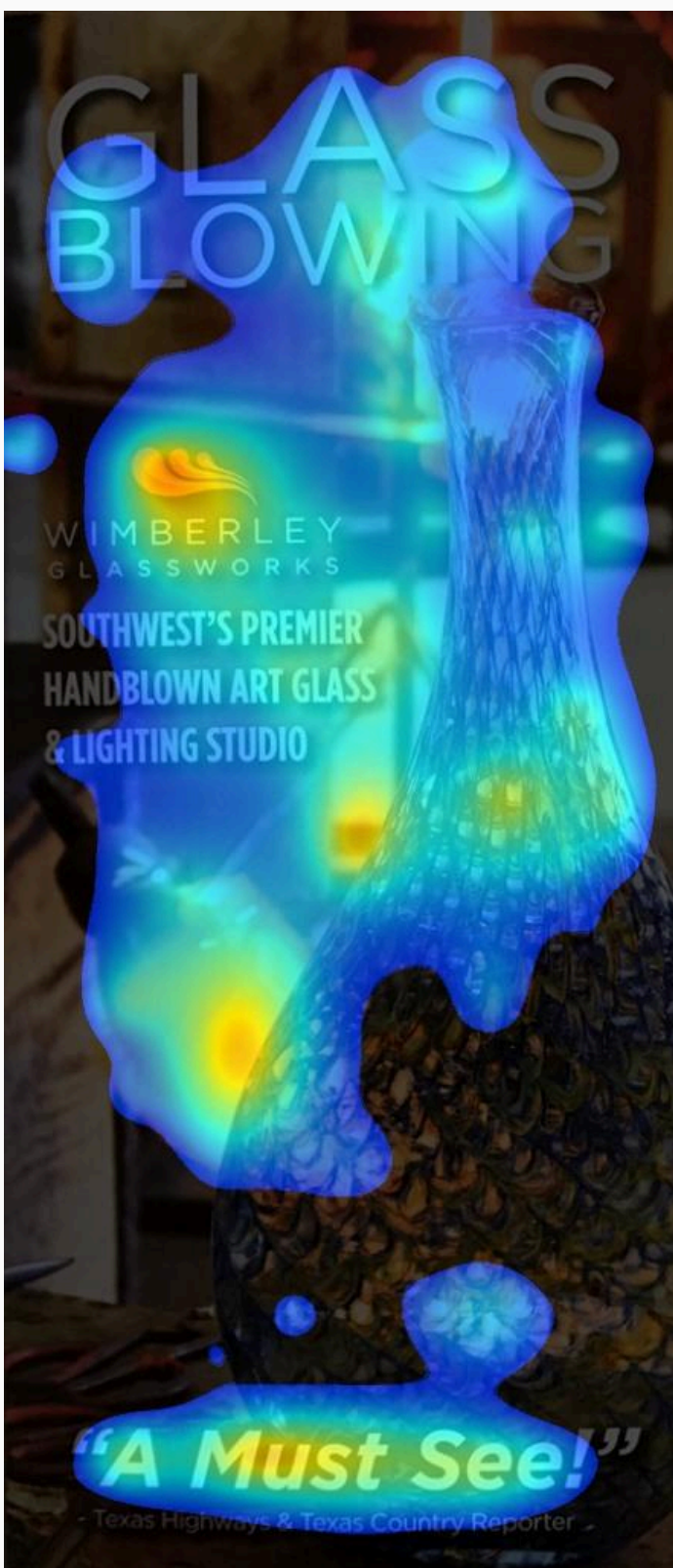
Wimberley Glassworks hosts glassblowing demonstrations for art glass enthusiasts from around the world. The Glasswork's custom lighting designs are featured in luxury and commercial properties throughout the nation. Come experience first-hand the unique craftsmanship of hand blown glass by our artisans using centuries-old techniques, and be amazed!



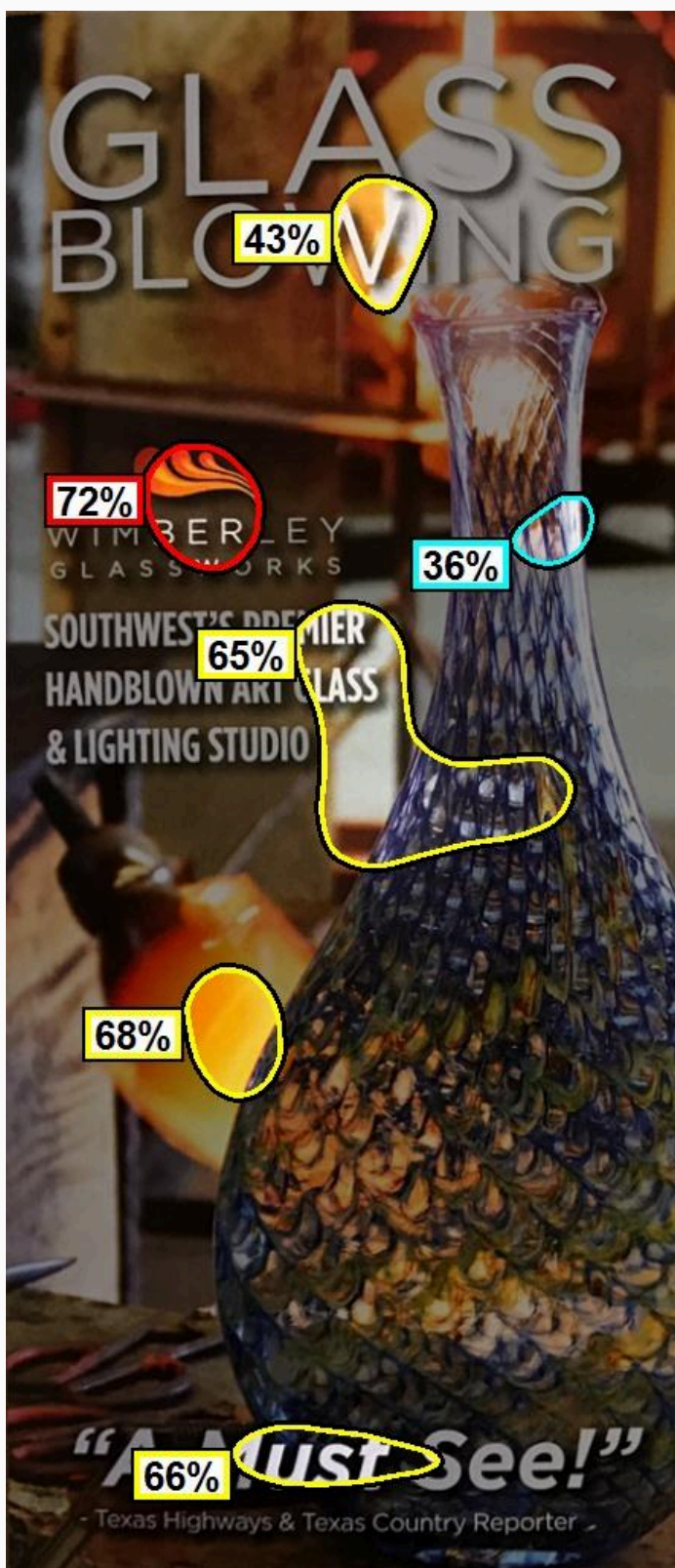
"Wimberley's most famous attraction"-Texas Monthly

KopywritingKourse.com

BACK of glass blowing brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.



Probability of where a person will look in the first 3-5 seconds.



Most likely path that the human eye will follow when viewing the image.

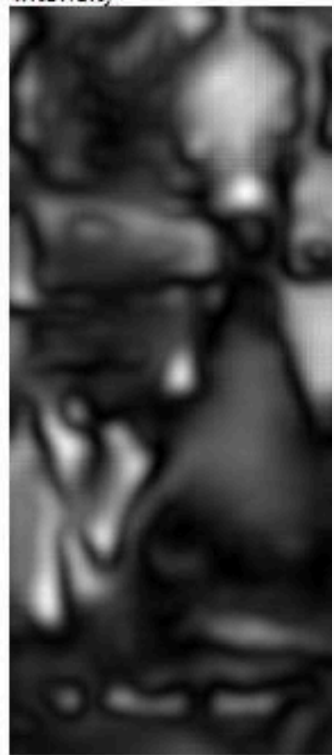
Combined



Edges



Intensity



Red - Green



Blue - Yellow



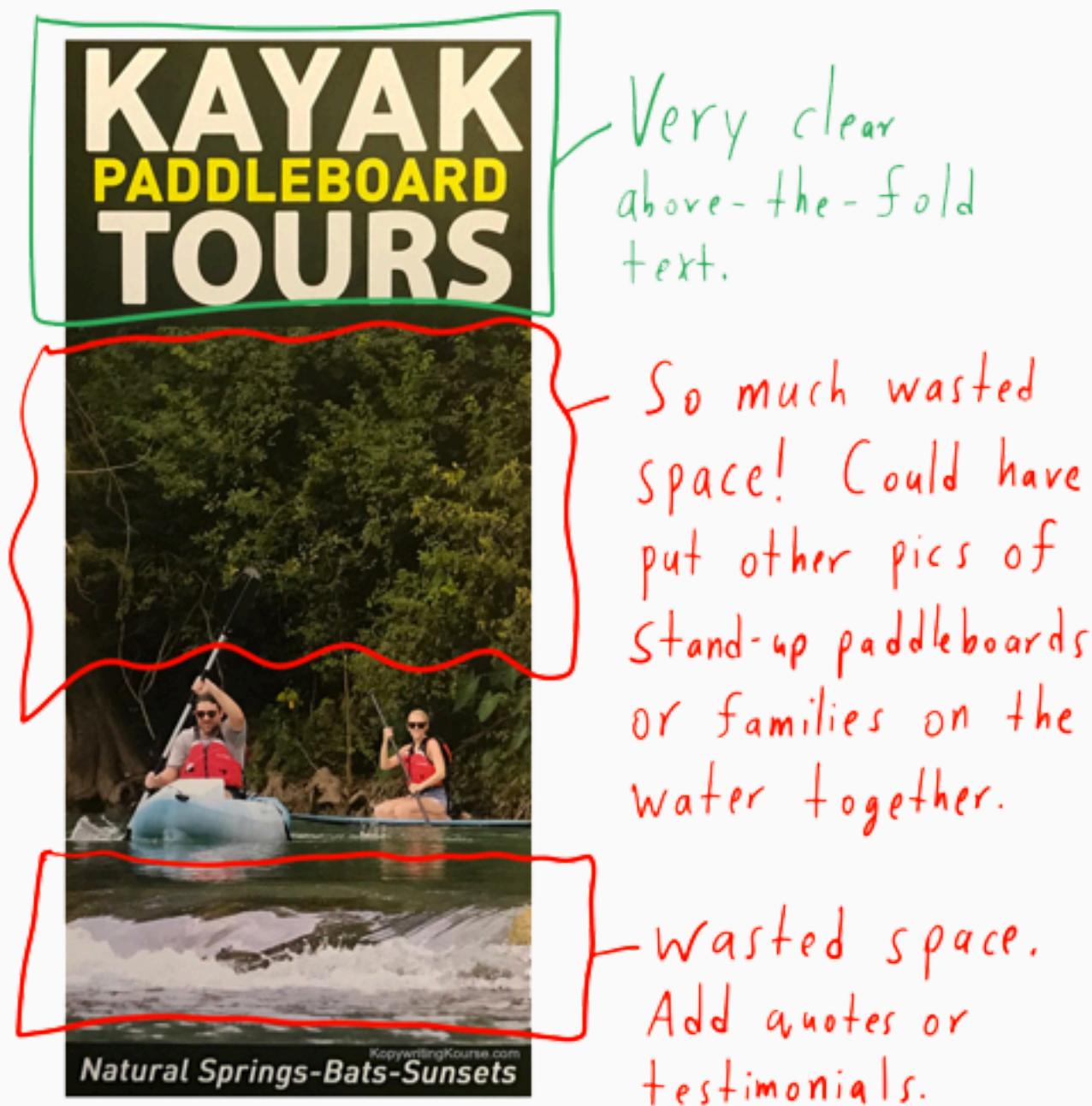
Faces



Key visual elements the human eye is attracted to.

Kayak Tour Brochure:

This is a kayak tour brochure. Judging by the Visual Attention heatmap, the front of this brochure has FAR too much wasted and dark space. It could easily be filled in with more information or better pictures showing their inventory of watercraft:



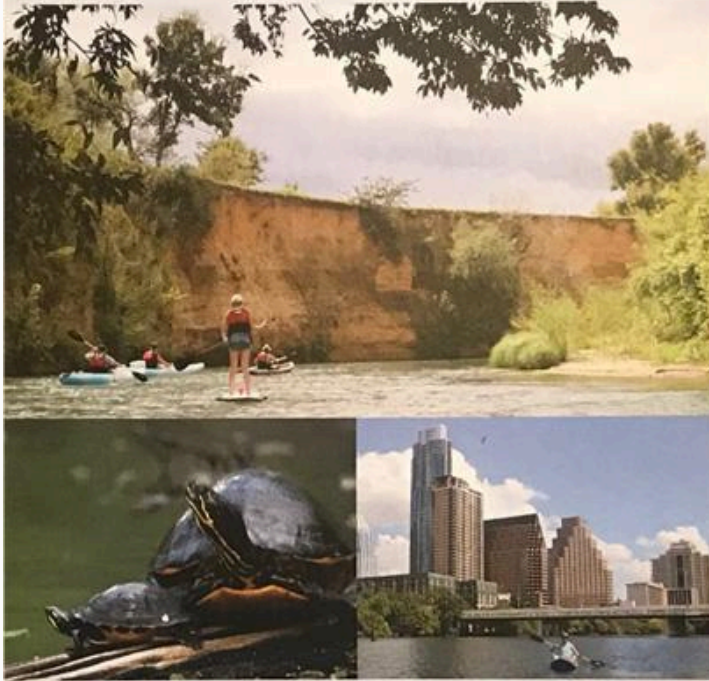
Below you can see the original brochure, and how the front of it attracts the human eye:



FRONT of kayak tour brochure.

