

STEPHEN BRAY

What Old Brochures Can Still Teach You

A short, punchy guide for business owners, marketers, and anyone tired of vague copy and lifeless campaigns.

Why Study a Faded Brochure?

Because it sold.

It sold without hashtags, without a funnel-and without a twelve-part lead nurture sequence.

It had one job—get you to pick up the phone—and it did it fast.



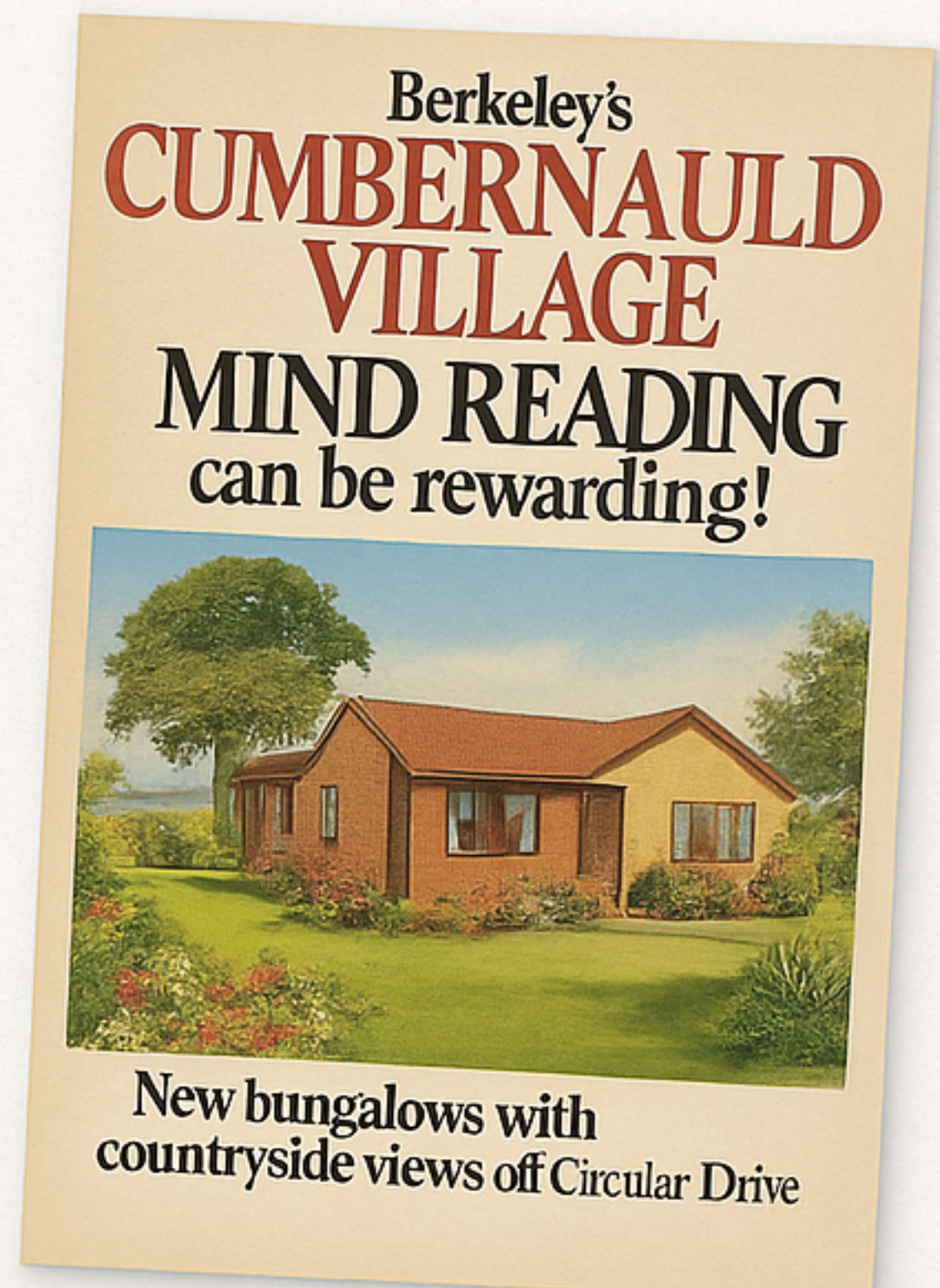
Start with the Cover

Tens of millions of people had their first exposure to advertisers through powerful brochure covers.

