

How to...

4

# Create

brochures and flyers



A Microsoft Guide for Small Businesses

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# Introduction

If you own a small business, printed marketing materials such as brochures, flyers and price lists play a critical role in your marketing plan and your success in selling your products and services.

Brochures not only provide potential customers with more information than you can provide over the phone or in a short meeting. They can also help you follow up your customer contacts and enhance your overall image.

Flyers are the easiest-to-produce and least expensive marketing tool available. You can post them, hand them out and leave them wherever your prospective customers might see them.

However, you don't have to hire a graphic design company to create these marketing pieces. With Microsoft® Publisher you can achieve the same professional results yourself at a fraction of the cost.



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# Define

## the objective

For the greatest impact, your marketing materials should primarily focus on how your organisation can benefit your customers. This will help you personalise your product or service.

Tell your customers how they will benefit from choosing your products and services by showing them specific examples of how current customers are benefiting. Be positive, yet always be honest. Outrageous claims will turn people away.

In addition to informing customers and prospects, effective brochures and flyers involve the reader and encourage them to take action. They can entice people to enquire about your business or even try what you have to offer.

Always tell the reader exactly what you want them to do – and you don't have to be subtle. Use action statements, with strong verbs to encourage the reader to act. For example:

- *Call in today*
- *Place an order now*
- *Visit our website*
- *Telephone us for a free consultation*



# Design strategies

When you create a new brochure or flyer from the New Publication task pane in Microsoft Publisher, you will be prompted to choose one of Publisher's designs.

A design is simply a "look" which will include artfully positioned graphics, interesting fonts, borders and shading to give your publication a professionally designed finish.



As you can see, the impression this flyer makes changes according to the design applied. The text, picture and layout have remained unchanged, but the design has changed the whole look of the flyer. Some simply don't look right.

Make sure that you choose a design that properly reflects the service or product you are offering. For example, if a design looks technical, then it might be suitable for a high-tech product. If it looks feminine, it might be appropriate for products aimed at women. If it looks childish, then it might suit a product or service to do with children.

Don't be afraid to try lots of different designs before you finally decide. You can also change the colour scheme to alter the look of a design. All of these options can be found in Publisher's **Publication Designs** task pane.

Once you have chosen a design and colour scheme, keep it for all the other materials you produce. You will then ensure everything has a consistent look.

# Grab the reader's attention

There are some useful pre-designed elements you can add that will draw attention to what you want the customer to do ("Call Today!") or allow them to actually do it (an order form for them to fill in).

To add one of these pre-designed elements to your brochure, go to the **Insert** menu and choose **Design Gallery Object**.

- Choose **Sidebars** to highlight special points of interest.
- Choose **Coupons** to create a special offer voucher.
- Choose **Attention Getters** to do exactly that!
- Choose **Reply Forms** to create a response or order form.

You can then overtype the sample text with your own, and position the item wherever you choose in your publication.



# Choose

## how to print

### From your desktop printer

The easiest and most flexible way to print out your publication is to print it yourself on your own desktop printer. This means that if you need half a dozen extra copies at a moment's notice you can just go ahead and print them out!

- If you are printing something smaller than an A4 page (e.g. postcards) then make sure that you print multiple copies on each page. To do this, click the **Change Copies Per Sheet** button in the **Print** dialogue box.



- It can sometimes be useful to print a draft copy of your publication without the graphics. To do this, choose **Print** from the **File** menu and then click the **Advanced Print Settings** button. On the **Graphics and Fonts** tab, click **Do not print any graphics** and click **OK**.
- Think creatively about the paper you use to print out your publication. Why not use coloured paper or card, or some of the specialist glossy and fancy paper you can buy?

### Commercial printing

If you need the highest quality of printing or a very large number of copies, then it may be advisable to use a commercial printing service. Microsoft Publisher 2003 offers superb support for commercial printing, and there is a great deal of information on this topic in Publisher Help on this topic which is certainly worth a read. Here are some tips to get you started:

- When you start your publication, set the output to Composite CMYK. To do this, click the **Advanced Print Settings** button in the **Print** dialogue box. On the **Separations** tab, choose **Composite CMYK** from the list of Output choices.
- Save your finished document as a PostScript file. To do this, choose **PostScript** from the Save as type list in the **Save As** dialogue box.
- If you have other software which allows you to create a PDF file of your publication, then this will create a file format that any commercial printer should accept. If not, find a printer who is happy to work with your Publisher PostScript file.

# Does your brochure say "READ ME"

Microsoft Publisher's built-in layouts have been carefully designed, but these tips can ensure you don't spoil the effect when you start adding your own content.