**Book online now at
LoneStarKayakTours.com**

Guided, Beginner, Sit-On-Top Kayak Tours.
Paddle natural spring fed rivers, the bat bridge and more!



"Some of the best memories and photos of our vacation!"
Jack Kelley - Portland, OR.

Guided Eco-Kayak Tours:

Natural spring fed rivers & Urban bat bridge colony.

Daily: Times dependent on season.

Price: See LoneStarKayakTours.com for price.

Group Size: 1-12ppl. Larger group & private tours available.

Length: 2-3 hrs on water

Location: Call/Txt for meeting locations.

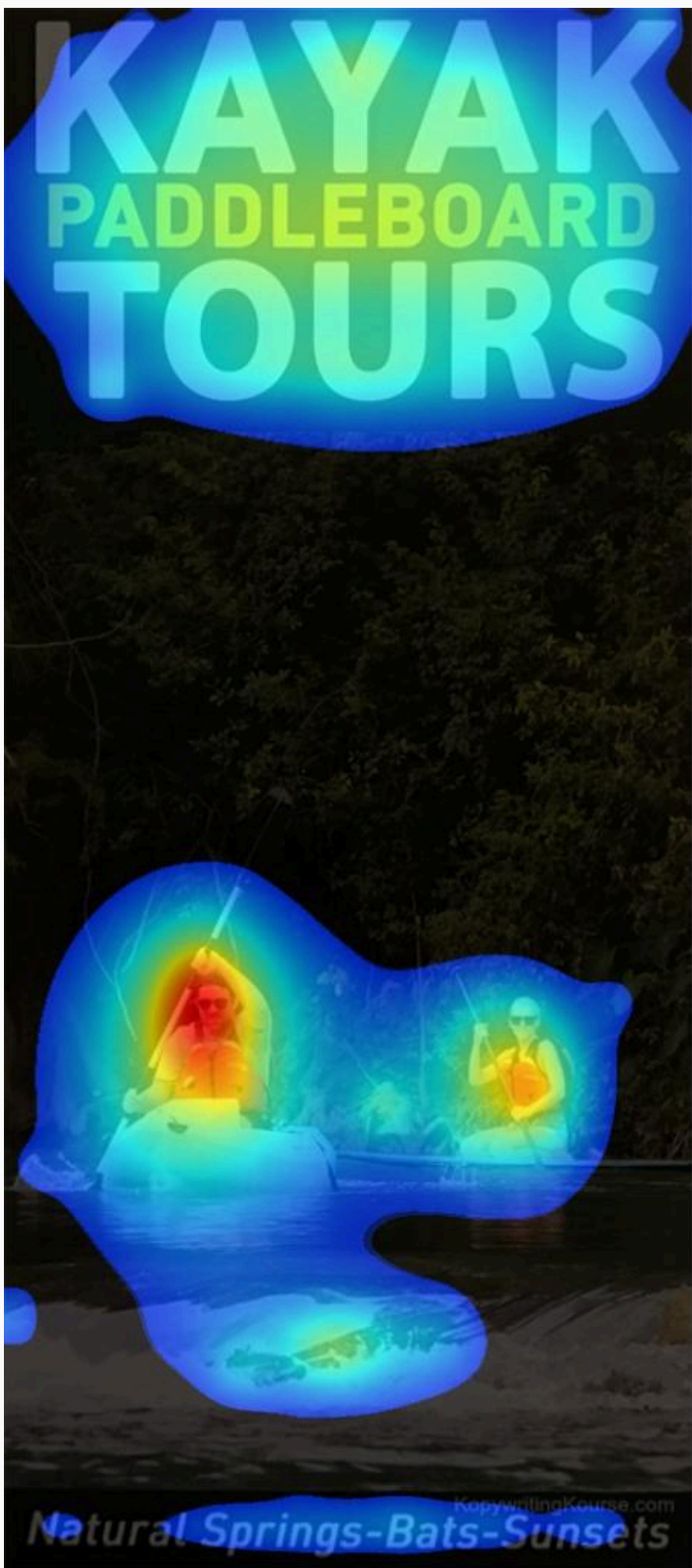
Call, TXT or Book Online
Reservations fill up quickly.

(512) 766-5640

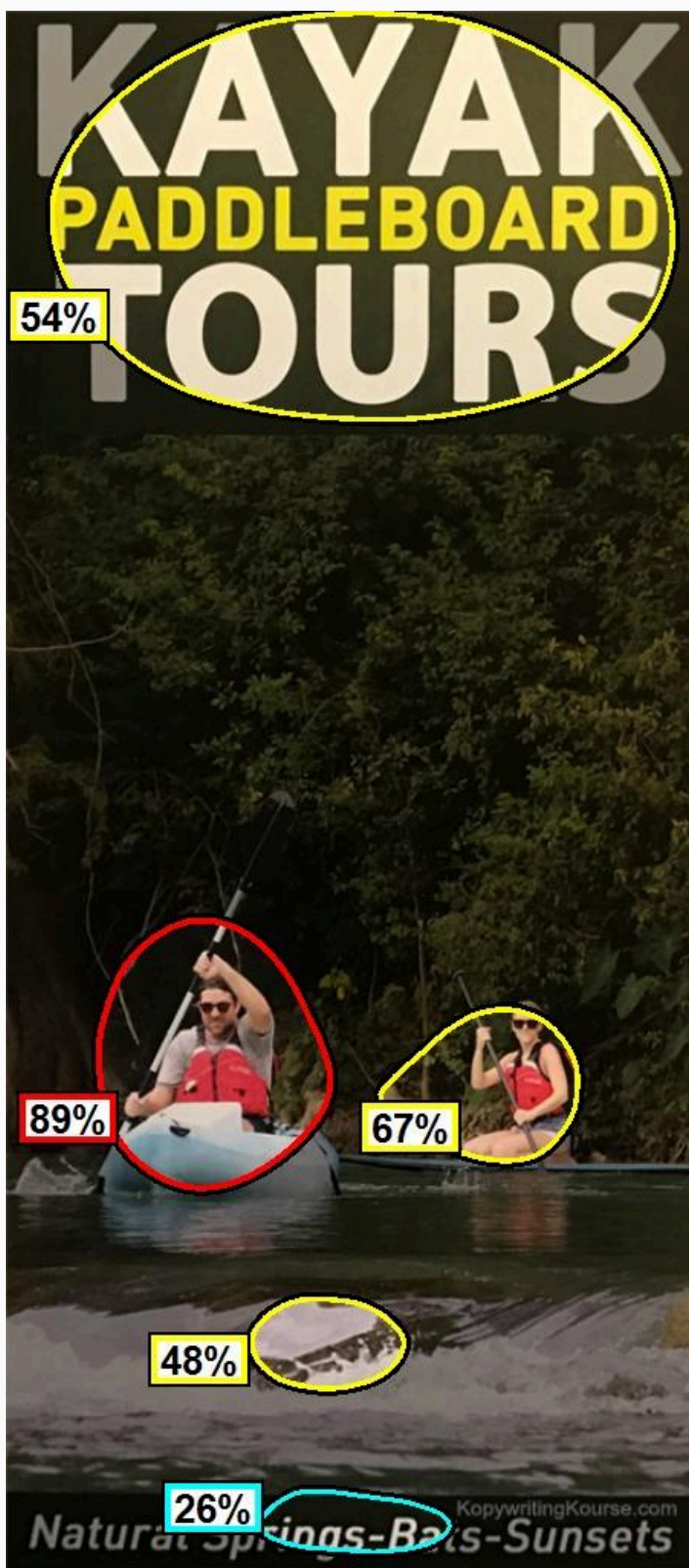
KopywritingKourse.com

LoneStarKayakTours.com

BACK of kayak tour brochure.

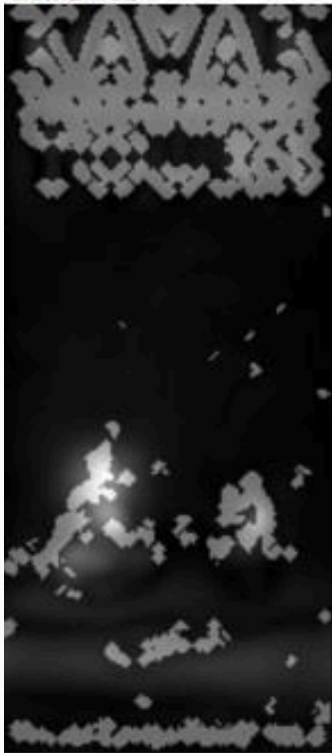


Areas of the brochure that are likely to receive attention within the first 3-5 seconds.



Probability of where a person will look in the first 3-5 seconds.

