

Put your answers here and then you will have the basis of a print brief

<p>1. What does your business do? Don't make assumptions that everyone already knows.</p>	
<p>2. What are your goals? Is it to sell a particular product, promote a specific event, or highlight a special offer?</p>	
<p>3. Who is your target market? This will help with the type of message and look of your print.</p>	
<p>4. What are your key messages? Keep it simple and clear - you don't want to over complicate your messages as this could confuse. And you will often be limited to space so less is more.</p>	
<p>5. What is your must-have information? Once your print has got people's attention what do you need them to do to get the sale? Will people need further information or will they want to make a booking? You will need a call to action, e.g. contact details, such as an email or telephone number; a website address; or a map and travel information so people know how to find you.</p>	
<p>6. What is your style? Your print should reflect your brand or image and be consistent with all your other marketing material.</p>	
<p>7. What images do you have? Choose quality images that will attract your target audience. They need to be of a high resolution – usually no smaller than 300dpi. (DPI is used to describe the resolution number of dots per inch in a digital print.)</p>	
<p>8. What are the specifications for your print? Think about how your print will be used, distributed, racked (remember that often the top of a leaflet is the only part visible in a rack) and where it will be seen. This will help you decide on what format, size, paper weight and paper finish you want. Remember to state if your promotional item is double-sided, as this will affect the print quote and cost. But don't worry if you are struggling - a designer can help by discussing the different options and providing samples.</p>	

<p>9. What other print do you like? Looking at examples to see what is effective or relevant is a good way to get ideas and show your designer what you do and don't like.</p>	
<p>10. How many do you want? Think about where you are going to distribute your print and then this will help you work out the volume of print you require.</p>	
<p>11. What is your budget? Providing a budget will help you and your designer know what can be achieved. Always get at least three quotes so you can ensure you are getting the best value, and always get up-to-date quotes as the price of paper and print can vary year on year. It is always worth getting quotes for different quantities, as the price often does not vary much between say 2000 and 2500 leaflets – so for a little extra investment you could get a lot more for you money.</p>	
<p>12. What is your deadline? It is important not to rush the design of your print and give yourself plenty of time to review and check – once it is sent to print there is no going back. You need to develop a timeline taking into account the various stages of consultation, concept development, production, proofreading, sign off and delivery. Work backwards from when you want it delivered, and give at least 7-10 days for printing. You do not want to rush a design. If you agree a date for going to print, you may be charged if this is changed.</p>	