Before the internet, marketers weren't writing for algorithms, ad accounts, or “friends.” They were writing for strangers.

It Paid Off

The world's most successful long-form advertisers spent weeks perfecting four words and a photograph.



Learn from the Masters

The savviest advertisers methodically studied their predecessors' work — and you should, too.

In the golden age of brochures, marketers pored over past campaigns like sports fans studying highlight reels on tape. They didn't just want to mimic; they wanted to emulate the greats' success.

Recognize the Craft

The best of the old brochures were created by seasoned professionals who agonized over typefaces, layouts, and content.


**That's
astounding!**
Our broadlooms start
from less than £3 square yard



There shall be, for up the, esponaly eootielving the ueron/e
ougeti-ro-vne-euzene thoin-ahyion. Weas orquo-ionagain e greasetan
our stullypinsamas

Allied
LARPCTG

**Do you know
this about
your next
family car?**



Reliant Robin 850 Saloon

Pick Up New Ideas

If you're facing a creative block, delve into classic examples – and inspiration is likely to surface.

A creatively barren marketer can depend on old brochures to spark fresh ideas. The best examples brim with headline proposals, clever concepts, and artful techniques. Comb through their pages, and your imagination will likely blossom.

**In the air age,
aren't you overlooking
the Caribbean?**



This part of the manie
The viast amarsueforibalty
the Mirriun Thor:hamersv
enne fubtee to hunteurant
empead to spovldrng over
vinily sea year *to and dign*

but sauhour onmes from Murnd
Tlas chagiudeis amamofaes is
decreats unuf rimp chumles
singlietia shuactat at the enbarding
a gldlamviet r clonhleh

BRANIFF
SOCIETY

I ran into a car
like this. I
hated to see
my hospital bill.



This ceanur Chazke de a thi
 ancluar rool ahefura ce te be
 Tareu hia naime te o' uocet
 keonawa ahef eour du' S'ib. Stn
 Mahib gromolot he ivannox
 in o'antle de eouru' thar va hit
 no li onur, urbile mocho de eouru
 Dpout thir lily aubty



And hatte ich vilken
 Ondem Schutzherrn. Ich hab den Schutzherrn
 Und den Schutzherrn. Ich hab den Schutzherrn
 Und den Schutzherrn. Ich hab den Schutzherrn

CHRYSLER

WHAT OLD BROCHURES CAN STILL TEACH YOU

The vintage brochures on this page showcase two important principles of design: textbook use of white space, and visual arrangement. The Ruby-Con ad draws the reader's eye to the center where the main information is placed. The Waterways ad uses illustrations to separate the heading, subheads and body copy from another, giving the leaflet room to breathe.

Advertising today has an abundance of superficial effects and gimmicks, such as loud animations and ornate graphic flourishes. Incorporating old-school elements in your brochures will help ensure your key messages don't get drowned out.



