Getting Started

Using a Template:
* Choose a template that fits your content and is unique
* Choose “new” document and look for “brochure templates”
* Follow directions on how to manipulate text and add photos

Using a Document:
* 2 documents needed: 1 for front, 1 for back
* Choose landscape orientation
* Use 3 text boxes placed evenly across the page to add or change text

Advanced Level Brochures Include:
* Appealing & inviting cover
* Attractive & organized layout & format
* Graphics that match text & reflect involvement in relevant activity
* Mix of text & graphics
* Information targeted to specific audience
* NO writing errors
* Clear & succinct message
* High impact language

Plan for Tomorrow by Visiting Us Today!

Self-Marketing Brochures

Career Planning Office

130 Sisson Hall
www.potsdam.edu/career
315-267-2344
career@potsdam.edu
**What Should I Include?**

* Accomplishments & Qualifications
* Honors and Awards
* Published Work or Research
* Specific Examples of Relevant Experience: Internships, Summer Jobs, Volunteer
* Clubs and Organizations
* Graphics and Photos
* Quotes from References
* Famous Relevant Quotes that support your theme and content
* Contact Information

**Advantages:**

* Sets you apart from other candidates
* Employers appreciate this type of marketing
* Portable and easy to send via mail/email
* Focusses your strengths and accomplishments
* Great to hand out at Job Expos, networking events, graduate school fairs, and interviews.

**Design Tips:**

* Template matches theme and content
* Each headline is enticing
* Document includes sufficient white space
* Effective use of colors, bolding, italics and font
* Brochure is quick and easy to read
* Carefully folded in equal panels
* Printed on high-quality paper
* Brochure has been edited by a professional!