|  |  |
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| **Pick A Date****Volume 1, Issue 1** |  |
| Booklet title |
|  |
| Company nameYour business tag line here*Use this space to give a summary of your company’s products and services.*Company nameYour business tag line here*Use this space to give a summary of your company’s products and services.* |



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# Order Form

# Company Name

Your business tag line here

Use this space to give a summary of your

 company’s products and services

|  |
| --- |
|  The Purpose and Benefit of a Booklet |
| The purpose of this booklet is to advertise a product or service. Booklets can be a great way to market your company’s products and can also help build your organisation’s identity. |
| Getting started |
| First, determine the audience of the booklet. This could be anyone who might benefit from the products or services it contains. Next, establish how much time and money you can spend on your booklet. These factors will help determine the length of the booklet and how frequently you publish it. If your booklet is acting as a catalogue of products or services, it’s recommended that you publish at least quarterly so that your booklet is considered a consistent source of information. |
| light bulbs on coloured architecture background |
| Before you print your booklet, consider how you will bind its pages. The method you choose depends upon your booklet’s page count, its intended use, and your budget. For example, if your booklet contains just a few pages, you might choose the most cost-effective option: folding and stapling. If it contains more than a few pages, consider comb or coil binding, which use a continuous, spring-shaped piece of plastic that enables your booklet to lie flat and fold back on itself for easy reading. For thick booklets, you might use a more permanent (and expensive) method called “perfect binding,” used for paperback books. |
| Inserting Your Own Art |
| glowing lights on dark backgroundYou can replace the pictures in this template with your company’s art. To do so, click where you want to insert the picture. On the **Insert** menu, point to **Picture**, and then click **From File**. Locate the picture you want to insert, and then click it. Next, click the arrow to the right of the **Insert** button, and then click either **Insert** to place a copy of the picture into the booklet, **Link to File** to display the picture without actually inserting a copy, or **Insert and Link**. **Link to File** does not increase the size, and if you make changes to the original picture, they automatically show up in the booklet. But the picture won’t be displayed if viewed from a computer that can’t link to the original. **Insert and Link** inserts a copy so that the image is always available, and also automatically updates changes to the original. |
| Using Pull Quotes |
| You can draw readers into the information in your booklet by using a pull quote, like the one on page two. A pull quote is a phrase or sentence taken from your main column and set apart so that it’s easy to see. |
| It can be set apart in several ways. Typically, you place it in a text box and then position the box. In addition, you might format the pull quote differently by changing the typeface, style, and size of the font.  | The text of a pull quote should be engaging. When a reader flips through your booklet looking for a reason to read it, a pull quote can provide that reason. |
| Using Text Boxes |
| The pull quotes and clip art in this template are contained in text boxes. A text box offers a flexible way of displaying text and graphics; it’s basically a container. You can move a text box around, positioning it just where you want it; you can resize it into a tall narrow column or into a short wide column, or even rotate it so that the text reads sideways. |
| **Resizing a Text Box**To move a text box, select it so that it has either a hatched or dotted border. Then, move the cursor over the border of the text box until the pointer becomes a four-headed arrow, and then drag the text box to its new location. |
| **Nudging a Text Box into Position**Sometimes you may want to move a text box slightly in one direction or another, but you find that using the mouse doesn't give you the degree of control you want. You can achieve finer control of movement by using the arrow keys on your keyboard.To do so, click anywhere in the text box so that its borders become visible, and then click a border to select the text box. Next, press the arrow keys to move the text box. A single keystroke moves the text box a single increment, while holding an arrow key down keeps the text box moving. |
| “Place an interesting sentence or quote from the text here.” | If granularity of movement is important to you and you want as much control as possible, you can cover less distance with each keystroke by first zooming in on the document. To cover a greater distance with each keystroke, zoom out. You can zoom out or in by clicking **Zoom** on the **View** menu. |

# Products or Services

|  |  |
| --- | --- |
| product or serviceDescribe the product or service here. Include a brief description and any features.Price: £00.00Item No.: 000000Type: Type | product or serviceDescribe the product or service here. Include a brief description and any features.Price: £00.00Item No.: 000000Type: Type |
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# Order Form

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| --- | --- |
| Surname |  |
| First name |  | M.I. |  |
| Address |  | Apt./Unit |  |
| Town/city |  | Council tax |  | Postcode |  |
| Phone  | ( ) | Email Address |  |
| Method of payment | ❑ | ❑ | ❑ |
|  | Cheque | VISA  | MasterCard |
| Credit Card no. |  | Exp. Date |  |
| Name as it appears on card |  |
|  |
| Signature |
| Item No. | Price | Qty | Amount |
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|  |  |  |  |
|  |  |  |  |
| Subtotal |  |
| Tax |  |
| Shipping |  |
| Total |  |





Company name

Street Address, Address 2

Town/City, County/Region, Postcode

Phone (325) 555-0125

Fax (325) 555-0145

Website address

## We give you three easy ways to order:

## Visit us on the Web

## Fill in the order form and email it to us

## Call us