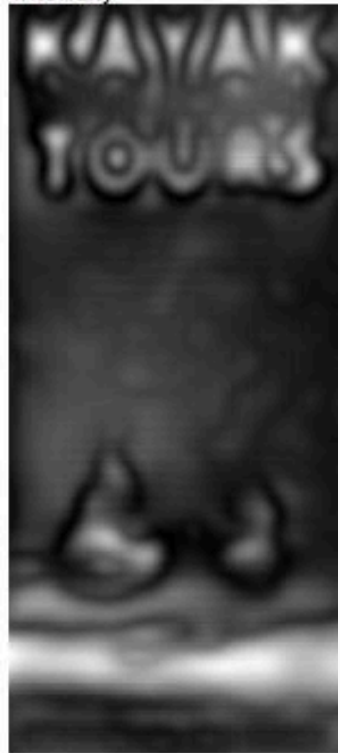
Combined



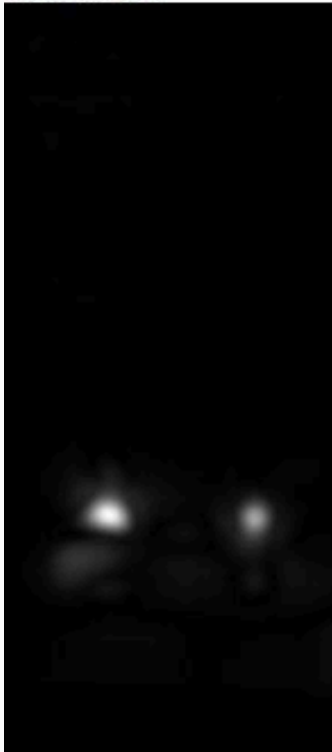
Edges



Intensity



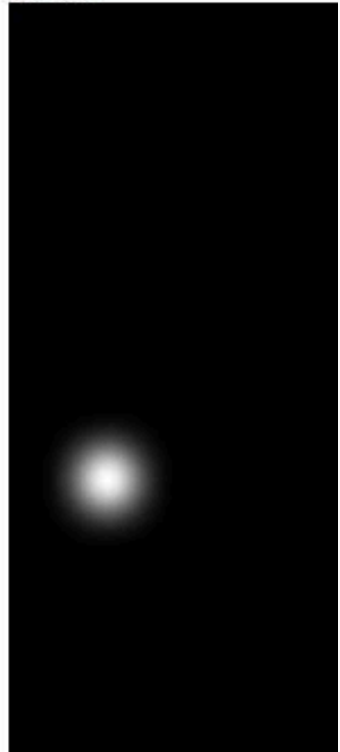
Red - Green



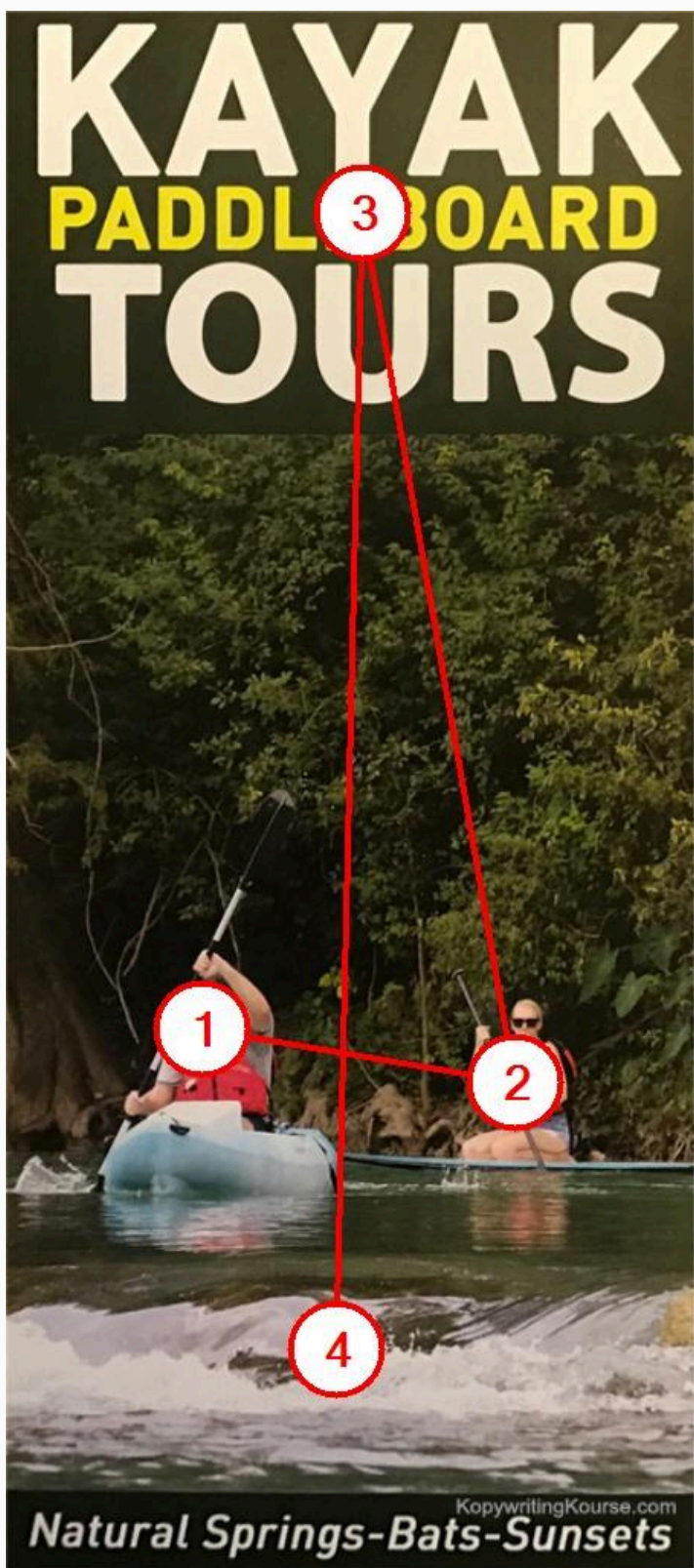
Blue - Yellow



Faces



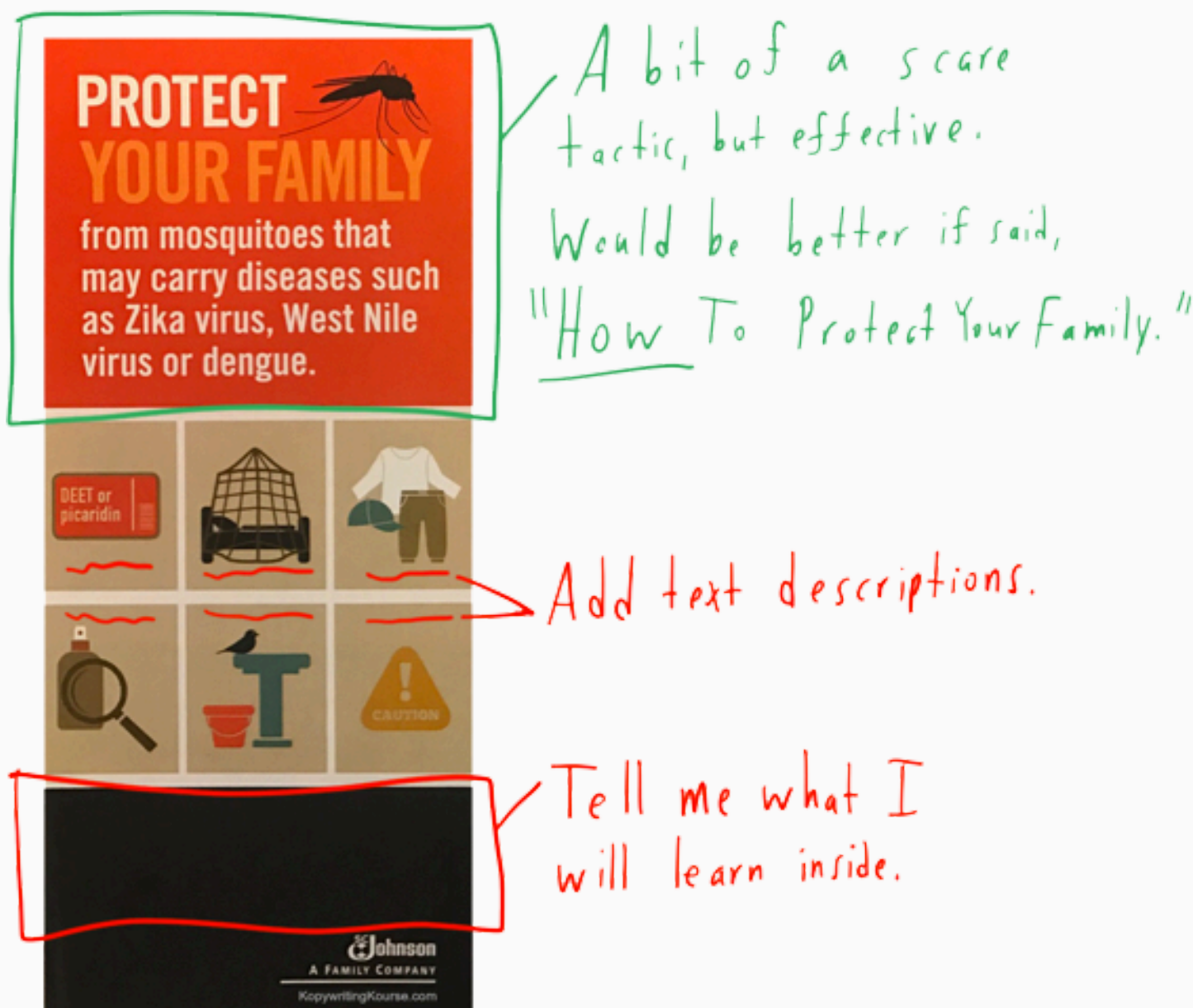
Key visual elements the human eye is attracted to.



Most likely path that the human eye will follow when viewing the image.

Mosquito Prevention Brochure:

This is an advertisement in the form of a helpful brochure, so it's an [advertorial](#) by Johnson & Johnson to get people to buy bug spray.



Below you can see the original brochure, and how the front of it attracts the human eye. You can see in the heatmap how much dead space there is towards the bottom of the brochure:

PROTECT YOUR FAMILY



from mosquitoes that
may carry diseases such
as Zika virus, West Nile
virus or dengue.

DEET or
picaridin



Johnson

A FAMILY COMPANY

KopywritingKourse.com

FRONT of mosquito brochure.

KNOW YOUR MOSQUITOES

Here are areas where different mosquitoes are predicted to be in the United States.



■ *Aedes aegypti*, *Aedes albopictus* and *Culex*

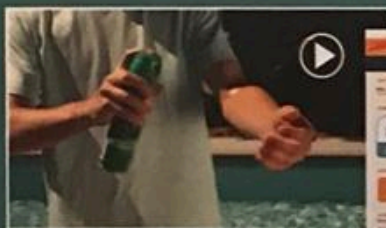
■ *Aedes albopictus* and *Culex*

■ *Culex*

This map is not meant to represent risk of the spread of disease.

Find out more by checking online for guidance from the U.S. Centers for Disease Control and Prevention, and other medical authorities.

www.cdc.gov

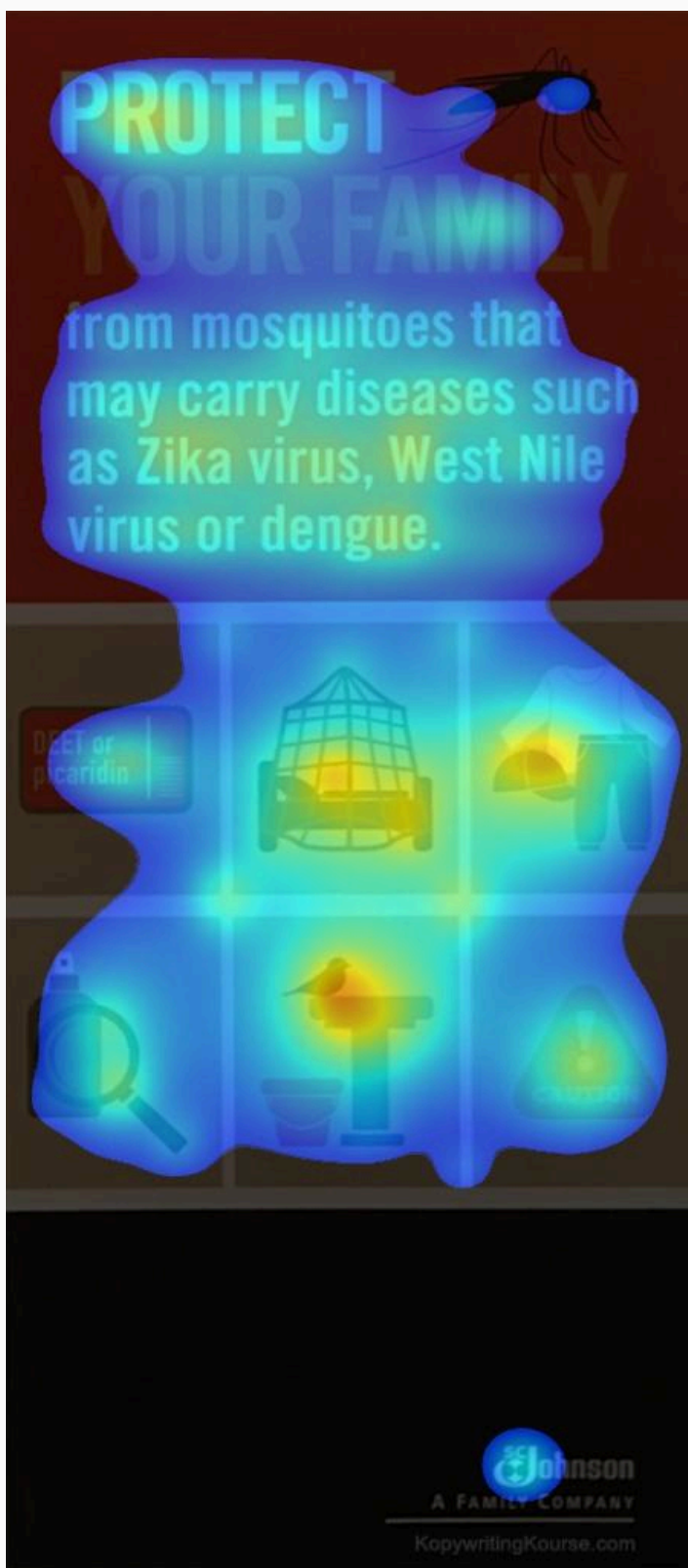


Find tips, videos and other information:

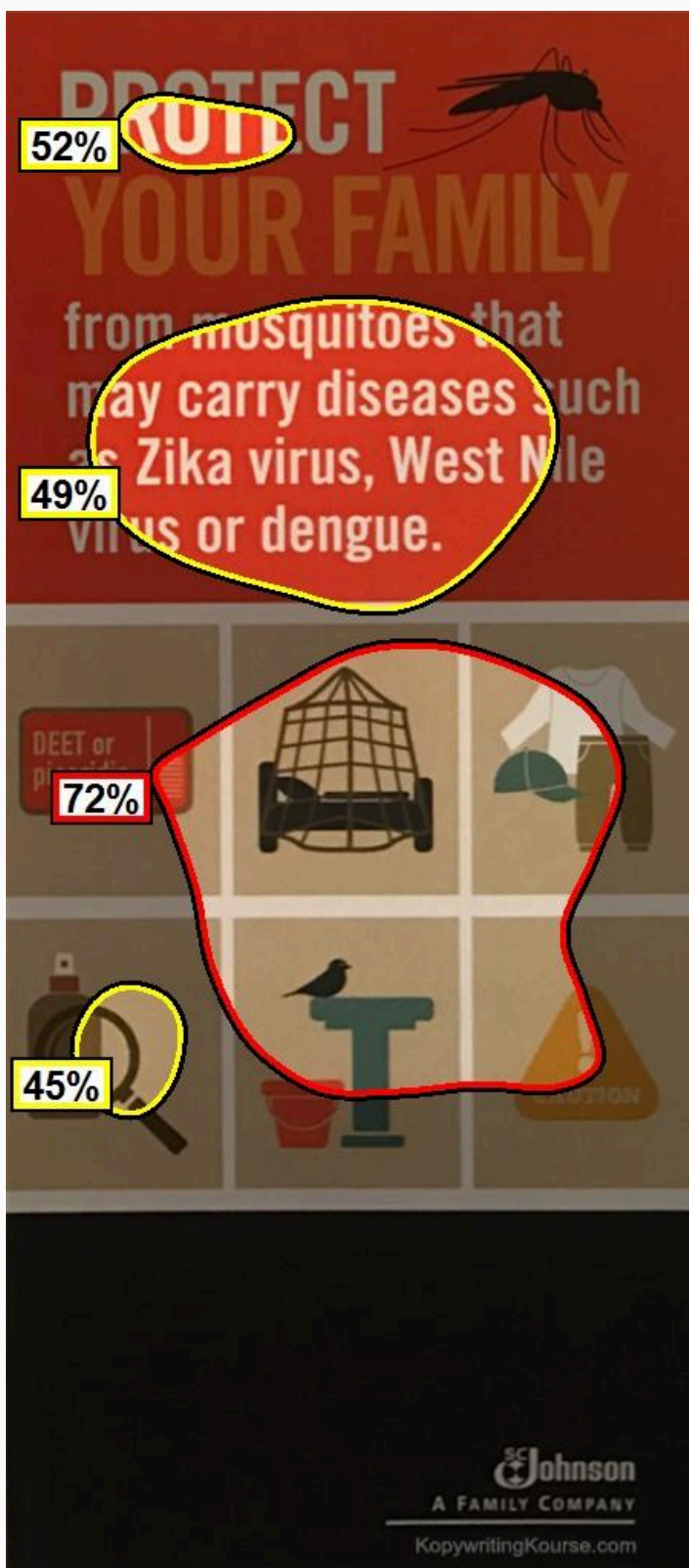
www.scjohnson.com/mosquitoes

KopywritingKourse.com

BACK of mosquito brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.

