

# How to Create a Simple Business Brochure Using Microsoft Word

Objectives:

1. Create a 2 page brochure
2. Download a Microsoft Office Online Template
3. Use the Microsoft Office Online Templates
4. Edit text with Microsoft Word
5. Insert clip-art

Most small business owners don't have huge marketing or advertising budgets and end up taking care of marketing materials themselves in their own offices. This is where Microsoft Word comes in as a lifesaver. In the past, any new business owner could have paid a marketing specialist to develop marketing materials to spread the word about the business and its services. Now, with the help of Microsoft Word and its amazing templates you can create useful marketing tools, such as, a brochure in literally no time, previous knowledge or experience and for zero costs. In this tutorial, I will show you just one example, but you can search among the many different templates options that Word has and create your own marketing masterpieces. A two fold one page brochure is an excellent tool to promote your business, hobby, organization or team. You only need a PC, Microsoft Word, enough 8 ½ x 11 in. paper, a printer with enough ink and all of your own design inspiration.

In this tutorial, you will be creating a brochure for a fictitious tutoring service business and here is the information that you will be entering to the brochure - Before beginning to design your brochure, you should have this information ready, so you don't waste time when you are actually creating the brochure.

Business Name: Eureka To Go!  
Contact Information: Your Name  
Santa Fe Springs, CA  
Tel# 555-148-7111  
Fax# 555-148-7112  
Email: yourname@yahoxo.com

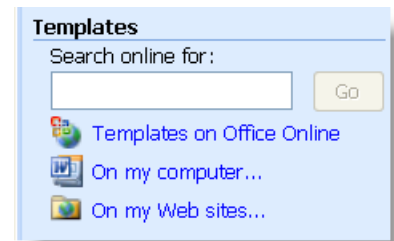
Services: We offer tutoring services in middle and high school English reading, writing and spelling, History, Pre-Algebra, Algebra and Trigonometry.

Price List: Free 1 hr assessment, \$40/hr for all areas, 2 hour minimum & we can tutor in your own home or meet up at a local library or coffee shop.

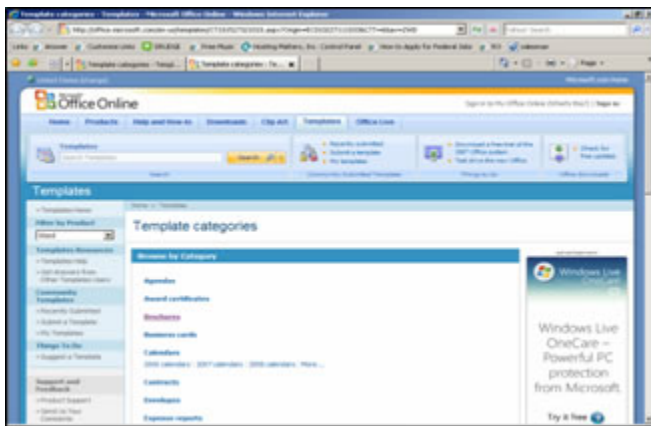
Brief Intro/Bio: We are specialists in the learning areas of middle and high school English, History, Algebra and Trigonometry. We are a team of former and current teachers with Masters Degrees in all the specified areas and with over 20 years of experience. We can provide the extra time and attention to master the skills that are lacking in English, History and Algebra subjects.

1. Go to **Start>Programs>Microsoft Word** to open the application.

2. Go to **File>New** to view the list of available templates. Here, you have the option of using one of the templates that come with the program or downloading one from Microsoft.com. We are going to download a template so you can see the large variety of brochure templates available online. Click on the Templates on Office Online option right under Templates on the right hand side of your screen.



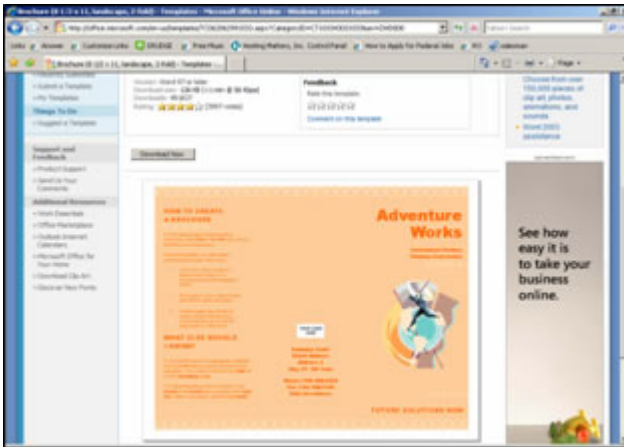
3. After clicking the Templates on Office Online option, the template categories webpage on the Microsoft.com website will open. Click on Brochures and this will take you to the brochures options page.



