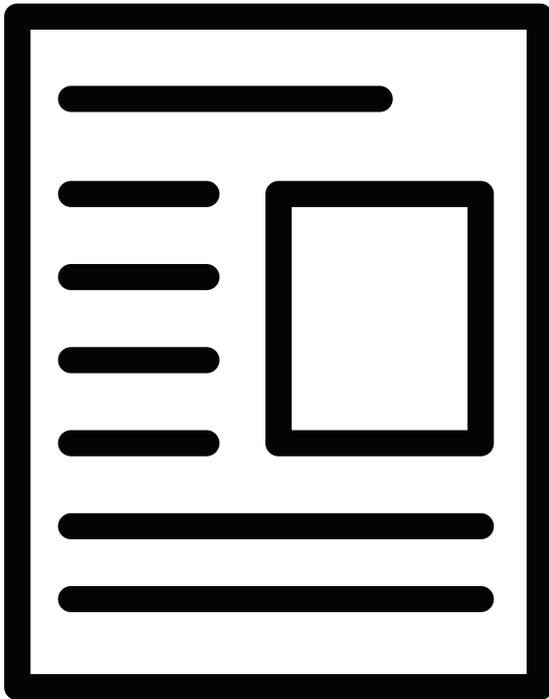


CARPENTER STARTER KIT

MARKETING TOOLS

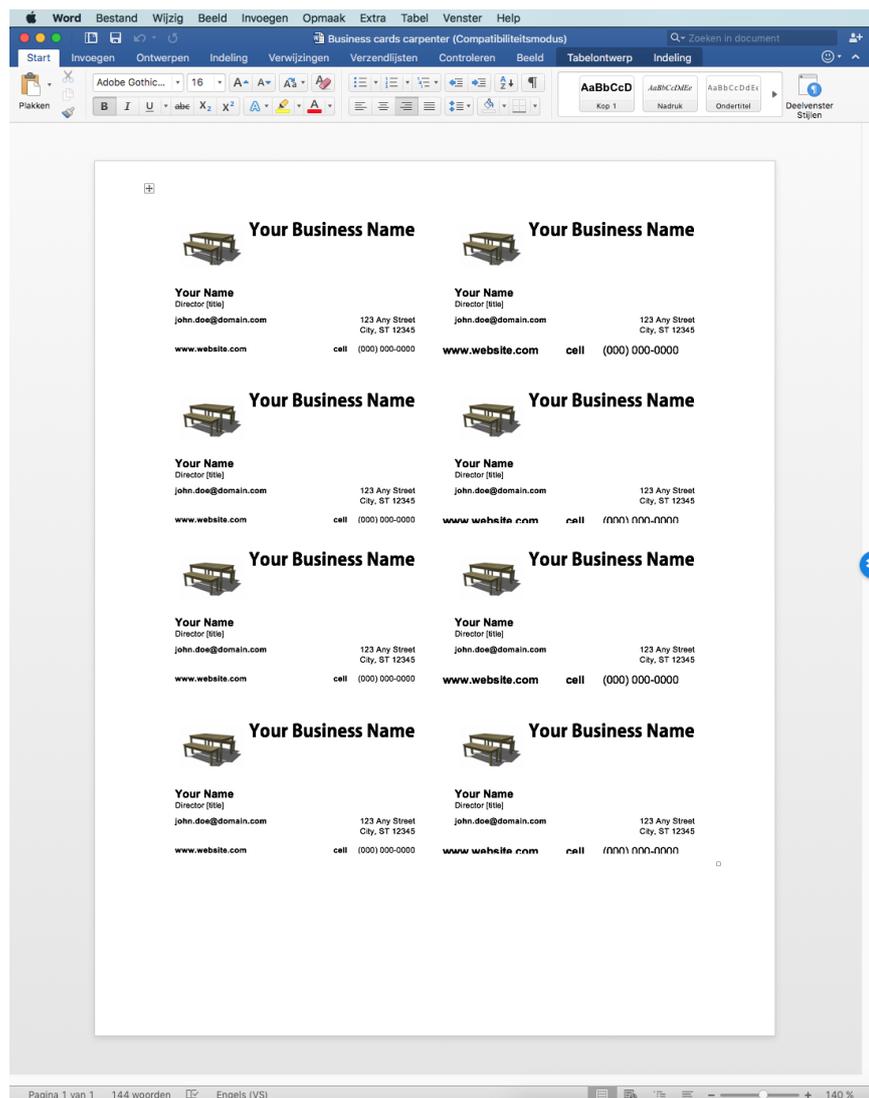


SINGLE SPARK
Your business-in-a-box!

