

Does your brochure beat the trash test? Take our test to see.

It is crucial that your brochure remain in the hands of your target audience in order to do its job and deliver your marketing message. If your brochure doesn't capture attention, captivate its audience, and motivate action, it may just end up in your prospect's the trash. Take our test to see if your brochure has what it needs to beat the trash.

For each statement below, enter 2 for YES, 1 for NO and 0 for DON'T KNOW.

YES	NO	DON'T KNOW	
Does your brochure demand attention?			
			The cover features a headline or image that speaks to my target audience.
			The design is visually appealing and peaks interests in its content.
Does your brochure hold the readers attention?			
			The information provided, quickly answers their question, "What's in it for me?"
			The information is interesting and engaging.
			The information is written in easy-to-understand language.
			The information communicates the marketing message effectively.
			The information is presented in minimal text so the reader isn't overwhelmed.
Does your brochure create desire for what you are offering?			
			The information presents the benefits offered quickly and clearly.
			The information is presented with an emotional appeal that will trigger desire for my products, services or causes.
			The information is presented so the reader will understand the value of the solutions that are offered.
			The information presented is focused on a single marketing message to avoid confusion.
Does your brochure reflect credibility?			
			The design, print quality and paper quality all look and feel professional.
			The information sounds believable and is supported with testimonials, facts, credentials, case study, etc., for credibility.
Does your brochure include a call for action?			
			The information includes an incentive for the reader to act immediately.
			The information entices the reader to call, visit the web site or location, or complete and mail in a form.
			The contact information is included to provide the reader with a way to take action.
			TOTAL SCORE

Add up your score. If your brochure scored 40 to 46 points, it is ready for its target audience. If it scored between 30 and 40, it may pass the trash test but may benefit from a professional tune up. If you scored below 30 points, your brochure would certainly benefit from a professional touch. Submit a copy of your brochure to Pure Talent Graphic Design at pt@puretalent.net for a free evaluation!