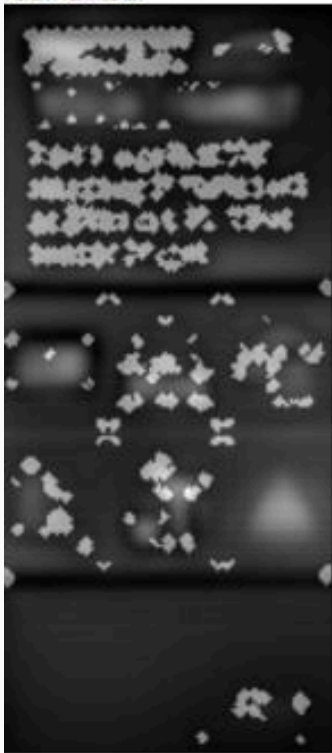


Probability of where a person will look in the first 3-5 seconds.



Most likely path that the human eye will follow when viewing the image.

Combined



Edges



Intensity



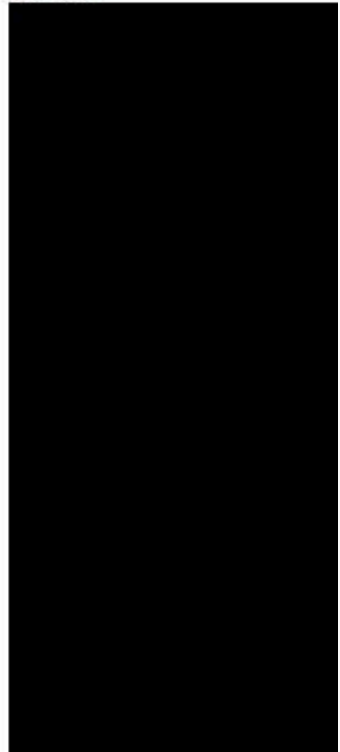
Red - Green



Blue - Yellow



Faces



Key visual elements the human eye is attracted to.

Museum of the Weird Brochure:

This is a funky little brochure advertising a funky little museum called [The Museum of the Weird](#). While I like the very old-school and weird style of brochure, it DOES make it a bit hard to read. I would prefer if one side of the brochure was a bit more structured with information:

The brochure is a vertical poster for 'MUSEUM OF THE WEIRD'. At the top, it says 'SIXTH STREET, AUSTIN TEXAS'. The main title 'MUSEUM OF THE WEIRD' is in large, yellow, stylized letters. Below the title, there's a blue circle with 'FUN for the entire family!'. The brochure is divided into sections by red and green lines. The top section features a pirate skeleton. The middle section has a mummy and the word 'MUMMIES'. The bottom section has a Texas desert scene and the text 'TEXAS DESERT'. At the very bottom, there's a section titled 'THE CHAMBER OF HORRORS!' with sub-headings 'FREAKS OF NATURE!', 'THE FIJI MERMAID!', and 'THE PARANORMAL & THE UNEXPLAINED!'. There's also a section for 'FREE SURPRISE SOUVENIR' and contact information for the museum.

Very disorienting flow.

Super weird, which is what they want!

Would prefer:
"Austin's #1 wierdest Attraction!"

SEE THE CHAMBER OF HORRORS!
FREAKS OF NATURE! THE FIJI MERMAID!
THE PARANORMAL & THE UNEXPLAINED!

Open 7 days a week
10:00 AM to Midnight!
Call (512) 476-5493

Bring this flyer in for a
FREE SURPRISE SOUVENIR
when you purchase one adult
admission at regular price!

Museum of the Weird
and Lucky Lizard Curios & Gifts
412 East 6th St, Austin, TX 78701

Follow MUSEUMOFTHEWEIRD ON FACEBOOK FOR WEEKLY WEIRD NEWS

Copyright © 2013

I would like to see a lot more information on the brochure such as:

- How long does it take to tour?
- What age ranges can experience this?

- What else is around here if I make the trip?
- Show people taking selfies with weird exhibits.
- How much does it cost?

Below you can see the original brochure, and how the front of it attracts the human eye:

SIXTH STREET, AUSTIN TEXAS

MUSEUM OF THE WEIRD

FUN
for the
entire
family!

SHRUNKEN
HEADS

MUMMIES

TEXAS
BIGFOOT

SEE THE CHAMBER OF HORRORS!
FREAKS OF NATURE! THE FIJI MERMAID!
THE PARANORMAL & THE UNEXPLAINED!

Bring this flyer in for a
FREE SURPRISE SOUVENIR
when you purchase one adult
admission at regular price!

Open 7 days a week
10:00 AM to Midnight!
Call (512) 476-5493

Museum of the Weird
and Lucky Lizard Curios & Gifts
412 East 6th St, Austin, TX 78701

FOLLOW MUSEUMOFTHEWEIRD ON FACEBOOK FOR WEEKLY WEIRD NEWS!

KopywritingKourse.com

FRONT of Museum Of The Weird brochure.

COME VISIT AMERICA'S STRANGEST ATTRACTION

MUSEUM OF THE WEIRD

CHILLS! THRILLS! LAUGHS & FUN!

NOW!!!
ON PUBLIC EXHIBIT
THE WORLD FAMOUS
CREATURE IN ICE

LOST FOR DECADES!
ONE OF THE MOST
LEGENDARY MYSTERIES
OF THE 20TH CENTURY
HAS AT LAST BEEN FOUND!
WE PROUDLY PRESENT THE RETURN OF
THE ICEMAN!

SEE WAX FIGURES OF YOUR FAVORITE
MOVIE MONSTERS!

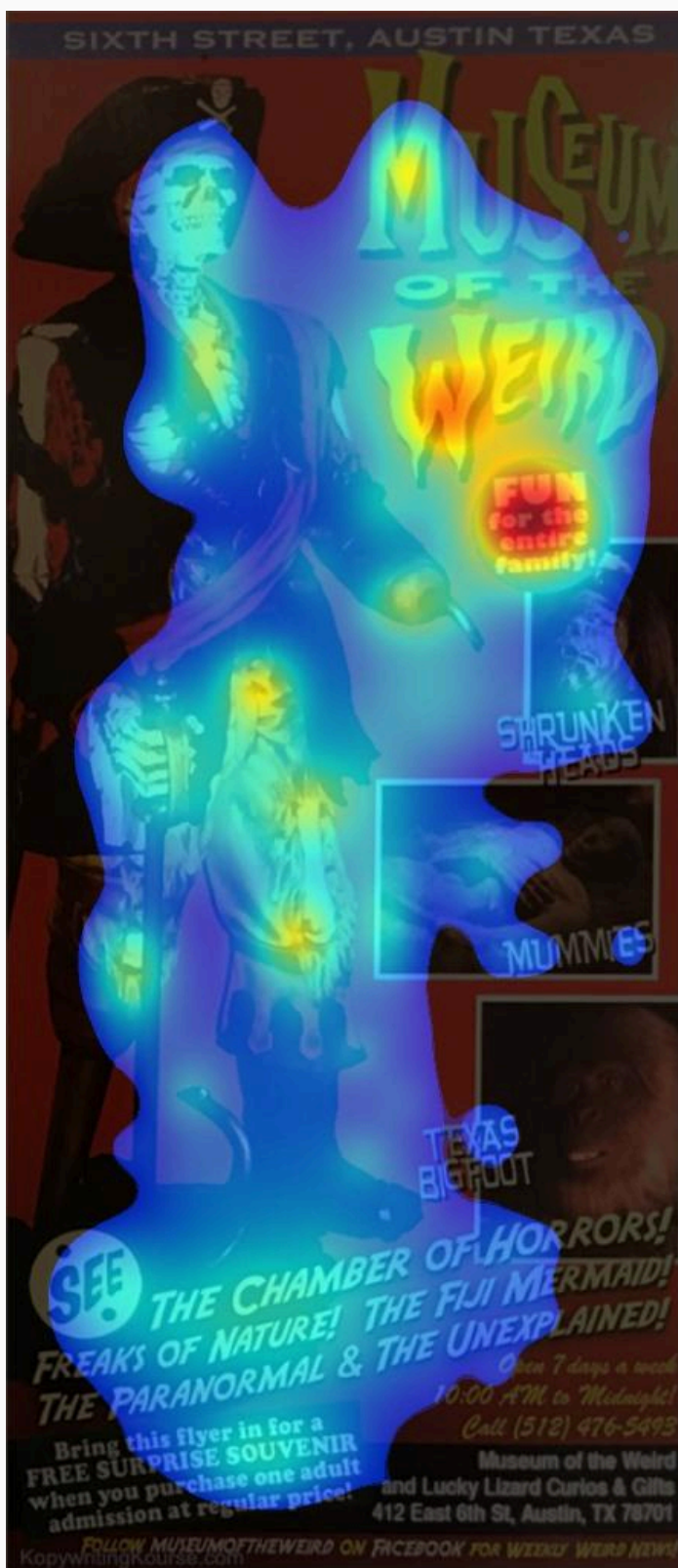
**GET YOUR PHOTO
TAKEN IN THE HANDS OF A
GARGANTUAN GORILLA!**

WATCH THE AMUSING ANTICS OF OUR
SIDESHOW PERFORMER!

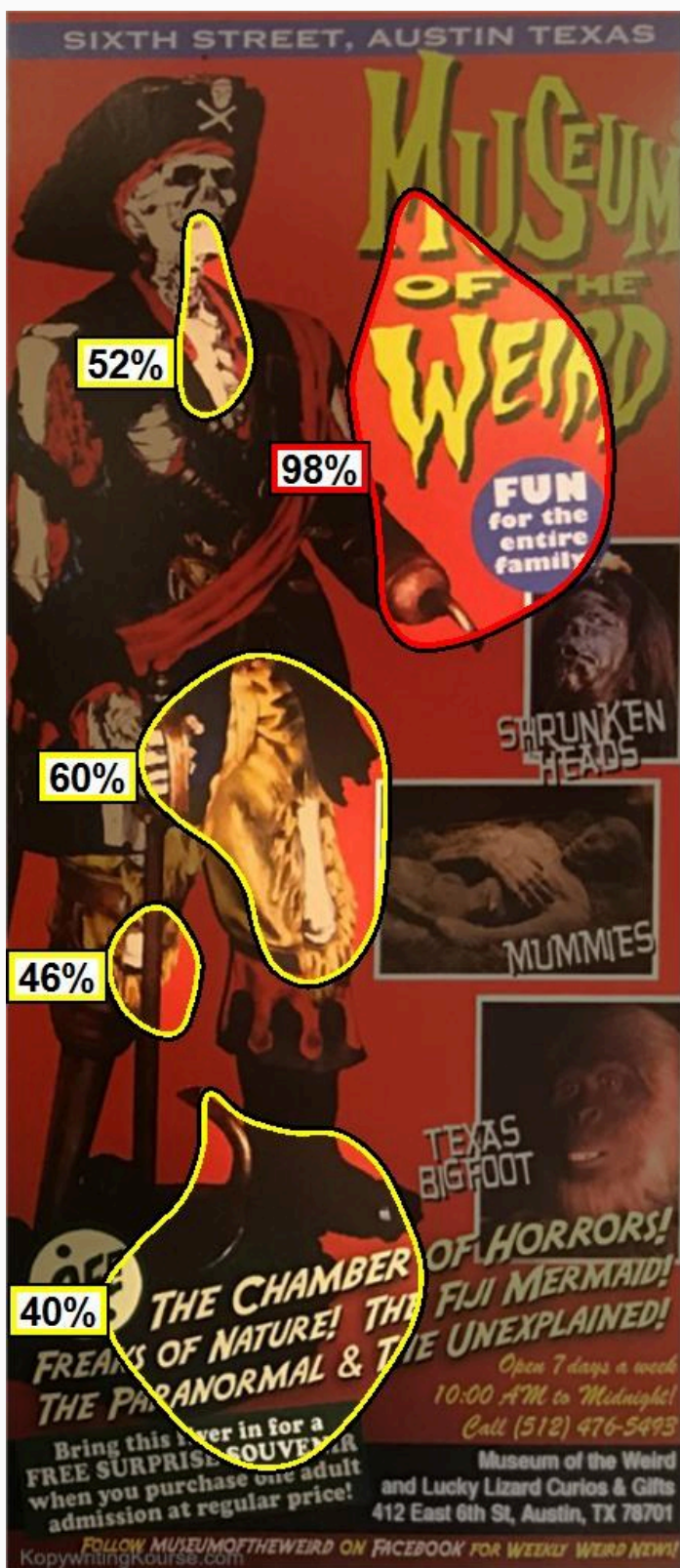
See Museumoftheweird.com
or call 512-476-5493 for info.