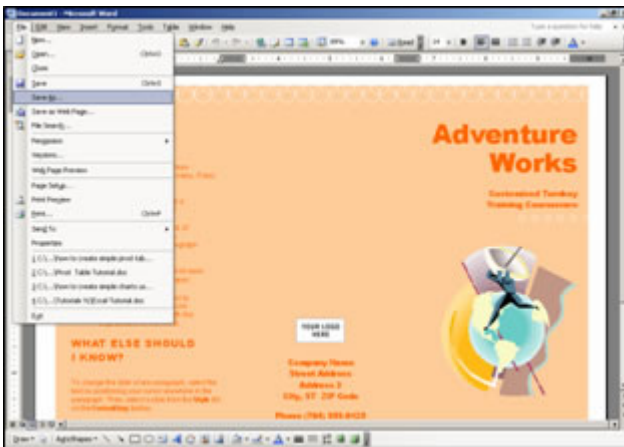
4. Here you will see a group of different options, select any that says called **Business Brochure (8 1/2 x 11, landscape, 2 fold)**. I picked this brochure in particular because is simple enough and already comes with some fun formatting like the orange background color. I wanted to use something fun since my brochure is about tutoring services for middle and school students, so it should be something that they can relate to and can be easily marketed to parents and schools. Therefore, depending on your own business need, the templates available online can help you pick the brochure with the right look and feel.



5. After clicking the chosen brochure template, a new web page will open showing a bigger version of the brochure and giving you the option to download the template. Click on the download button and the brochure template will open as a Microsoft Document.

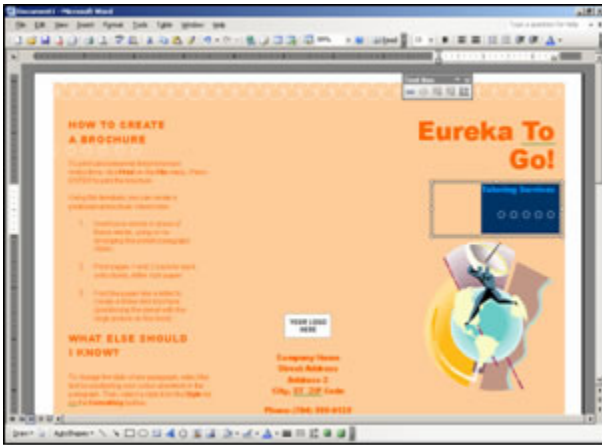


6. Now you can see the brochure template as a word document, so before going any further go to **File>Save as** and save the document on your hard drive I am calling this document eurekatogo.doc and saving it within My Documents folder.

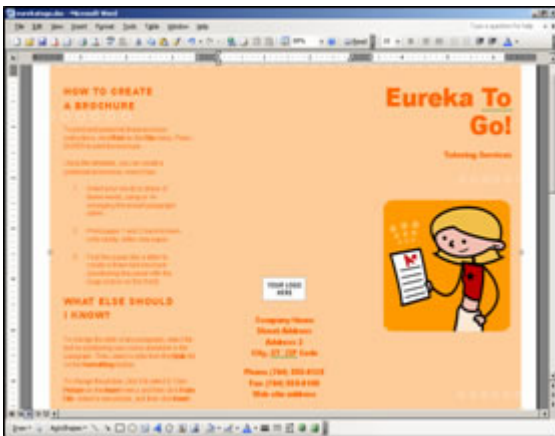
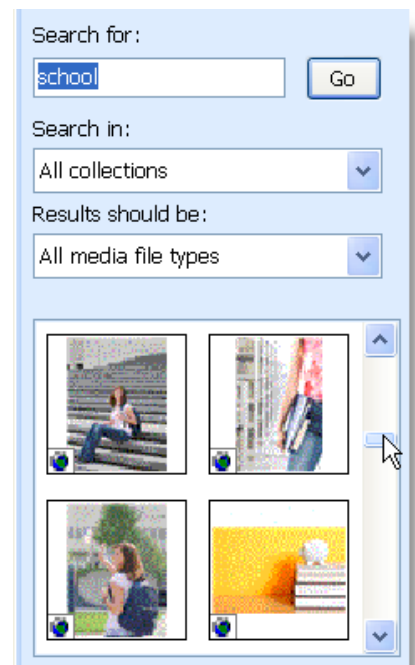


