|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | Who we are Don’t be shy! Let them know how great you are. This is the back cover of your booklet, so it’s one of the first and last things the recipient sees.  Consider including a couple of key takeaways on this back cover…   * Just remember that this is marketing—keep it brief, friendly, and readable.  Contact Us [Street Address] [City, ST ZIP Code]  Phone: [Telephone]  Email: [Email address]  Web: [Web address] | | |  |  | | --- | --- | |  | school name [Street Address] [City, ST ZIP Code] | | |  |  | |  | | --- | | Our School’s ALE Program | | |  | | --- | |  | | | school name  More Information | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Make It Your Own If you think a document that looks this good has to be difficult to format, think again!  We've created styles that let you match the formatting in this brochure with just a click. On the Home tab of the ribbon, check out the Styles gallery.  This is the Quote style. It’s great for calling out a few very important points. Customize in Almost No Time To try out other looks for this brochure, on the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries.  Have your own company fonts or colors? No problem! Those galleries give you the option to add your own. Make It Picture Perfect To replace any photo with your own, just right-click it and then click Change Picture.  If your photo is not a flawless fit for the space, you can crop it to fit in almost no time. Just select the picture and then, on the Picture Tools Format tab, click Crop. |  |  | Overview of ProgramsProgram 1  |  |  |  | | --- | --- | --- | | |  | | --- | |  | | To replace any placeholder text, such as this, just click it and type.  Some pages in this template don’t use placeholders, so that you can easily customize the formatting and layout as needed. |  Program 2  |  |  |  | | --- | --- | --- | | |  | | --- | |  | | Add your text here. |  Program 3  |  |  |  | | --- | --- | --- | | |  | | --- | |  | | Add your text here. | |
| 4 |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Getting StartedWhat to Include? We know you could go on for hours about how great your business is. (And we don’t blame you—you’re amazing!) But since you need to keep it short and sweet, here are a few suggestions …  “Your company is the greatest. I can’t imagine anyone living without you.” —Very smart customer Focus on What You Do Best If you’re using this booklet for a company brochure, these middle pages are a good place for a summary of competitive benefits or some of those glowing testimonials, like the one above.  You might also want to mention a few of your most impressive clients here:   * Big, important company * Really well-known company * Very impressive company   Additionally, you could include a bulleted list of products, services, or major benefits of working with your company. Or just summarize your finer points in a few concise paragraphs. |  |  | If your business doesn’t lend itself to photos as easily as the beautiful culinary examples shown in this template, have no fear. You can just select and delete a page of photos and replace it with text using the styles provided.  A picture is worth 10,000 words, but only if it’s the right one. In marketing materials, remember that any image you use—good or bad—makes a statement about your business. Don’t Forget the MissionThis is a great spot for a mission statement  |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | |  |  |  | | --- | |  |   Add a picture caption here. |  |  Focus on What You Do Best |