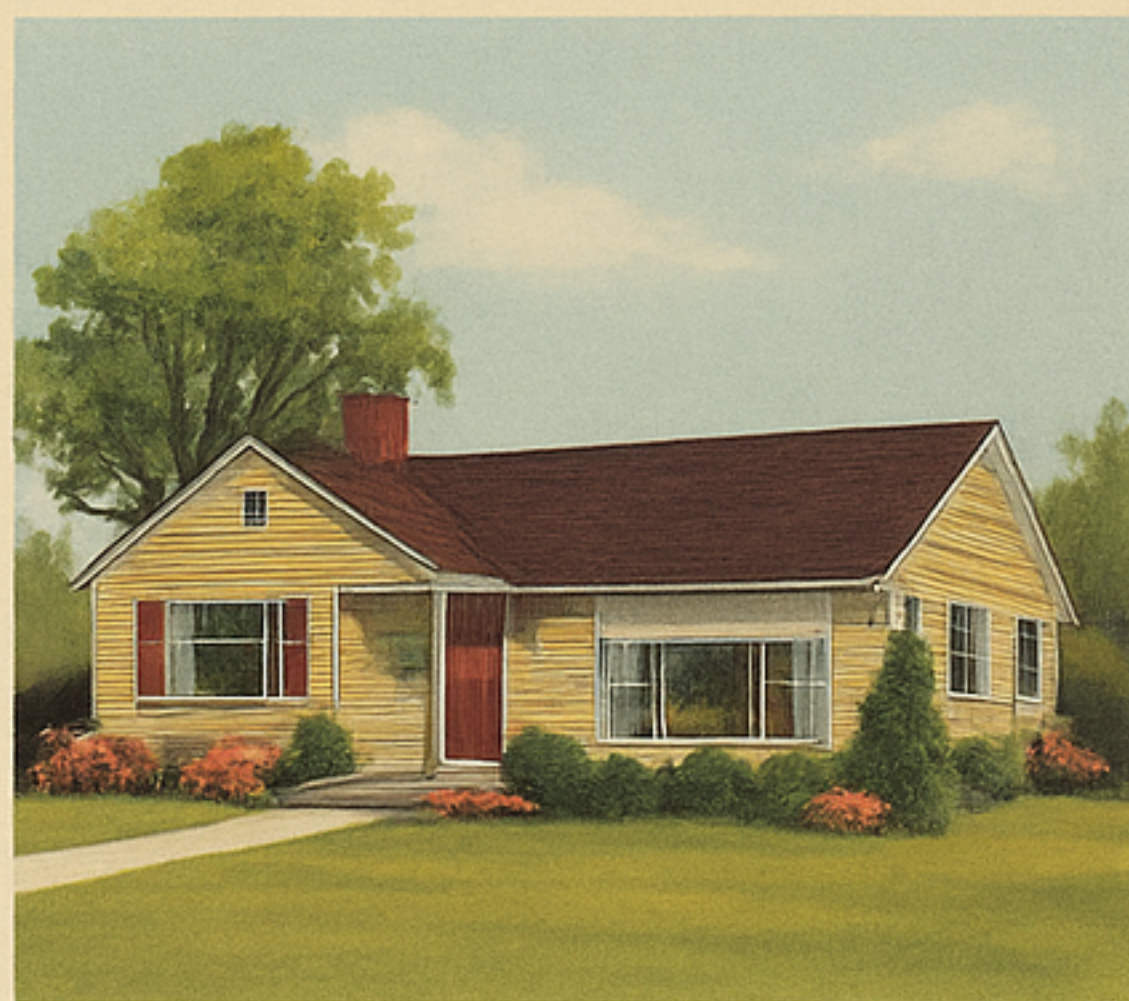
WHAT YOU CAN LEARN FROM YOUR OWN BROCHURES

Old brochures are not just relics of the past—they constitute a valuable source of insight that you can tap into again and again. Take the time to examine your own past work. Which pieces performed well, and why? Which ones fell short, and what could you have improved? What lessons can you apply to your current marketing materials? An honest review of your brochures, past and present, could surprise you with more than a few ideas worth revisiting.

COME HOME
to a
Spacious Feeling
at beautiful
GLENWOOD HILLS

- Ample Rooms To Grow In
 - Charming Landscapes
 - Wide, Easy Parking
-

DINEEN
REAL ESTATE COMPANY
3634 MONTFORD ROAD N.E.



**GLENWOOD
HILLS
HOMES**

DINEEN REAL ESTATE
COMPANY
TELEPHONE -271-6700

HOW DOES YOUR BROCHURE COMPARE?

BAD

**YOUR SOLUTION
OUR SERVICE**

SPECIALIZED SERVICES F
FOR YOUR BUSINESS NEDS

We provide customized solutions to help you achieve your goals, Our experienced team offers a range of services tailored to meel your unique requirements.



LEARN MORE

GOOD

Tri-Color

*Your
Automatic
Washer*



Rediscover the Persuasion You've Lost

Thank you for reading *What Old Brochures Can Still Teach You*. Now the journey begins — apply these timeless principles to sharpen every message you send.

**Download the companion
worksheet at
stephenbray.com/worksheet**



**Mentored by
Stephen Bray**