

What Should Be In The Promotional Materials To Make Them A Success?

March 11, 2016 Plus Delta Brain Dump

1. Educational Level Language – 6th grade reading level
2. Imagery is Too Specific
 - a. Need real people
 - b. The VICC at work
3. Use fewer words
4. Adding testimonials
5. Clearly identify “what this is...”
6. Tag lines – incorporate what’s on the board and the brochure together
7. Branding to increase identifiability
 - a. Need our visioning first and purpose
8. Web site
9. Ferris wheel to represent roles – its ok to have it be fun
 - a. ICC roles represented on board
10. What the VICC discusses/gets involved in...
11. Be ok with white space (brochure)