

Promotional Literature Portfolio

The purpose of this assignment is to introduce you to some of the strategies necessary to write and design successful promotional literature.

As you work on this portfolio, keep in mind that creating effective promotional literature calls for many skills:

- analyzing the needs of an audience
- researching a topic of interest
- collaborating successfully with others
- writing clearly and concisely
- choosing the most appropriate visuals
- correlating visuals with text
- designing an attractive document.

The Promotional Literature Portfolio consists of three principal documents:

- News release *or* sales letter
- Brochure
- Sales Letter

Kolin, P. (1998). *Successful writing at work*. (5th ed.). Boston: Houghton Mifflin, pp. 282-315.

BYU-Idaho

Writing Promotional Literature

English 390

BYU-Idaho

News Release

News Releases, sometimes called a press or media release, are short announcements about your company or agency's specific products, services, or personnel. A news release is for the media to gain your company free publicity. Check the following as you prepare your news release:

- Identified a truly newsworthy subject.
- Found appropriate publications to send release.
- Followed accepted format for news release.
- Created headline (slug) that tells topic and hints at reader benefits.
- Wrote clear, crisp, attention-grabbing lead sentence (hook).
- Made sure key ideas are not buried in the middle of the release, put near the end, or left out entirely.
- Deleted irrelevant or unnecessary details.
- Used clear, direct, and readable style.
- Checked length of paragraphs.
- Received boss's approval to send out.

Brochure

Brochures, or pamphlets, can generate sales, promote business or agency goals, enhance corporate image, and educate readers. Brochures are often organized around a central theme, question, or problem. Then they unfold like a story or scenario detailing the various parts of the theme or solutions to that problem. Check the following as you prepare your brochure.

- Organized around key idea, question, or problem.
- Divided subject or brochure clearly into subtopics with distinct, helpful headings.
- Created effective cover with informative and catchy title.
- Stressed audience's needs and benefits.
- Wrote in appropriate language and tone for targeted audience.
- Included right amount of detail.
- Used attractive brochure design with enough white space.
- Chose colors that work well with type face.
- Clarified message and supported text with high-quality visuals, all properly identified and credited.
- Told readers what to do when finished.

Sales Letter

A sales letter is written to persuade the reader to buy a product, try a service, support some cause, or participate in some activity. A sales letter can also serve as a method of introducing yourself to potential customers.

- Identify and limit your audience.
- Use reader psychology—"What are we trying to do for our customer?"
- Don't boast or be a bore.
- Use words that appeal to the readers' senses.
- Be ethical.
- Follow the four A's of Sales Letters:
 1. Get the reader's *attention*.
 2. Highlight the product's *appeal*.
 3. Show the customer the product's *application*.
 4. End with a specific request for *action*.
- Design layout to be pleasing, not crowded.