CHAPTER ONE

BUSINESS CARDS

These are examples of your business cards. You can download the template from your online account and can easily adjust it to your needs in MSWord. A short video tutorial shows you how you can do this.



See your personal account to watch the video tutorial about editing

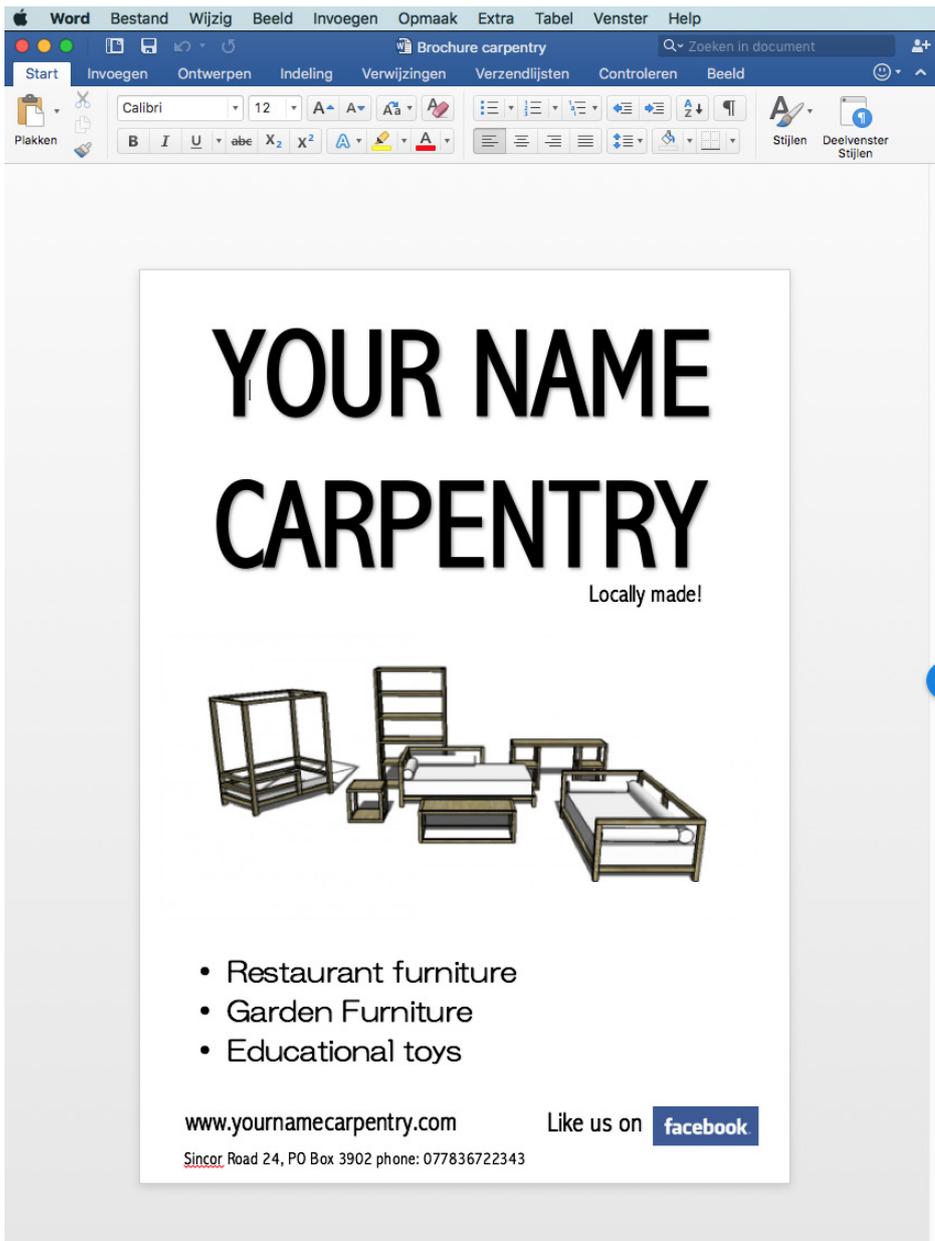


See your personal account to download the editable MSWord file

CHAPTER TWO

BROCHURE

This is an example of your brochure. You can download the template from your online account and can easily adjust it to your needs in MSWord. A short video tutorial shows you how you can do this.



See your personal account to watch the video tutorial about editing



See your personal account to download the editable MSWord file

CHAPTER THREE

HOW TO MAKE A BROCHURE

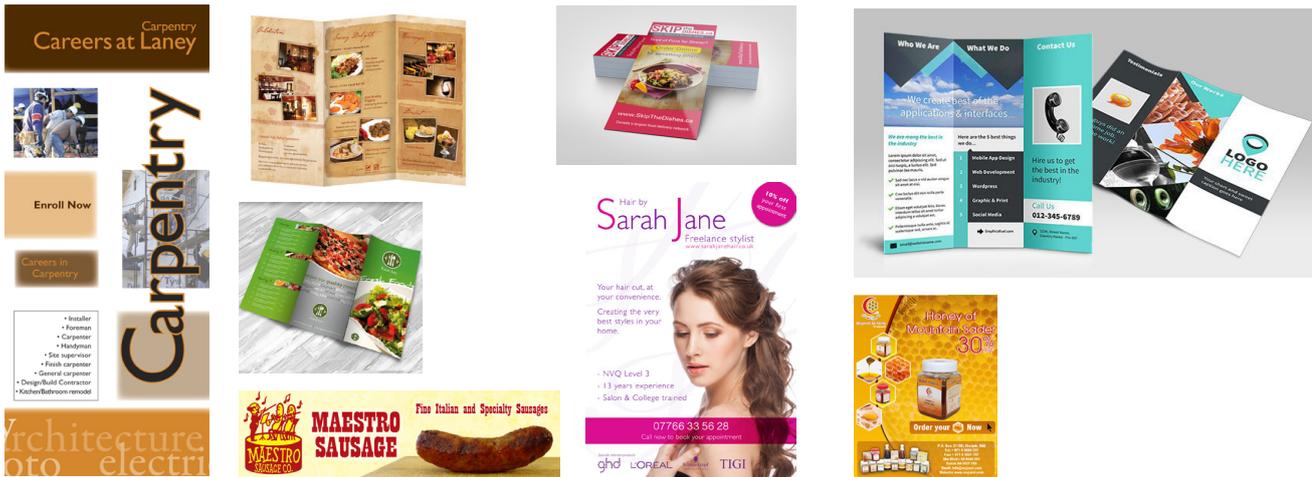
GENERAL TIPS

Writing a good brochure is more difficult than you might think. Below you find some general tips about writing a brochure.

- 1 Persuasion**
The biggest and most-common mistake made when writing a brochure, is focusing on information instead of persuasion. After reading your brochure, your customer should take action.
- 2 Identify your target audience.**
Who is your target group? Who are these people? Are you writing your brochure to an individual consumer who is looking for a product or service? Or are you writing your brochure for a team of investors and board members? Keep your target audience always in mind.
- 3 Put yourself in your readers' shoes.**
Pretend you've come across your own brochure. When looking at the cover ask yourself what kind of information you would want to find inside. Write down and answer any questions you may have. You can use this information in your brochure.
- 4 Find a good a balance between words and images.**
While your brochure provides readers with valuable information, you don't want to fill entire pages or sections with blocks of text. No one will read your brochures if there is too much text. This is where pictures and graphs help you.
 - Don't make your text size smaller to accommodate more words. If you can't fit what you want to say on a page or section, you're saying too much.
 - Pictures and graphs are a great visual way to provide valuable information. You can also include little blurbs of text that explain a photo or graph.
- 5 Speak directly to your readers.**
Address the reader as "you" to establish a relationship with the reader. Making your copy personal creates a relationship between you and your customer
- 6 Content and pictures should match your business**
It is important that the text and pictures really fit your business. E.g. Don't use pictures from the internet of a fruit juicing processing factory if you press your juices manually.

