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# BROCHURE BRIEF

### The copy document you need to give to your graphic designer

*Use the key info you have unpacked from your* [*Brochure Canvas*](https://docs.google.com/spreadsheets/d/1G_qn-HCmLGHGSoQ8M0dve6UMRJ-x6aJGGfe6t-7xdTQ/edit#gid=0)*. The brochure canvas is designed to help you unpack the right messages. This document helps you organize it and write it as one copy document ready to brief a designer.*

**Designer Notes:**

Text highlighted yellow is for internal reference only.

Text that **isn’t** highlighted is the copy to be used in the brochure

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# FRONT COVER

## Product Name / Headline

**Explanation:** Name your product

*Your content goes here….*

## Tagline

**Explanation:** What is it? The [xyz] process/program/journey/product to achieve/become [3 key payoffs]

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

## Awards/Accolades/Featured In

**Explanation:** Logo soup of relevant things you’ve featured in or can draw authority from. Bonus if you have it, can be left out if not.

*Your content goes here….*

# PAGE 1

## **Heading**: Who are we? (Authority Page)

**Explanation:** Add 3-7 key points from the ‘Authority’ section of your CAPSTONE Pitch. Display as an infographic style page for effect. Reader can easily scan and see why they should pay attention.

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

# PAGE 2

## **Heading**: The Problems (3 Dominant Problems)

**Explanation:** This page is all about establishing the 3 dominant problems your prospects are facing.

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

# PAGE 3

## **Heading**: Common Mistakes (thinking/action mistakes + consequences)

**Explanation:** What mistakes are your prospects making that are causing their underlying problems? What are the consequences (costs) of those mistakes if the problems keep persisting.

*Your content goes here….*

# PAGE 4

## **Heading**: Who/What is [Prize]? (Prize + Signature Method + 3 Key Benefits)

**Explanation:** Paint the picture of the prize (the desired end state) your product or service gets us to. Showcase the Signature Method diagram that your prospects must follow to get to that desired state.

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

# PAGE 5

## **Heading**: [Prize] Stocktake ([Simple Scorecard](https://docs.google.com/spreadsheets/d/1--wYAFOmAEQaIvO11_RZ8zA3nKBNnjojotYJpAxR2QA/edit#gid=0))

**Explanation:** A simple scorecard to help them evaluate / diagnose whether they need the product.

*Your content goes here….*

# PAGE 6

## **Heading**: Our Proven Process ([Production Process](https://dent.global/ca/production.pdf))

**Explanation:** This page showcases your production process. Your method + 3-7 special features + timeline + other relevant features of your product. For external purposes you are best to call this your ‘Proven Process’.

*Your content goes here….*

# PAGE 7

## **Heading**: Are you ready for / to achieve / become [Prize]? (Who is it for / not for?)

**Explanation:** What is your selection criteria for the people/organizations you work with? Create hoops for them to jump through so *they are convincing you* why you should work with them.

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

# PAGE 8

## **Heading**: What our clients are saying (Testimonials & Case Studies)

**Explanation:** Showcase client stories, testimonials or case studies that give social proof they should follow in their footsteps.

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

# PAGE 9

## **Heading**: About [Company / Your Name] (About us)

**Explanation:** About us page, personal why, awards, accolades, features in etc.

*Your content goes here….*

## Meaningful Vision & Purpose (MVP)

**Explanation:** Your MVP

*Your content goes here….*

# PAGE 10

## **Heading**: Contribution + Join Us (Giving + CTA + Next Steps)

**Explanation:** Showcase how/if you integrate giving/contribution into your product. Provide a clear call to action and next steps. What *exactly* would you like them to do next and how?

*Your content goes here….*

# BACK COVER

## Company Values

**Explanation:** What are your 3 top company values?

*Your content goes here….*

## Maxim/Quote/Testimonial

**Explanation:** Relevant Quote or Maxim or testimonial

*Your content goes here….*

## Contact Details

**Explanation:** Provide key company information and contact details.

*Your content goes here….*

## Awards/Accolades/Featured In

**Explanation:** Logo soup of relevant things you’ve featured in or can draw authority from. Bonus if you have it, can be left out if not.

*Your content goes here….*