

Size Matters...When Doing a Booklet

By Paulette Ensign

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You have a great idea for a booklet. It's on a very popular topic. And you KNOW it will be a real money maker for you. So far so good. Now it's time to look at the delivery of that material. Consider the following things about size that can make a huge difference in the success of your booklet:

1. Run of copy - Present your content in short, pointed, 'bullet' format. Write your copy as tips instead of as long narrative. Less is more. Your readers will be drawn to the material faster when it is presented as 'sound bites' rather than paragraphs. Group the tips in sub-categories of 10-12 tips so the reader sees small, approachable groups of information as they open any page of the booklet.
2. Type size - Use a type size that accommodates the ever-increasing numbers of Baby Boomers who now reach for their reading glasses. A small type size can be an instant discouragement to someone who would find your material to be just what they need.
3. Dimensions - Create your booklet to be approximately 3.5 inches x 8.5 inches, fitting into a number 10 size business envelope. That size is vastly more flexible for selling both single copies and large quantities. It is far superior to 5.5 inches x 8.5 inches (catalog size), in use, production, and shipping costs.
4. Number of pages - Keep your booklet in the range of 16-20 interior pages, with a maximum of 24 pages if you really must. This is not The Great American Novel. It is an informational booklet. Consider doing a second booklet to include whatever material that couldn't fit into the pages of the first booklet.
5. Print quantity - Do a first print run of 500-1000 copies. A print run of that size provides you an adequate quantity for on-hand inventory to fill orders. It also gives you a good number to send out as samples to publications to excerpt from your booklet, and samples to prospective large quantity buyers. Keep your first print run to this size so you can make any corrections that slip past even the best proof readers.

By considering size in these ways, you will go a long way to positively impacting the size of some other things: the contribution you make to other people's lives AND the size of your checkbook balance!

Everyone has something they want the world to know about.
An informational tips booklet can help position you as an expert.

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Paulette Ensign has personally sold over 500,000 copies of her own 16-page tips booklet, '110 Ideas for Organizing Your Business Life', in 3 languages, without spending a penny on advertising.

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