

Tips for Creating a Leave Behind Document

Purpose

- Your goal in creating a leave behind is to have a single document (physical or electronic) that includes your contact information and most important points.
- The document serves as a reminder to the person you met with of your main points and expertise, with the information needed for them to contact you if they have questions at a later date.
- The document should be clear enough that it could be handed to someone with no prior knowledge of the topic, and they would understand your main points.

Design

- Keep the document as clean and simple as possible so it is easy to read and understand.
- Colorful images or simple diagrams can help make the leave behind more engaging.
- Avoid complicated diagrams or charts that would need additional explanation or a deep understanding of the subject matter to understand.
- Bulleted points can help make the document easy to scan for information.
- Electronic versions of leave-behinds can include hyperlinks to relevant sources of information or personal/laboratory web pages.

What to Include

- Your contact information, including name, title, institution, and expertise.
- Your main points (no more than three).
- Images or simple diagrams that help illustrate your main points.
- Relevant facts or information that pertains particularly to the state/district (such as the location of the institution or research).
- If you would like to include references for certain facts in the document, superscript is recommended, with all references listed on the bottom or back.