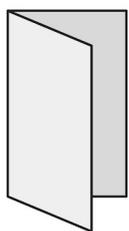
1) CHOOSE BROCHURE STYLE

Brochures come in different styles. You'll have to choose your own. Get inspired by other brochures from or from the internet. Search on Google images the type of brochure where you are looking for e.g. 'carpenter brochure'. Look at different styles and see what style attracts you and will attract your customer.

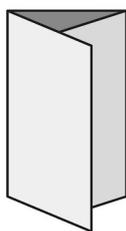


2) CHOOSE BROCHURE TYPE

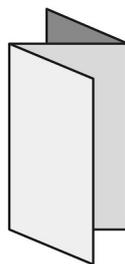
Brochures come in many layouts. Below a brief overview of different layouts. The most common is the tri-fold brochure. You are free, however, to choose a different layout depending on the information you are providing.



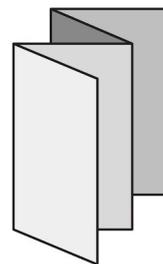
Half-Fold



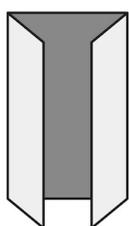
Tri-Fold
(3-Panel Roll Fold)



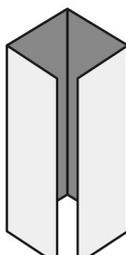
Z-Fold
(3-Panel Accordion Fold)



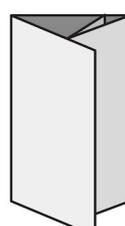
4-Panel Accordion Fold



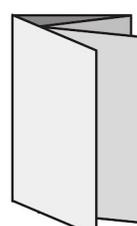
3-Panel Gate Fold



Double Gate Fold



Roll Fold



Double Parallel Fold

3) MAKE BROCHURE CONTENT

When you have chosen a lay out, you have to think about the content. You can divide a typical brochure in three parts; front, middle and back. Each part has it's own aim.

Part 1, the front

The aim of your front flap is to make the reader open your brochure.

- Use a photo that showcases the product or service you are selling.
- Show people enjoying your products or services. Along with a great photo, be sure to include text that speaks directly to the reader. Ask a question or state a benefit that someone picking up your brochure will want.
- A tag-line and a line or two of text on your cover give readers enough information to pick up your brochure. It also creates just enough mystery to entice readers to flip to the next page or section.

Part 2, the middle

The middle part contains answers and offers. It showcase the products, the benefits and some information of your business.

- Stress the benefits of your product. Instead of just providing an overview of the basic features, you want to focus on a specific topic that lets you get detailed. Features describe the product or service; benefits describe how the features will help the customer.
- Use testimonials. Get quotes from satisfied customers to include in the brochure. Be sure to include the customer's full name, as well as any other relevant information that will help to make the testimonial seem legitimate.
- Bulleted or numbered lists further separate the text and make information easy to digest.
- Use bold headers to separate sections of information and break up your brochure. Provide different types of content and information for different parts. Breaking up your brochure into parts allows readers to compartmentalize information. Sections help the flow of information and keep readers interested without getting overwhelmed.