Museum of the Weird
412 East 6th Street
Austin, Texas 78701
KopywritingKourse.com

BACK of Museum Of The Weird brochure.



Key visual elements the human eye is attracted to.



Probability of where a person will look in the first 3-5 seconds.

SIXTH STREET, AUSTIN TEXAS

MUSEUM OF THE WEIRD

family!

SHRUNKEN HEADS

MUMMIES

TEXAS BIGFOOT

SEE THE CHAMBER OF HORRORS!
FREAKS OF NATURE! THE FIJI MERMAID!
THE PARANORMAL & THE UNEXPLAINED!

Open 7 days a week
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Call (512) 476-5493

Bring this flyer in for a
FREE SURPRISE SOUVENIR
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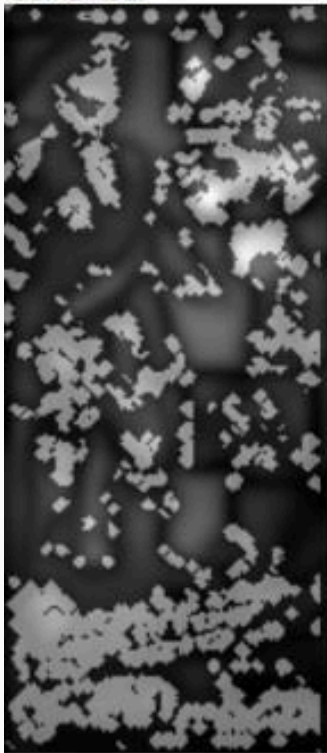
Museum of the Weird
and Lucky Lizard Curios & Gifts
412 East 6th St, Austin, TX 78701

FOLLOW MUSEUMOFTHWEIRD ON FACEBOOK FOR WEEKLY WEIRD NEWS!

KopywritingKourse.com

Most likely path that the human eye will follow when viewing the image.

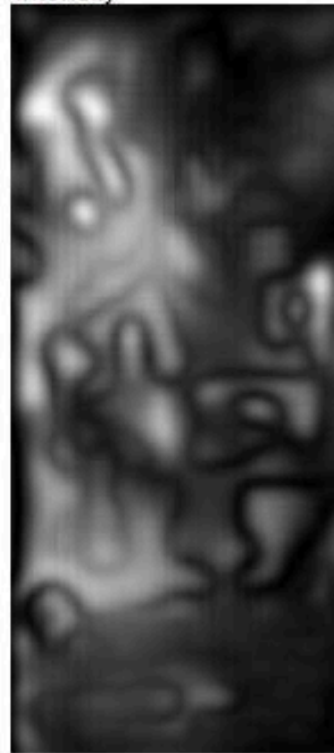
Combined



Edges



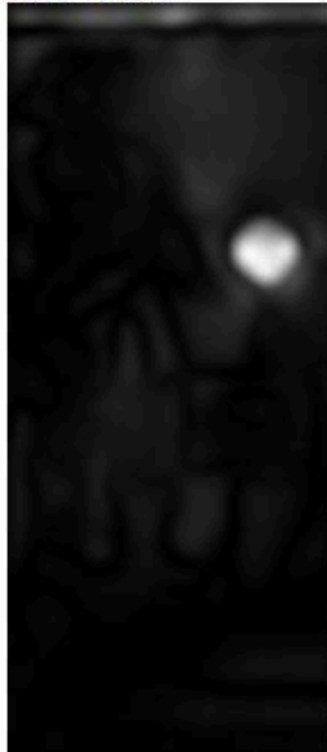
Intensity



Red - Green



Blue - Yellow



Faces

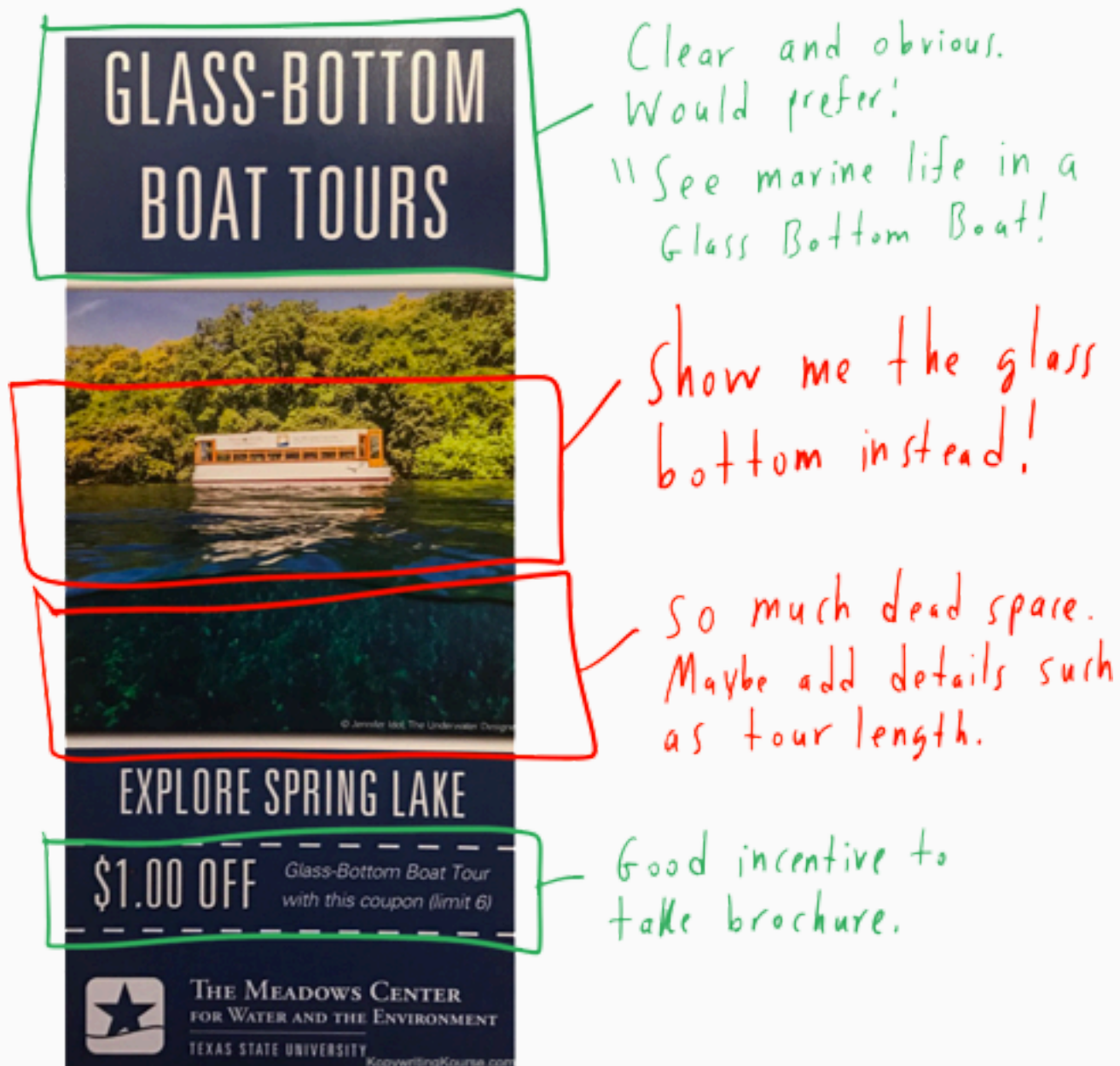


Key visual elements the human eye is attracted to.

Boat Tour Brochure:

This is a brochure for a glass bottom boat tour. I think the picture on the front of the brochure is bad. It should be more attractive, have FAR less dead space, or just show me a picture of people looking through the glass bottom!

The brochure doesn't really "sell" me on why I should take time to do this:



Below you can see the original brochure, and how the front of it attracts the human eye:

GLASS-BOTTOM BOAT TOURS



© Jennifer Idol, The Underwater Designer

EXPLORE SPRING LAKE

\$1.00 OFF

*Glass-Bottom Boat Tour
with this coupon (limit 6)*



**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**
TEXAS STATE UNIVERSITY

KopywritingKourse.com

Front of boat tour brochure.



Ride a **Glass-Bottom Boat** and see over 1,000 springs in crystal clear waters, abundant wildlife and a significant archaeology site.



Spring Lake is the perfect outdoor venue for many **special events**. Scenic views provide an enchanting backdrop for everything from small parties and weddings to large festivals.



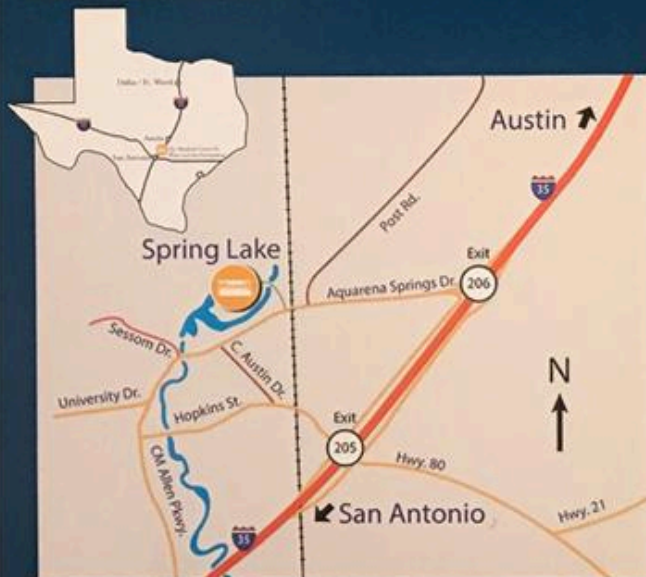
The **Spring Lake Natural Area** is a 251-acre park with trails open to the public; the perfect accompaniment to a visit to The Meadows Center.



View interactive exhibits and aquaria in **Discovery Hall**, including the endangered Texas Blind Salamander.



Take a stroll around the restored peninsula habitat and watch wildlife on the **Wetlands Boardwalk**.



Directions: from IH-35, take exit (206) Aquarena Springs Drive and travel west from the light. Continue on Aquarena Springs Drive through 2 stop lights over the railroad crossing and turn right at the golf course entrance. Follow signs to: The Meadows Center for Water and the Environment.

