How to improve the impact your literature & resources make

Your handy checklist
for your forms, resources, leaflets, lookbooks, slides, brochures etc:

- Is it easily **accessible** and **legible**?

- Is it **easy to follow** and understand?

- Could you include **diagrams**, **photos** or **infographics**?

- Is it **aesthetically appealing**?

- Is it **too wordy**?

- Is it **well laid out**?

- Does it have **breathing space**? (or is everything close together / too close to edge?)

- Do you need all the **information** on the one document?

- What's your one **call to action**?

- Have you included your **contact details**?

- **How will it be used**? (e.g. downloaded/ digital form to fill in OR is it intended to be printed, OR both?)

- What **file format** do you need? What format works well for your clients?

- Is it set to the correct **colour mode**?

- Are your **images optimised**?

- Is it **consistently on brand**? Does it look part of your collection?

need a hand?
becksneale.co.uk/contact