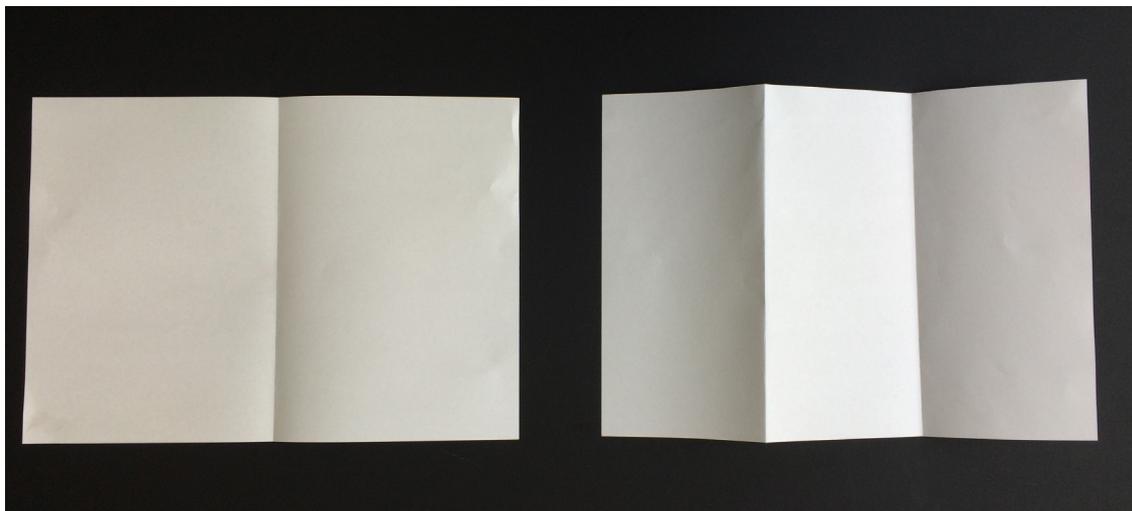
Section 3, the back

- The aim of the last part is a call to action. Direct your reader to the next step.
- This last section provides incentives to act and contact information.
- This could be done by asking your reader to visit your showroom or call your office to schedule an appointment.
- Try to create an emotional call to action. Once again, consider using words and pictures to elicit an emotion. People are more likely to act if you can create empathy. If your brochure is selling custom kitchens, use a picture that shows a happy family sharing a delicious meal in a beautiful kitchen. Then, in your call to action, invite readers to contact you to get a kitchen that will make every night as perfect as the one in your photo.

4) SKETCH & TEST BROCHURE

When you have an idea of your style, type and content. It's time to start sketching your brochure.

- 1 Take 5 pieces of A4 paper and fold it in the way want to use your brochure. Portrait or landscape, half-fold or tri-fold?



- 2 Start sketching! Don't be afraid of making mistakes, just write and draw down all the information you want to communicate and choose pictures you want to use. Don't forget inspiration from other brochures by looking on Google Images.



- 3 When satisfied, show various options to others and ask their opinion. Ask things like, what do they think of it, what could be better, is the text clear, did I miss something?

5) PRINT YOUR BROCHURE

Now you know what you want to communicate you need to make it digital for printing.

- 1 If you know how to use a computer you can try to put your design into Microsoft Word or e.g. Adobe Photoshop. On your personal account you can find a template of your brochure. Another option is to hand this job over to a professional who can make your design digital. Professionals are expensive so make sure you make it as easy as possible for them.

How?

- Bring all the (digital) pictures in high resolution with you on a USB stick,
- Put all the text in a MS Word file, or write it clearly on a piece of paper. Make sure there are no misspelled words.
- Bring your design from the previous chapter
- Ask a price quotation in advance
- Ask a digital copy of the file in PDF format. Ask for CMYK format. Check the quality by zooming in a PDF viewer.

- 2 When you have the digital PDF file of your brochure you can contact a print service to print the brochures.

