



## PANEL 1 (Features)

There are four principle issues to be covered in a basic brochure:

- ◆ **Features** (the description of your product, service, or company)
- ◆ **Benefits** (the description of its benefits to your clients or audience)
- ◆ **People** (the description of the people behind the product or service)
- ◆ **Action** (what you want people to do after reading the brochure)

Don't try to fill entire panels with text. White (empty) space makes the brochure more inviting and is easier to read.



## PANEL 2 (Benefits)

Panel headings were created with the "PanelHeads" style. Replace the headings of each panel with your own text. Typical headings might be, "Who We Are", "What We Do", "For More Information", etc.



## PANEL 3 (Action)

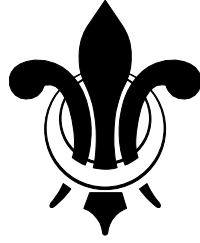
Brochure panels are usually read in the order listed. While the fourth panel usually gets looked at first, most people actually begin reading on the first panel.



## PANEL 4 (People)

<Company>  
<Address>  
<Town>  
<County/State>  
<Postcode>  
<Telephone>  
Fax: <Fax>

[Brochure Title]



[Descriptive Subtitle or Slogan]