*Please note that you can scroll down to see the front and back of the brochure. You will print it front and back and fold it twice and this way create a one page brochure. You can print it as is before you begin making changes to get the feel of a hard copy and also you can read all the instructions that come printed on the template. This template in particular provides you with neat information and details on how to enhance your brochure.*

7. Click on the Adventure Works and Customized Turnkey Training Courseware text boxes, select the sample text and hit the delete button. Then, enter the name of the business in the first text box and the tag line in the second text box. Click on the bottom text box labeled “Future Solutions Now” and delete the box completely since we’ll not be using this box.



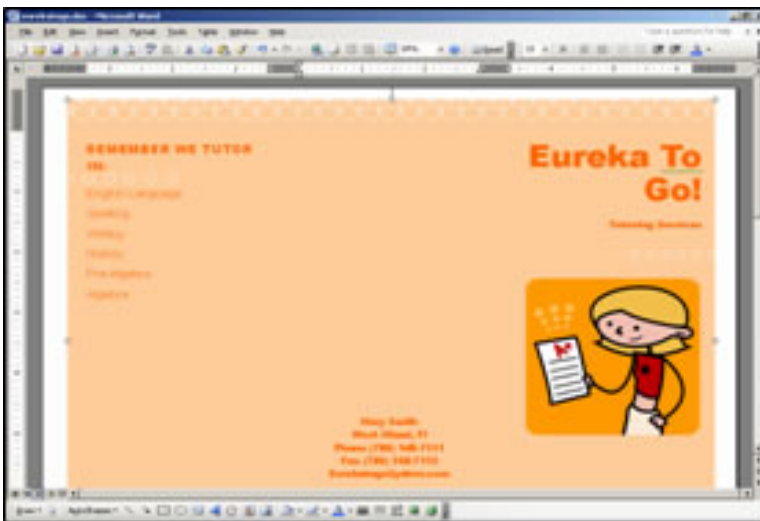
8. Go to **Insert>Picture>ClipArt**, and type in “school” in the Search For box to find art work related to school since the brochure is about learning and teaching. Click the Go button. Make sure you have the sample art work selected because once you select the new artwork it will automatically replace it. Select a clip art.



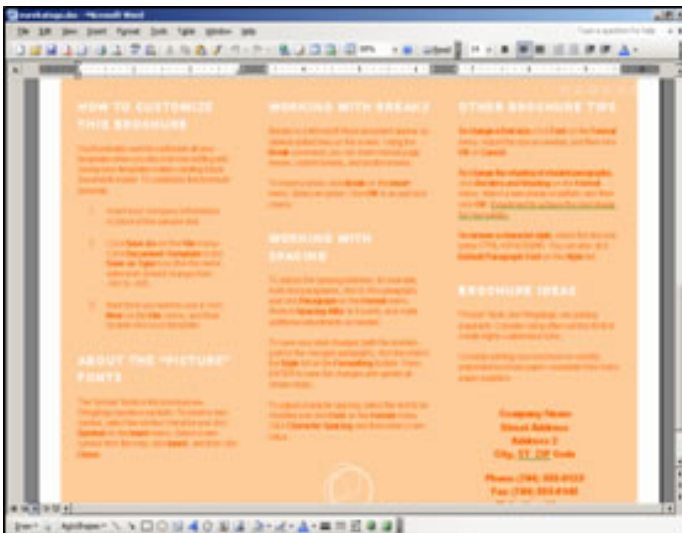
9. Now, we will work in the middle of the document where the logo and contact information can be entered. Click on the logo box and hit the delete button because we don't have an actual logo for this brochure but depending on your particular needs you may keep this or not. Click on the text box below the logo box, select the sample text and hit the delete key, then enter your own contact information. In this case, I will enter the contact information included at the beginning of the tutorial.