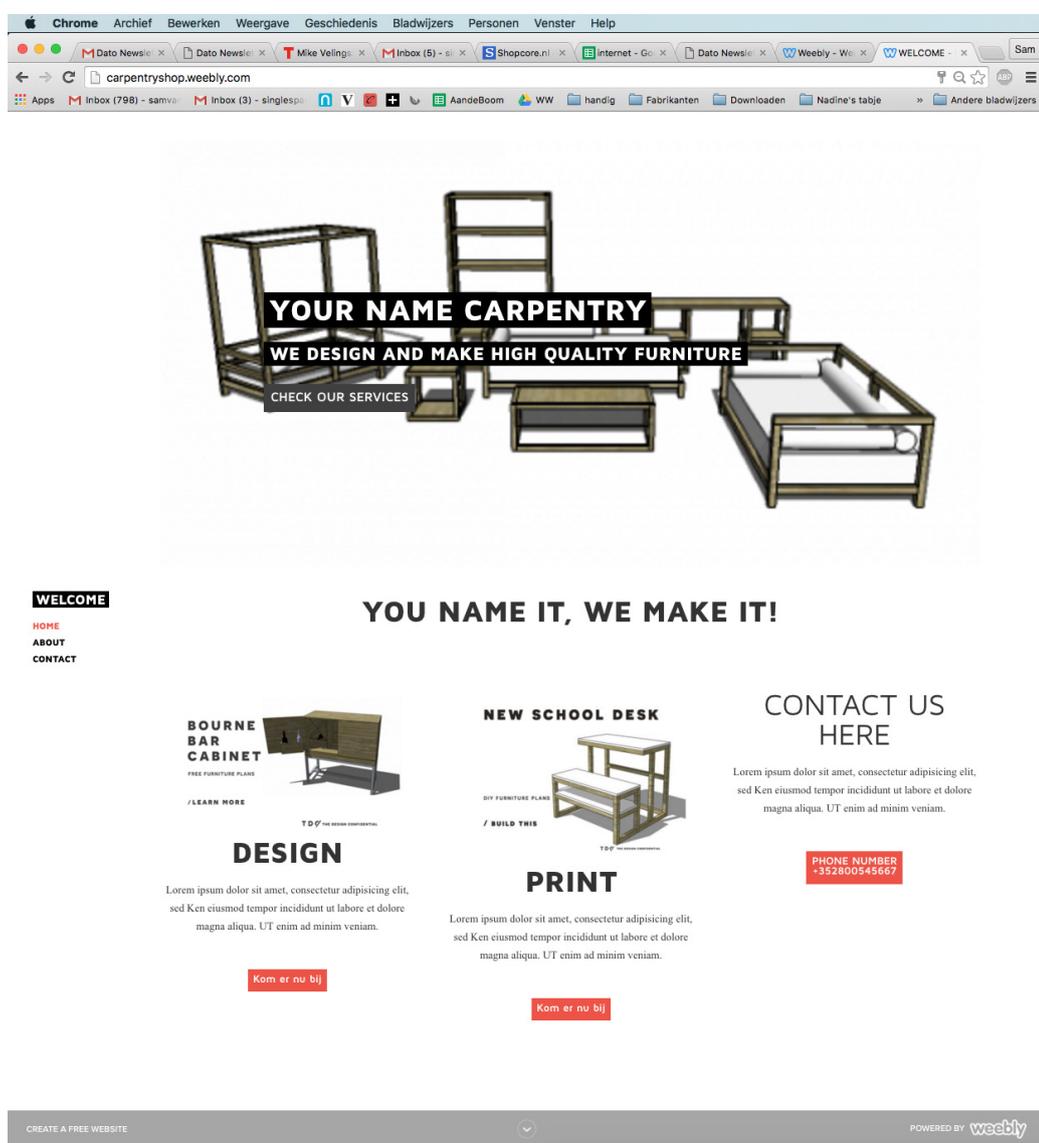
Tips:

- Larger quantities will cost less per brochure, but don't buy too much in the beginning.
- Make an agreement about the quality of paper you want (e.g. 80 grams is regular printing paper, 300 grams is almost like thin cardboard)
- Decide if you want glossy or matte paper
- Make a clear agreement about the print quality. Ask for a test print in advance and compare this with the end result.

CHAPTER FOUR

WEBSITE

This is a screenshot of your website. To see it online go to your online account. It is a website template created for your business. You just have to add a few personal things and you have your own smart looking website. To access this template you need to create an account on Weebly, this is a free online website builder. Next, you send an email to info@singlespark.nl to get authorized access to the template. Then you are ready to change the website to your wishes. (see the video tutorial about creating a Weebly account and website)



Preview of website: <http://carpentryshop.weebly.com>



See your personal account to watch the video about creating a Weebly account and website

© 2016 by Single Spark.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of Single Spark.

Single Spark
The Netherlands
www.singlespark.nl
+31(0)646902592