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For the information you need to make smart decisions
License #987654

Message

Who can provide the information you need to make intelligent real estate buying decisions?



You, the marketplace, and Sampler Home Inspections

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Call Example Home Inspections for the information you need to make smart decisions.

It unfolds like this:


Who can provide the information you need to make intelligent real estate buying decisions?



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The Business Card Brochure

BY CHUCK GREEN

“Formula” thinking defines a business card as your name, company, address, and phone number printed on a 2 by 3½-inch white card. Formula thinking does what everyone else is doing. Effective marketing is all about presenting your unique advantage—it is anti-formula.

This marketing-smart business card doubles as a brochure that presents your unique selling advantage and moves people to action. You can design it yourself, step-by-step:

1. Ask a question and answer it

The purpose of your cover headline is to state your unique marketing advantage and to lead the reader inside. For this example I ask the question, “Who can provide the information you need to make intelligent real estate buying decisions?” The reader answers the question by opening the cover to reveal the name and business card of the client. The conventional-sized card can be left as part of the brochure or detached.

2. Compartmentalize your presentation

See how the information is divided? One panel for the cover, two panels for the front and back of the business card, two panels inside for your text, and the back panel, used in this case, to jot down messages.

Don’t waste space trying to convince your prospect how great your organization is or how many products you have; focus instead on the advantage your products or services provide to the customer—turn details into benefits.

Same thing with the subhead—turn something about you into something about them. Follow the body of your text with a call to action—the specific action you want the reader to take. Such as “Call me for a free inspection planning kit.”

3. Make the illustration do some work

Don’t decorate your layout with graphics; use them to tell your story. Here, an illustration of a house is combined with a broken-line border to portray the idea of focusing on various elements of the structure.

4. Look for images within images

Notice that the house illustration is part of a larger piece of clip art. Using a program for editing vector graphics, you can add and subtract pieces and parts of illustrations to change the meaning for which the image was originally intended.

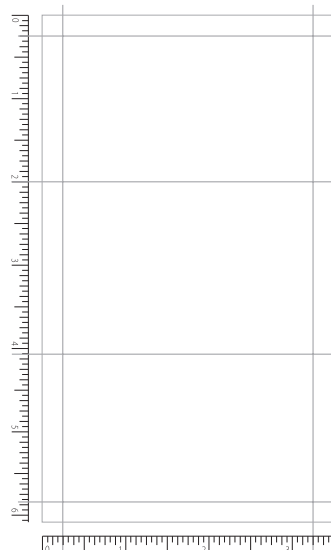
5. Create a defining phrase

The bottom, inside panel is actually the back of the business card. Because we assume the reader may detach the card from the brochure, you should treat it as an independent element. It's a good place for a defining phrase: a five- to fifteen-word phrase that defines what you do and the benefit of your product or service to your customer. You can find more about defining phrases at ideabook.com.

6. Include all the necessary details

Include your name, title, company name and street, web and e-mail addresses. List phone numbers for voice, fax, and voice mail lines and be sure to include area codes, no matter how little out-of-town business you do.

The Layout Grid



The Illustrations



from New Vision Technologies, Inc. at <http://www.nvtech.com>

ABOUT CHUCK GREEN'S DESIGN IDEAS

Effective design targets a precise group of prospects, highlights consumer-centered benefits, presents solutions to specific problems, and uses unique words and imagery to move people to action. Anything less is decoration.

Chuck is a veteran designer, author of *Design-It-Yourself Graphic Workshop* (Rockport Publishers), and the host of ideabook.com: the how-to hub for everyone interested in the real-world, practical application of design in marketing ideas, organizations, and products or service (<http://www.ideabook.com>).

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The Typefaces

Impact

Headline 1
AaBbEeGgKkMmQqRrSsW

Griffith Gothic Light

Headline 1
AaBbEeGgKkMmQqRr

Griffith Gothic Light

Text
AaBbEeGgKkMmQqRr

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Impact from the Adobe Type Library at <http://www.adobe.com/type>
Griffith Gothic from the Font Bureau at <http://www.fontbureau.com/>