

Worksheet: Apply What Old Brochures Still Teach

Use this to audit, revise, and sharpen your own sales messages, web pages, or marketing materials.



1. What's the One Job?

Every great brochure had a single goal. What's yours?

E.g., "Get them to book a call" / "Make them curious enough to click"

Your answer:



2. What Headline Would Stop a Stranger?

Old brochures didn't rely on followers or algorithms.

They had to earn attention cold.

E.g., "The Only Estate Agent Who'll Tell You NOT to Buy"

Try writing 2–3 bolder headline options:



3. Where's the Human Angle?

Vintage brochures sold problems, dreams, and solutions — not processes.

- Who's your customer, really?
- What do they long for? Fear? Resent?

Fill in the blanks:

My customer is someone who wants _____ but feels stuck because _____.



4. Test Your Clarity

Find a sentence in your current copy that sounds impressive but says nothing. Rewrite it plainly.

Original: "We offer agile, scalable solutions that empower strategic growth."

Rewritten: "We help you get more of the right customers without wasting money."

Your example:

Original: _____

Rewritten: _____

5. Call to Action: Is It Strong Enough?

Old brochures didn't whisper.

They told you what to do — and why.

"Phone now. These offers won't last."

"Showroom closes Friday. Come in today."

Write a bold CTA for your piece:

6. Would David Ogilvy Approve?

Quick audit — tick those that apply:

- The headline promises a clear benefit
- The layout directs the eye to the main action
- The offer is easy to understand
- There's emotion, not just logic
- I'd show this to a stranger without embarrassment

Final Reflection

What surprised you during this exercise?

What will you change next?