

PLANNING YOUR PUBLICATION

Whether you need to create a newsletter, brochure or a custom publication, start with these questions to help organize your ideas and identify the purpose and your audience.

- Why is this piece needed?
- Who will read it?
- Will it be sent by itself or with other publications?
- What information must be included?
- What else would I like to include if space allows?
- What do I want the readers to do as a result of reading this piece?
- Should the publication be a specific size or shape? (For example, must it fit in a business-size envelope, be a self-mailer or be the same size as other publications with which it will be used?)
- How many copies do I need?
- When will it need to be reprinted?
- Will photographs need to be taken or other artwork produced?
- Who should write the text?
- What is my budget?
- When and where do I want the finished publication delivered?
- How will this information be shared on my website?
- If you want a reprint of a previous publication, which elements, if any, should be changed before reprinting?

Use this space to answer the above questions and make notes.