GLASS-BOTTOM BOAT TOURS

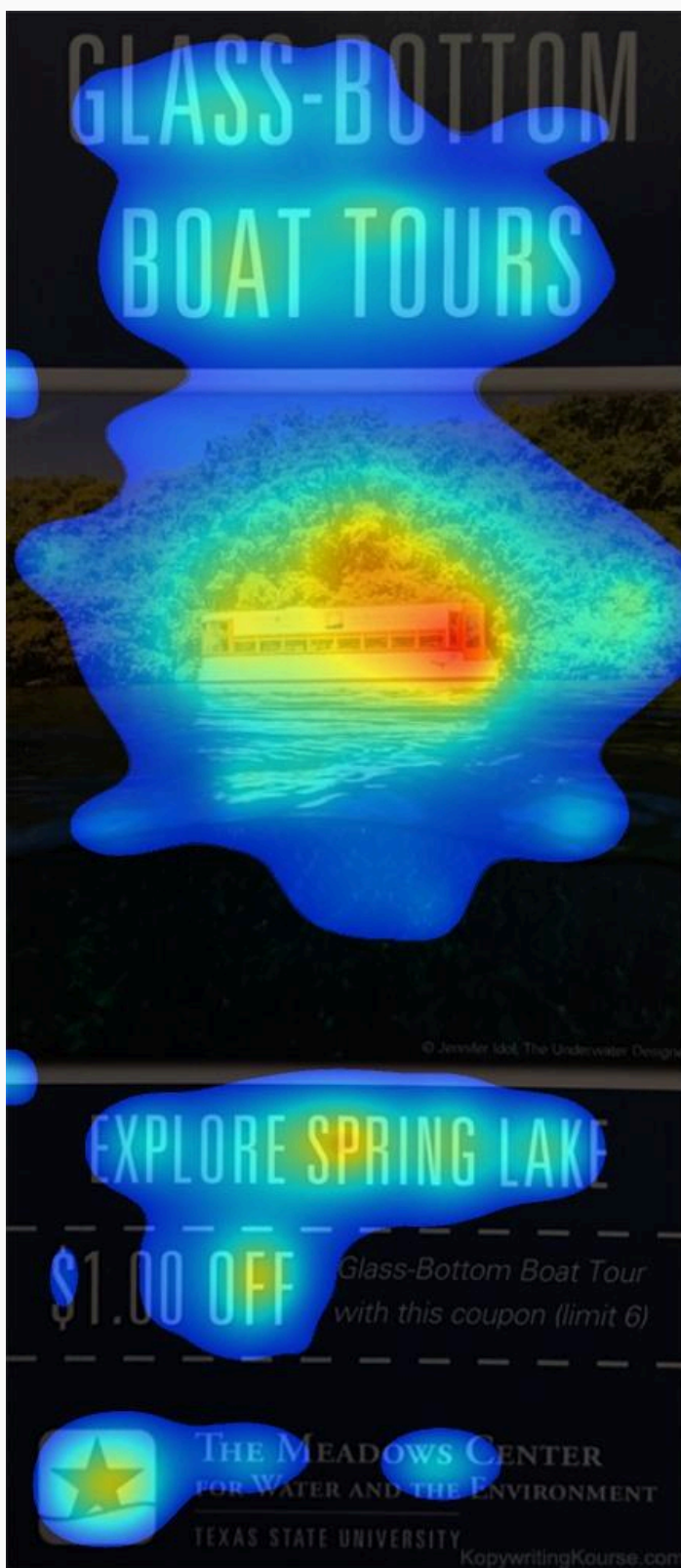
OPEN YEAR ROUND, 7 DAYS A WEEK

201 SAN MARCOS SPRINGS DRIVE | SAN MARCOS, TEXAS 78666

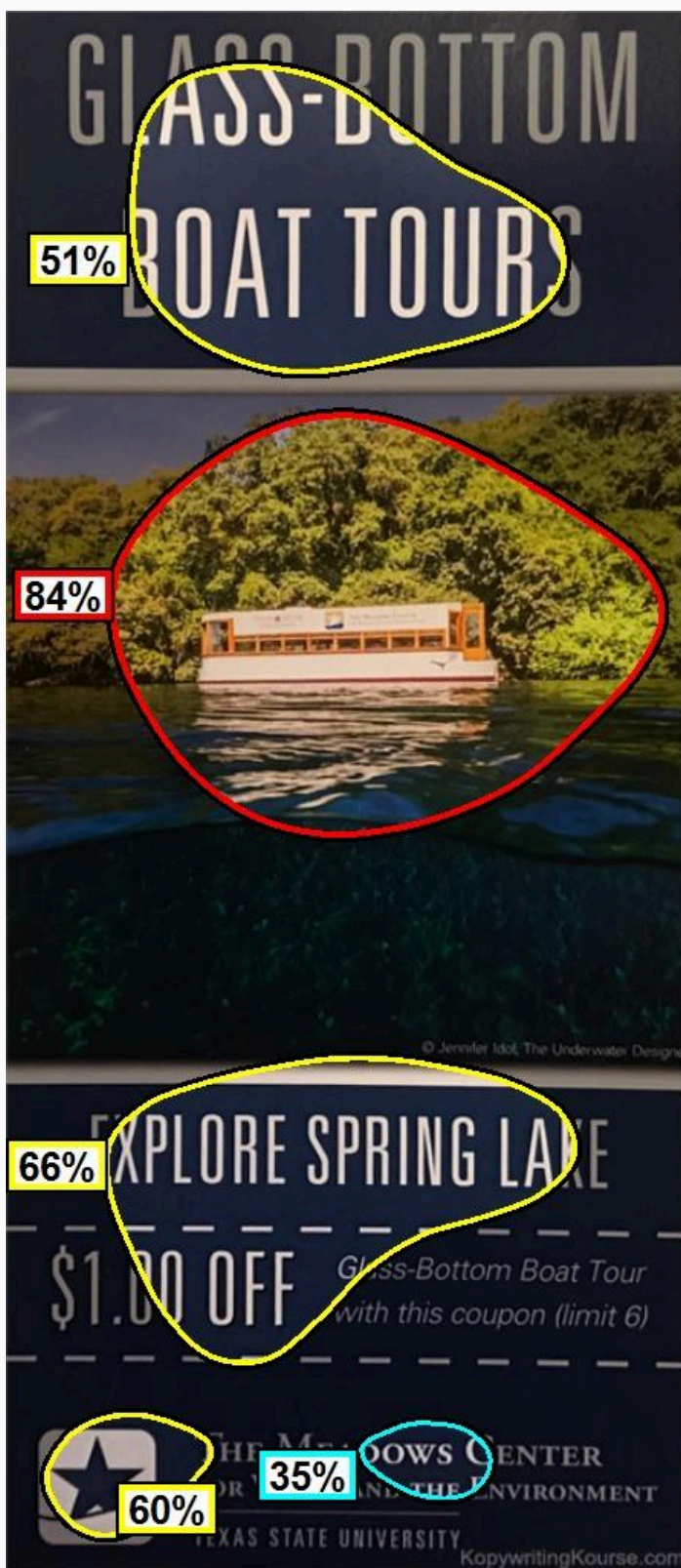
512.245.7570 KopywritingKourse.com

EXPLORESRINGLAKE.ORG

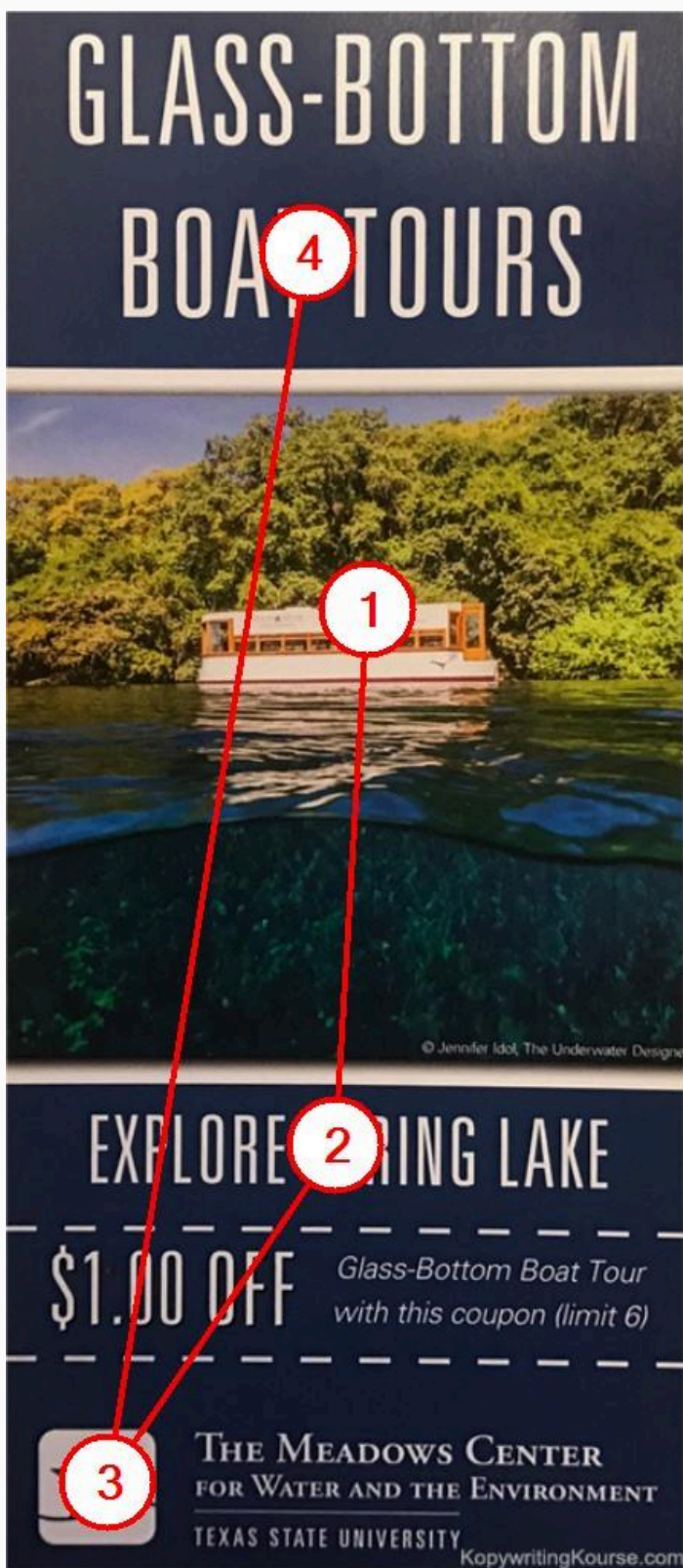
BACK of boat tour brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.

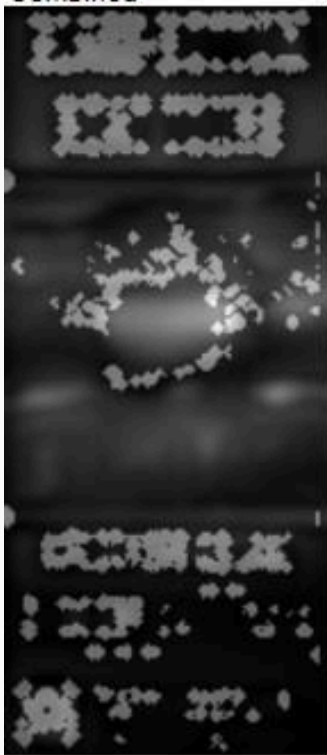


Probability of where a person will look in the first 3-5 seconds.



Most likely path that the human eye will follow when viewing the image.

Combined



Edges



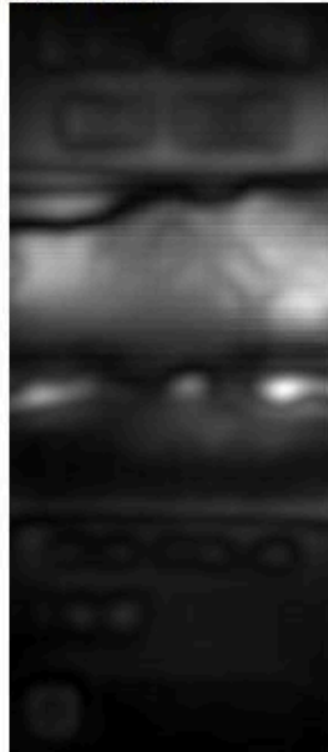
Intensity



Red - Green



Blue - Yellow



Faces



Key visual elements the human eye is attracted to.

Wildlife Ranch Brochure:

This is a decent brochure for a wildlife ranch. Since this attraction requires a long drive, I wish the brochure put more information inside such as:

- How long it takes to tour the facility.
- What age ranges it can accommodate.
- Are there bathrooms?
- Does it cost a lot of money? Charge per car? Charge per person?
- Is there food I can buy?
- Is there anything else around I can visit after or before?



No more details??
"Animals come to your car!"
"Feed a giraffe!"
"Fun for whole family!"

Good pictures.

Below you can see the original brochure, and how the front of it attracts the human eye:



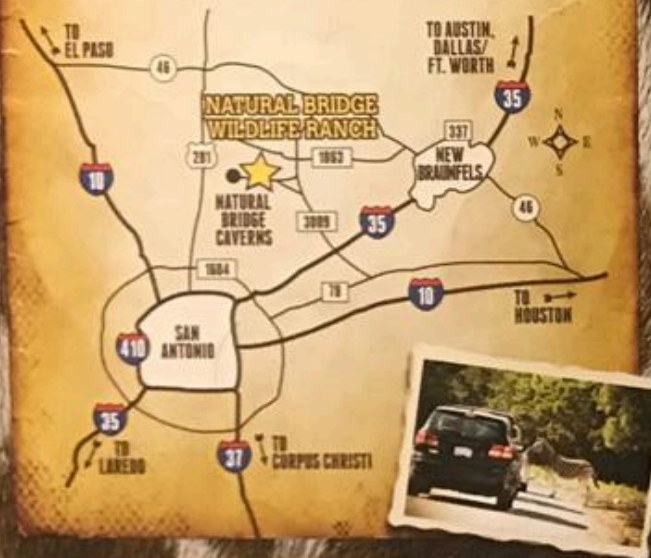
FRONT of wildlife tour brochure.



26515 Natural Bridge Caverns Rd.
San Antonio, Texas 78266
830.438.7400

SAFARI DRIVE THRU

Natural Bridge Wildlife Ranch lets you interact with animals from all over the world in a picturesque setting only 30 minutes from San Antonio or 20 minutes from New Braunfels.



OPEN DAILY

Open at 9 am. Call or check website for seasonal closing times.
Only closed Thanksgiving, Christmas Eve, Christmas Day.

