IT'S ALWRITE! · STUDY GUIDE · TEXT TYPE 3 OF 18

Brochures and Leaflets

IN A SENTENCE Brochures and leaflets are written for people who did not ask to read them.

LAYOUT TEMPLATE

Brochures and Leaflets

Use this skeleton to plan your leaflet. The numbers follow the order your reader's eye moves down the page.

1. **Organisation name**
2. **TITLE**
   + slogan underneath
3. **Date** | **Time** | **Place**
   key facts, easy to find
4. **Image + caption**
   optional
5. **About**
   what it is + who it's for
6. **Benefits**
   what the reader gains
7. **How to join**
   steps · prices
8. **"** **Testimonial**
   "…" – name
9. **CALL TO ACTION**
   book · visit · sign up
10. website · email · phone

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.