

Writing Workshop: A Brochure

DIRECTIONS The following material is an early draft of a student brochure. Some parts of the brochure need to be rewritten. Read the brochure and select the best answers for the questions that follow. Some questions are about particular sentences or parts of sentences and ask you to improve sentence structure and word choice. Other questions refer to parts of the brochure or the entire brochure and ask you to consider organization and development. In making your decisions, follow the conventions of standard written English. After you have chosen your answer, fill in the corresponding space on your answer sheet.

(1) SUCCESSFUL START

(2)



STUDENT-BUSINESS CONSULTING

(3) Business success!

(4) A GREAT IDEA!

(5) Do you have an exciting unique idea for a product or service that would benefit people in your community? (6) Maybe you have an idea but are unsure about how to get started.

If you want to —

- (7) • Turn your ideas into a successful business
- (8) • Earn enough to support your family
- (9) • Use your free time profitably

(10) Then call Successful Start!

(11) WE ARE HERE TO HELP

(12) **Successful Start** is a consultant service offered by two students who have already created their own successful businesses. (13) We will teach you how to turn a good idea into a profitable business. (14) We will help you —

- (15) • Improve your chances of success
- (16) • Avoid common problems of starting up
- (17) • Meet a network of other successful, student business owners
- (18) • Help you balance your business, schoolwork, and free time

(19) WHAT YOU WILL LEARN

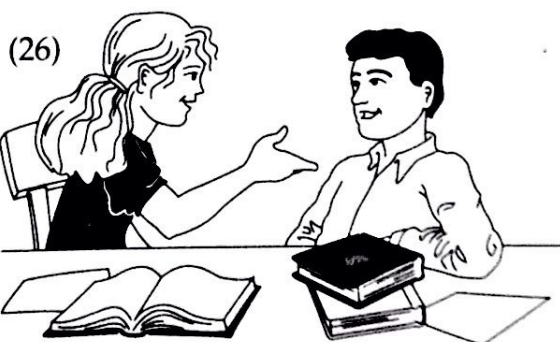
(20) Sign up for a consulting session and get your business started on the right foot. (21) We can teach you how to —

(22) **Get Focused:** We ask the big questions: "What is my product or service?" "How can I get people to buy it?"

(23) **Take It to Market:** We will help you design a marketing plan. Who will be interested in your idea? Where will you find customers?

(24) **Make Money:** We will discuss the money issues. What will you charge? How will you handle the profits?

(25) **Get the Word Out:** We will help you decide how and where to advertise.



(26)

JUST THE FACTS

(27) **When:** Saturdays

(28) **Where:** Martin Luther King Community Center, Room 7

(29) **Cost:** \$5 per hour session

(30) **Why wait? (31) Call today if you want.**