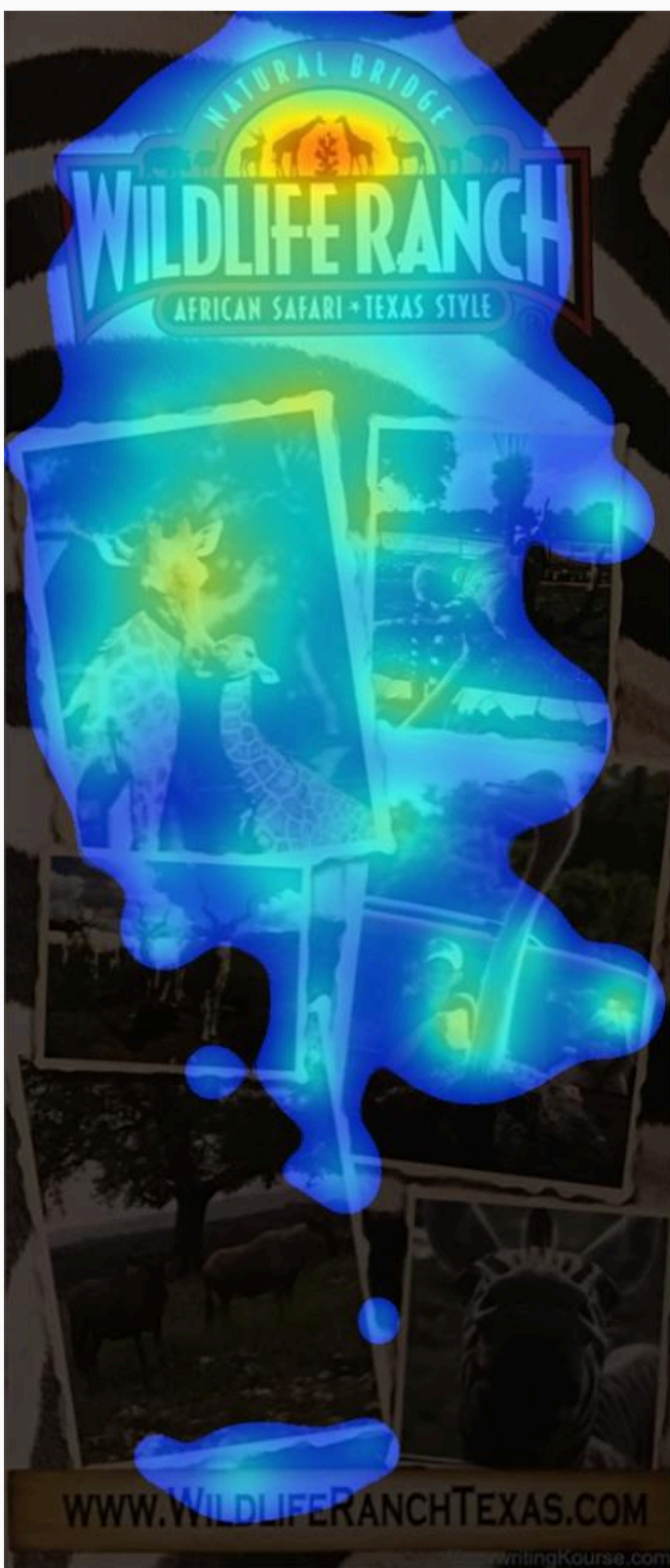
SORRY, NO PETS ALLOWED.



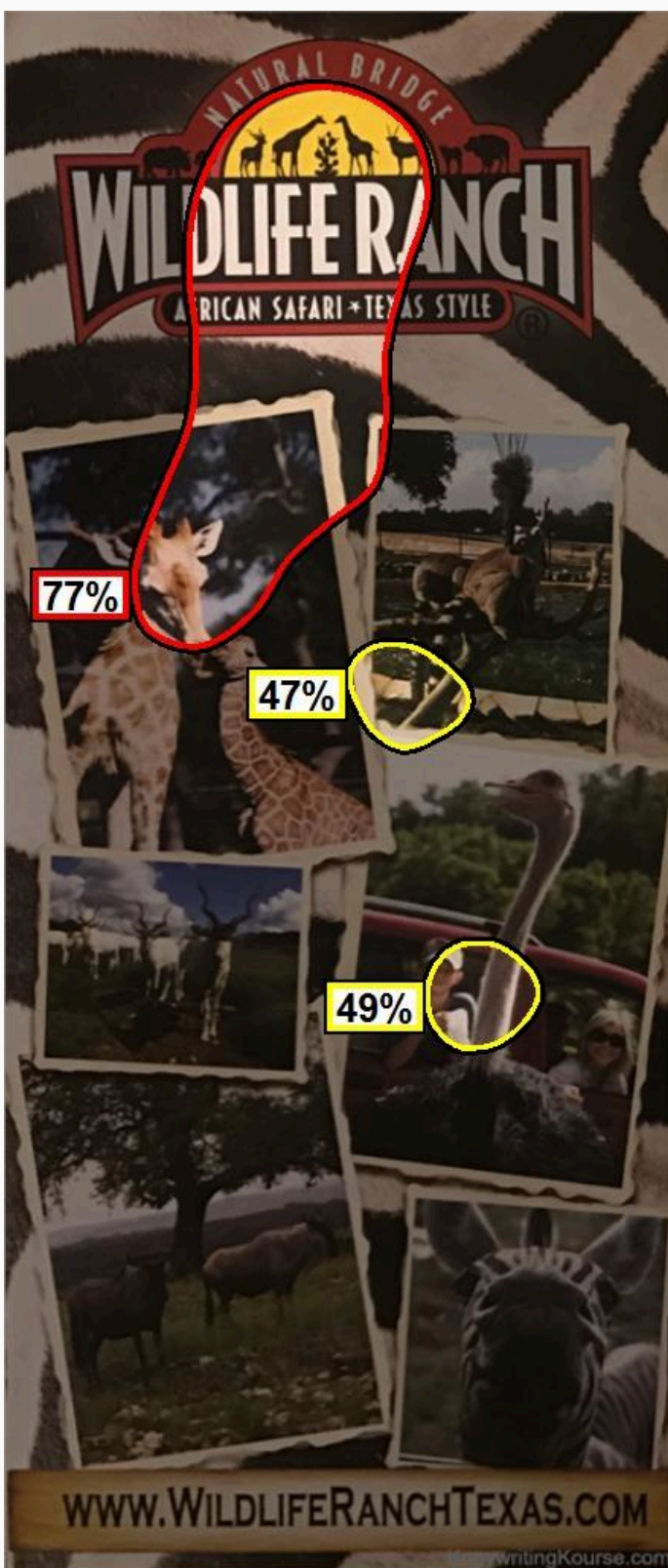
WWW.WILDLIFERANCHTEXAS.COM

copywritingcourse.com

BACK of wildlife tour brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.

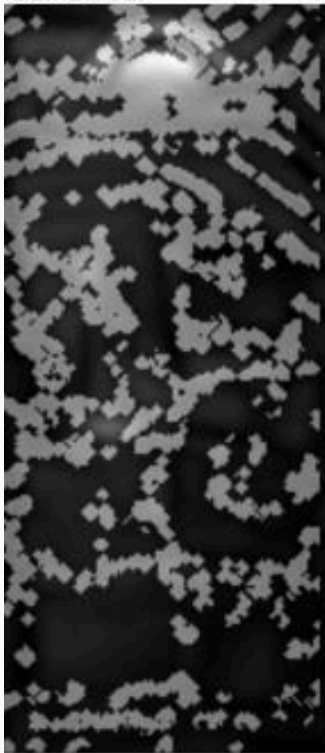


Probability of where a person will look in the first 3-5 seconds.

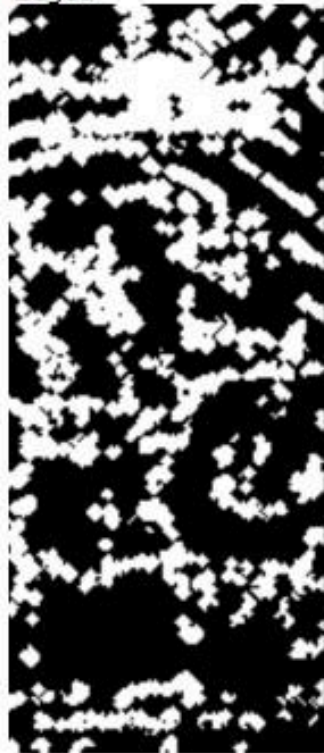


Most likely path that the human eye will follow when viewing the image.

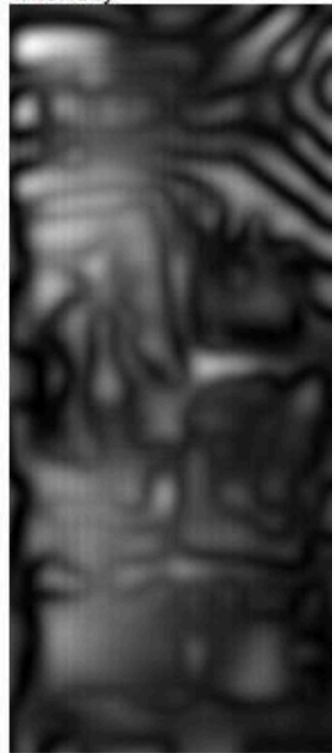
Combined



Edges



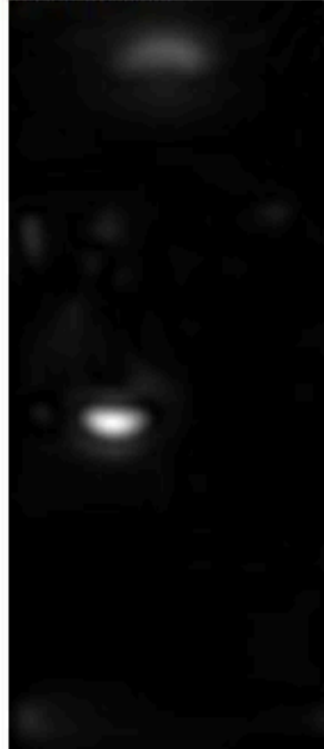
Intensity



Red - Green



Blue - Yellow



Faces



Key visual elements the human eye is attracted to.

Travel Tips Brochure:

This is a brochure that attempts to get people to download an app that is filled with recommendations (of course all of them are affiliates of the company).

I thought this brochure had A LOT more potential if they actually gave a few good recommendations before trying pitch an app:

The brochure is divided into three main sections, each highlighted with a red circle and a handwritten note:

- Top Section:** Features the text "ONLINE TRAVEL INFO" in large, bold letters, with a small "i" icon and the word "WITH" below it. Below this is the logo for "visitor**tips**.com".
Way too confusing.
- Middle Section:** Shows a laptop displaying a grid of travel photos and a smartphone displaying the same grid. Text to the right says "Download the FREE App Today! See Back for Details".
Gives no indication of what is included.
- Bottom Section:** Has a red header that says "REGISTER TODAY!". Below it, it says "Win an iPad!" with a blue arrow pointing to a QR code. Text below the QR code says "SCAN THIS QR CODE FOR A CHANCE TO WIN!". At the bottom, there is a small disclaimer: "*Must be at least 18 years of age to enter. Drawing to be held on January 3rd. Scan QR Code for more details." and a footer with "POWERED BY CERTIFIED" and "powered by" followed by social media icons.
What?
Why?
First give some information.

There’s not even a HINT of what kind of travel tips you’ll find inside. I checked out the VisitorTips website, and analyzed it with some traffic tools, that show it gets VERY LOW AMOUNTS OF TRAFFIC:

Parent topic ^{β i}	Its volume	Traffic potential ⁱ
visitortips com app	50	50

This brochure looks like garbage, gives nothing BUT garbage information, and therefore converts like garbage.

Below you can see the original brochure, and how the front of it attracts the human eye:

ONLINE TRAVEL INFO



WITH

visitor**tips**com



Download the
FREE App Today!
See Back for Details

Check out Certified's online Brochure Racks. Your **one-stop resource** for the latest Travel and Destination information.

***REGISTER TODAY!**

Win an iPad!

*** SCAN THIS QR CODE
FOR A CHANCE TO WIN!**

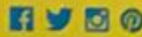
*Must be at least 18 years of age to enter.
Drawing to be held on January 3rd.
Scan QR Code for more details.



POWERED BY



FOLLOW US



FRONT of travel tips app brochure.

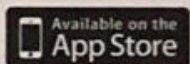
DOWNLOAD THE **FREE** APP TODAY!

visitor**tips**com

***Delivering the Power
of Brochures to your Phone!***

iPhone

Android



**SCAN THIS QR CODE
TO DOWNLOAD
YOUR APP**



View brochures and publications anywhere, anytime!



Got a question? Call **1-800-799-7373**

certifiedfolder.com

BACK of travel tips app brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.



Probability of where a person will look in the first 3-5 seconds.

ONLINE
**TRAVEL
INFO** ²
WITH

³ ¹ ⁴ **visit** **info** **com**

Download the
FREE App Today!
See Back for Details ⓘ

Check out Certified's online Brochure Racks. Your **one-stop resource** for the latest Travel and Destination information.

REGISTER TODAY!

Win an **iPad!**

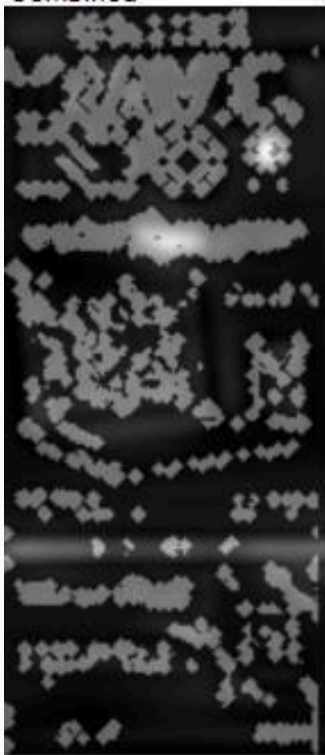
SCAN THIS QR CODE FOR A CHANCE TO WIN!