## Layout

- *Right-aligned text, used carefully, can be visually interesting.*
- *Try not to be too symmetrical with your layout. A bit of asymmetry can add visual interest and hold the reader's eye.*
- *Don't use vertical lines to indicate the fold in a brochure – it can be very difficult to fold exactly on the line!*

## Readability

- *Balance white space with text and graphics at a 50:50 ratio to make your publication easier to read.*
- *Never use block capitals for a paragraph of text as they are difficult to read in large quantities.*
- *Take care when using decorative fonts – and never use one in all uppercase.*

## Best text practices

- *Avoid typing two spaces at the end of a sentence as you might do in other documents. After you format your text with different column widths, different alignments etc, these two spaces might end up looking like a huge gap.*
- *Try using a Serif font (e.g. Times New Roman) for the body text in your publication, and a plainer Sans Serif font (e.g. Arial) for all the titles.*
- *Only ever use **bold** and *italic* text for emphasis.*

# Publisher

## tips and tricks

### Kerning

Sometimes you might want to increase or decrease the space between characters (this is called kerning) and it can be quite a fiddly job from the dialogue box. So try this keyboard shortcut. Select the text, and then press **Ctrl Shift [** to decrease the spacing, and **Ctrl Shift ]** to increase the spacing.

### Zooming

When you draw a text frame in Publisher, you would normally be zoomed out so that you can see the whole page. However, when it comes to typing text into the frame, it's all rather tiny. Press **F9** to zoom in to see the frame at 100%, and **F9** again to go back to the % zoom you were using before.

### Quick rotate

This is a great keyboard shortcut if you want to quickly rotate an object by 15 degrees. Select the object and then press **Ctrl Alt ←** or **Ctrl Alt →**. Just make sure that you don't get dizzy.

### Frame hopping

If you are editing a story divided up into two or more linked text frames, it can be annoying breaking away from the keyboard to click the little button that will take you to the next or previous frame. Instead use **Ctrl Tab** to move to the next linked frame, and **Ctrl Shift Tab** to move to the previous one.

### Swift switching to your background

For many publications, it is useful to use the background (which is like another layer in your publication) for things like page borders, headers and footers and page numbers. You can get to it from the View menu – but it is so much quicker to press **Ctrl M** instead. Press **Ctrl M** again to switch back to the foreground.

# Find the help and support you need on Microsoft UK's products and services

**Software support:** There are a number of ways you can get help, advice and support from Microsoft. Microsoft® bCentral™ is a great starting point to guide you to the help and support you need and includes links to the specific areas listed below.

[www.bCentral.co.uk/help/support.asp](http://www.bCentral.co.uk/help/support.asp)

**Technology:** This area provides information on how you can get more from your software investments, as well as help with specific tasks you're trying to carry out.

[www.bCentral.co.uk/technology](http://www.bCentral.co.uk/technology)

**Security:** This section covers information and support on protecting your system including anti-virus options, networking systems and secure online purchasing.

[www.bCentral.co.uk/technology/security](http://www.bCentral.co.uk/technology/security)

**Unresolved or specific technical support queries:** Microsoft has a dedicated website with centralised support resources. Here you can download software, review common issues related to your product, search the technical database (Knowledge Base), join a newsgroup and check the status of an ongoing query.

[www.support.microsoft.com](http://www.support.microsoft.com)

**Newsgroups:** This page provides access to Newsgroups across a range of topics. Discuss issues with others who use Microsoft Products, including advice from Microsoft® Most Valuable Professionals (MVPs). Read interesting posts, search for specific topics, answer a question, or post your own question to any of the many groups.

[www.support.microsoft.com/newsgroups](http://www.support.microsoft.com/newsgroups)

**Free support calls:** Retail customers may be eligible for two telephone or online support incidents at no charge. To find out if you are entitled, either telephone us on **0870 60 10 100 (8am – 6pm Mon-Fri)**, or submit your technical support incident online via the Microsoft UK support site to see if it is validated.

**Links to other Microsoft resources from:** [www.bCentral.co.uk/help/microsoft.asp](http://www.bCentral.co.uk/help/microsoft.asp)

Microsoft has a large number of websites designed to help you get more from your software, as well as keep it up-to-date and reliable. From this page you can follow the links to:

- **Microsoft UK home** – the place for everything Microsoft with information and resources on the entire Microsoft product range (including Microsoft® Windows®, Microsoft® Office and Servers) as well as the latest news and community offerings.
- **Office update** – to ensure you have the latest add-ons, security features and other tools on your PC.
- **Windows update** – similar to the Office update site, the section is dedicated to Windows.
- **Office for Macintosh** – find out more about how Microsoft supports the Mac and what's available – from help to the latest products available.
- **Licensing Compliance** – be sure you're using the right software.
- **Technet** – an information and community programme for IT professionals providing valuable free resources packed with technical answers and insights.
- **MSN** – for the latest consumer news and views.

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