

# BROCHURE

INFORM. PERSUADE. PROMOTE.

## PURPOSE

Brochures provide information and persuade the reader to take action.

### DISCOVER THE WORLD

Unforgettable places.  
Amazing experiences.



MEMORIES  
THAT LAST  
FOREVER

### WHY TRAVEL WITH US?



#### TRUSTED EXPERTS

Years of experience  
you can rely on.



#### GREAT VALUE

Quality trips at  
fair prices.



#### PERSONAL SERVICE

We're here for you  
at every step.

*Your adventure  
starts here.*

### EXPLORE DREAM DESTINATIONS



### BOOK TODAY!

Your next adventure  
is waiting.

 [www.exploreworld.com](http://www.exploreworld.com)  
 01234 567 890  
 [hello@exploreworld.com](mailto:hello@exploreworld.com)

## KEY FEATURES



### ATTRACTIVE LAYOUT

Well-designed and  
visually appealing.



### INFORMATION

Clear details about  
products or services.



### PERSUASIVE LANGUAGE

Encourages the reader  
to choose you.



### IMAGES

High-quality images  
support your message.



### CALL TO ACTION

Tells the reader what  
to do next.

## TOP TIPS

- ✓ Use headings to guide the reader.
- ✓ Keep text short and easy to read.
- ✓ Highlight the benefits.
- ✓ Use positive, persuasive words.
- ✓ End with a clear call to action.

### DO



BE CLEAR  
AND POSITIVE



FOCUS ON  
BENEFITS



USE STRONG  
IMAGES



INCLUDE A  
CALL TO ACTION

### DON'T



TOO MUCH  
TEXT



COMPLICATED  
LANGUAGE



POOR QUALITY  
IMAGES



NO CONTACT  
DETAILS

“A GREAT BROCHURE  
INFORMS, INSPIRES  
AND GETS RESULTS.”



A GOOD BROCHURE  
MAKES PEOPLE WANT  
TO KNOW MORE.