*Must be at least 18 years of age to enter.
Drawing to be held on January 3rd.
Scan QR Code for more details.

POWERED BY **CERTIFIED** TRAVEL
<http://www.visitinfo.com> FOLLOW US    

Most likely path that the human eye will follow when viewing the image.

Combined



Edges



Intensity



Red - Green



Blue - Yellow



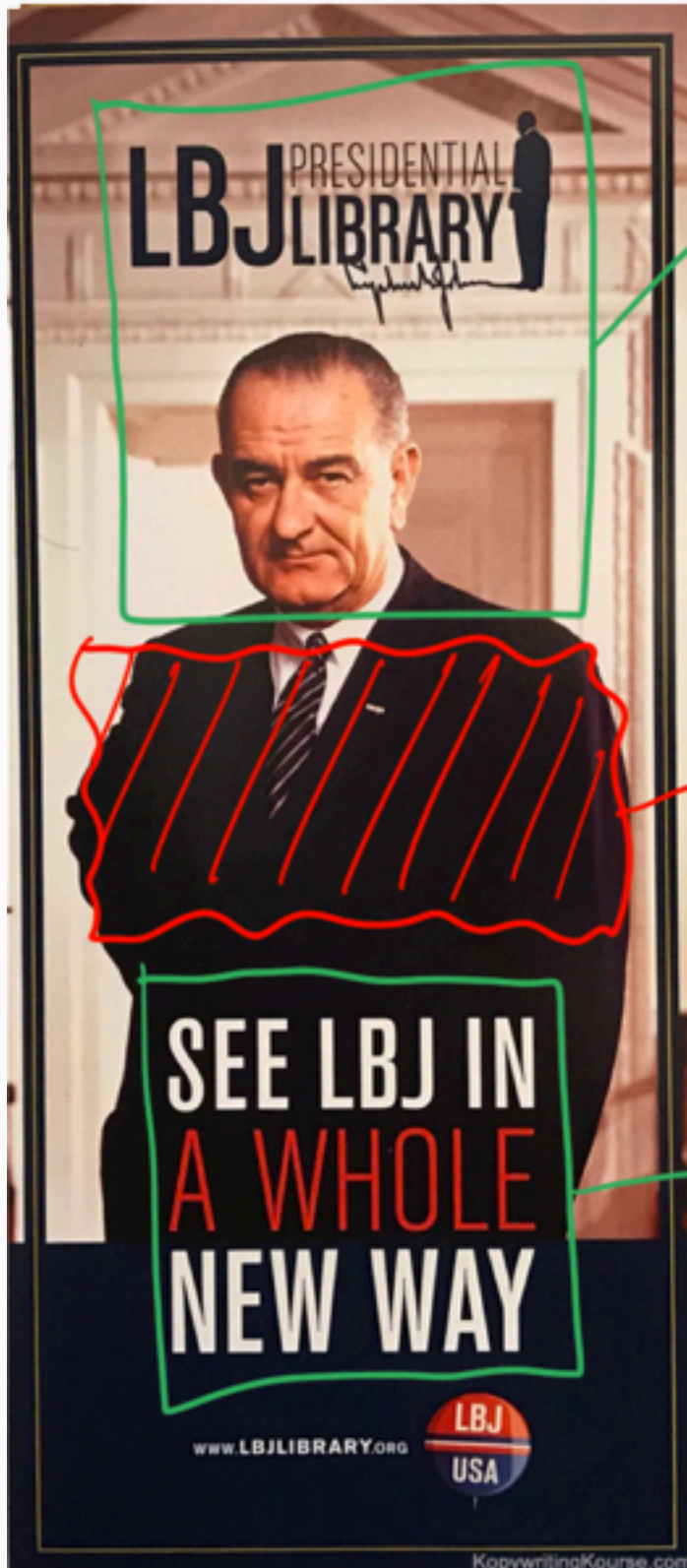
Faces



Key visual elements the human eye is attracted to.

Library Brochure:

This is a brochure for the LBJ Library:



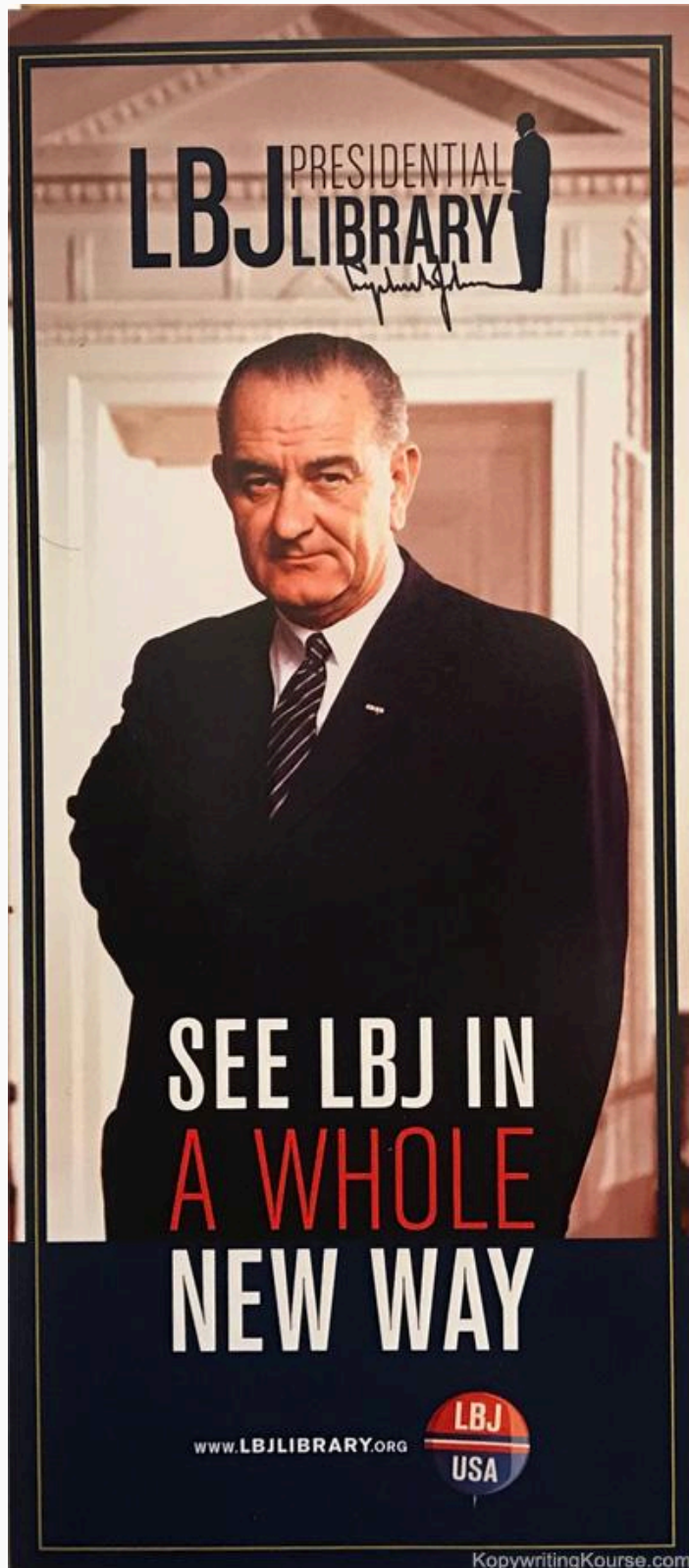
Very clear what this tour is about.

Lots of wasted space. Could say, "See the life of our 36th president."

Appeals to an older crowd

I wish the brochure added some information such as “See the life of our 36th president” or something like that. Even something about the era would appeal to a lot of people, such as, “See the turbulent 60’s and how America was.”

Below you can see the original brochure, and how the front of it attracts the human eye:



OPEN 9AM - 5PM • FREE PARKING
\$8 ADULTS \$5 SENIORS \$3 TEENS 13-17 (12 & UNDER FREE)



THE LBJ PRESIDENTIAL LIBRARY

At the LBJ Presidential Library, visitors will experience the life and times of one of our nation's most fascinating presidents and the era of his administration — the turbulent 1960s. After a redesign completed in December 2012, the Library features new exhibits incorporating the latest technology and interactive elements with historic and cultural artifacts.

FEATURES & EXHIBITS

- Hear President Johnson conducting business in historic recordings of White House telephone conversations
- Step into a replica of the Oval Office
- Experience the President's decision-making process in an interactive display about the Vietnam War
- Discover how legislation passed under LBJ affects you today
- Enjoy new films on President Johnson, civil rights, LBJ's legacy, and the First Family
- Choose from several different tours, including a tour in Spanish, using a downloadable app or handheld guide

MEMBERSHIP

Join one of several membership groups and enjoy various benefits and perks, including free admission.

ARCHIVES INFORMATION

The Archives house historical papers, photographs, film, and audiovisual recordings that are available to the public for research.

THE STORE AT LBJ

The LBJ museum store offers a selection of books, DVDs, and souvenirs custom designed to reflect the content of the permanent exhibit space at the LBJ Presidential Library. President Johnson's life and career are reflected in products hand selected to educate our visitors and customers on the legacy of our 36th President. Museum members receive a 10% discount in the store.

VISITORS WITH SPECIAL NEEDS

Wheelchairs are available at the Information Desk in the lobby. All floors are accessible by elevator. Exhibits are closed-captioned.

LBJ PRESIDENTIAL LIBRARY
2313 RED RIVER ST.
AUSTIN, TX 78705
(512) 721-0200
www.LBJLIBRARY.ORG





KopywritingKourse.com

BACK of LBJ Library brochure.



Areas of the brochure that are likely to receive attention within the first 3-5 seconds.



Probability of where a person will look in the first 3-5 seconds.



Most likely path that the human eye will follow when viewing the image.

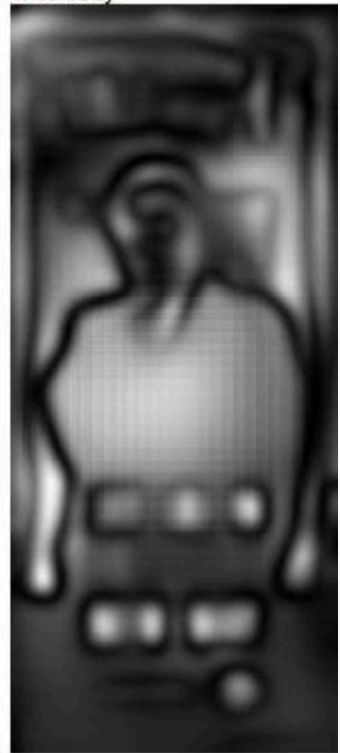
Combined



Edges



Intensity



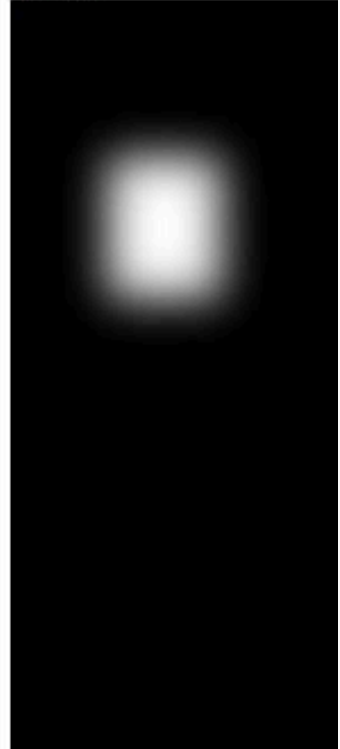
Red - Green



Blue - Yellow



Faces



Key visual elements the human eye is attracted to.

“Making a brochure in Microsoft Word (plus a free template).”

“Making a brochure in Google Docs (plus a free template).”

The 4 questions you must ask when making a brochure.

Clever Brochure Idea and Tricks:

1.) Put a business card in each brochure. When they pick it up, it will fall out, or they can at least keep the business card.

2.) Provide a handy resource such as “The Perfect Day in Austin” list. On it, your business will be listed somewhere of course :)

Here’s our guide to a perfect day in Downtown Austin.

- Start with a breakfast at Torchy’s Tacos on South Congress.
- **(your pitch)** → Walk your way downtown and rent a paddleboard from SUP ATX Paddleboards.
- Cool off from paddleboarding with Amy’s Ice Cream just two blocks away.
- Sunset to watch the bats.

Brochure Cheat Sheet:

1.) What is the specific end goal of your brochure?

Get them to a website? Get them to call and reserve? Give them a map? Pick only one. Preferably the action that actually brings you money. Your product might be better advertised with a simple [one-pager](#) rather than a fancy brochure.

2.) Does your brochure give reasons they should go with you?

3.) What else is around your attraction? What other useful information is there?

Sincerely,

Neville Medhora – Copywriting Course

Original Post:

<https://copywritingcourse.com/brochure-examples/>