Leaflets and Brochures

**Leaflets and Brochures** are printed documents, usually illustrated and distributed free. Their functions can include commercial advertising, persuasion and information.

A good leaflet is one that makes people want to pick it up and read it.

Useful tips when writing a leaflet/brochure.

* Give your leaflet an eye- catching title and break the text into short sections with appropriate headings.
* Avoid heavy and complex sentences.
* Address the reader personally e.g. You’ll be able to visit…
* Use imperatives e.g.

 Discover the real meaning of ancient times

 Don’t miss the opportunity

 Step back in time

 Enjoy a long walk

 Fancy a great experience visiting..

 Are you interested in modern Art?

* Ask rhetorical questions e.g. Have you ever wanted to get away from your daily routine and discover….
* Use exaggeration adjectives e.g. superb/magnificent/exciting/the best /fabulous/fascinating/the greatest…



 E.A.