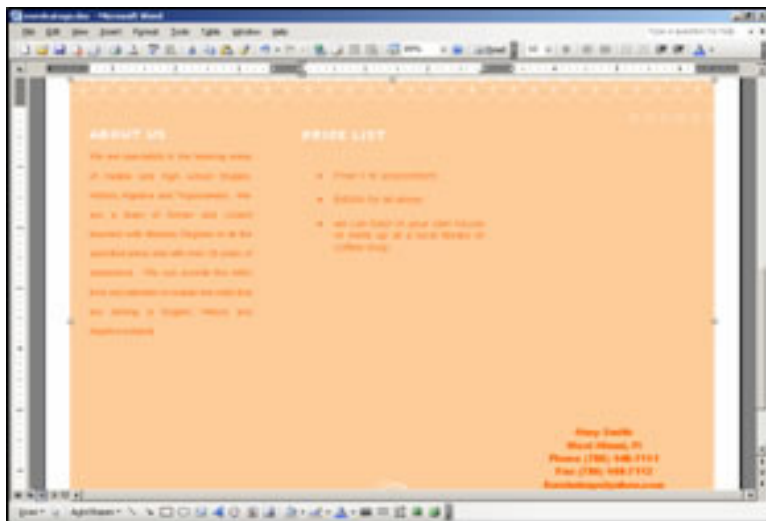
10. In this step, we'll work with sample text boxes labeled "How to Create A Brochure" and "What Else Should I Know? Select the second box and delete it completely. Select the text in first box and delete it, then enter a list of the tutoring services subjects.



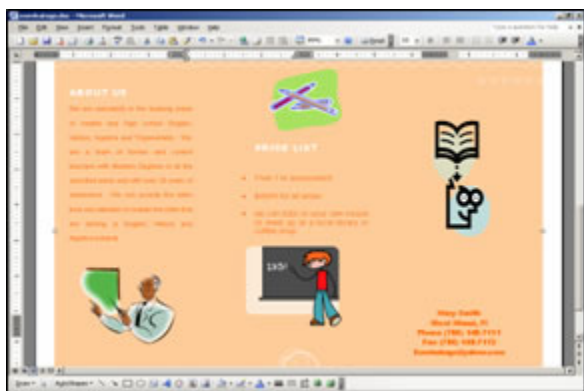
11. Scroll down to the second page of the document to work on the inside text of the brochure. This is what it looks like.



12. Select the text box labeled “How to customize this brochure,” select the sample content and delete it, then enter the title **About Us** and type in the brief introduction already provided at the beginning of the tutorial. Then select the text box labeled “Working with breaks,” select the sample content and delete it, then enter the price list. Select the sample text boxes labeled “About the picture fonts,” “Working with spacing,” “Other brochure tips,” and “Brochure ideas” and delete them completely as we will not be using them in this particular example. Then, select the text box with the contact information and reenter the contact information “this serves a second reminder to people. To fill up the white space, we’ll insert a couple of neat looking school related art work in the next step.

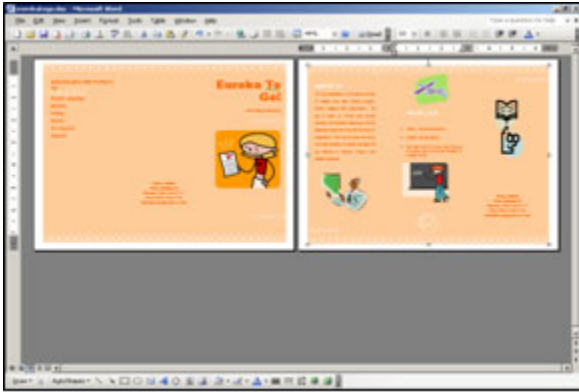


13. Go to **Insert>Picture>Clip Art** and do a search for school to find more art work related to school. We’ll insert three to fill out the white space. Select the second clipart on the right column, and select the second, third, and fourth clipart from the left column. Remember to select one at a time. Each will appear on the brochure. Click on each of them and drag them to the desired location within the brochure. If you cannot drag them after selecting, you may have to format its layout, so just select the clipart and right click, then go to format picture and a format picture pop up menu will appear, click on the layout tab and select the option in front of text as this will allow you to resize it and move it wherever you may desire even place it in front the text. In the image below, you will see where I placed those four pieces of art work. You don’t have to put the exact same ones, just use something that is school-related.



14. In this last step, you would normally print the brochure, but in this case you just need to save the brochure and submit it at Ustudy.org.

If you did want to print the brochure you would Go to **File>Print** and select to print only the first page, then once this page is printed flip it and select to print the second page so that it prints on the other side of the paper. Once you have both sides printed fold it twice and you will have a business brochure



*Well done! See how in a few simple steps you learned the basics of creating a brochure. Now all you have to do is print and fold. Good luck spreading the word!*