

*Boosting* **Sales** with . . .

# Effective Brochure\$

For the small business owner!



brochures

*Jerry Homan*

# Contents

<b>Print Brochures</b> . . . . .	<b>3</b>
<b>Types of Brochures</b> . . . . .	<b>3</b>
Product brochures:	
Service pamphlets:	
Training or tutorial brochures:	
Public relations brochures:	
Form brochures:	
<b>Benefits of the Printed Message</b> . . . . .	<b>5</b>
Total portability:	
High-quality reproduction:	
<b>Pleasing the Modern Market</b> . . . . .	<b>6</b>
Questions to ask:	
<b>The basic purpose of a brochure is to...</b>	
“sell your product or services!” . . . . .	<b>8</b>
<b>Writing Tips</b> . . . . .	<b>10</b>
<b>Use the Power of Persuasion!</b> . . . . .	<b>14</b>
Keep earning readership:	
Sell benefits, not features:	
Don't lose readers on technical points:	
Maintain a consistent voice:	
Establish credibility:	
<b>Should Your Brochure Include Pricing Information?</b> . . . .	<b>17</b>
Today's Smart Consumers	
<b>Before You Start</b> . . . . .	<b>19</b>

## Print Brochures

**Notes:**  
(Start building your own brochure here!)

A printed brochure or advertising flyer establishes your credibility and highlights your credentials as an expert in your field. An effective sales brochure clearly and succinctly outlines what a company and their products/services are all about.

As hard as they might try, small-business professionals can only be in one place at a time, but company sales brochures can be many places at once to influence potential and existing customers. A sales brochure can be crucial to the success of your company, as it represents your organization when you can't be there.

Every year, thousands of businesses fail. No business owner plans to fail, but they fail all the same. One of the main reasons for the high failure rate is an overreliance on only one marketing channel, often just the internet.

Marketing isn't about the medium; it's about getting and keeping customers. Internet marketing is just one tool in the toolbox of a balanced marketing campaign. The use of brochures and other forms of printed sales literature to hand out to customers and prospects can be extremely effective.

People expect a "real" company to have printed sales literature. Anyone can spend \$60 on business cards and letterhead and call themselves a company. But if you want people to know you mean business, you need a brochure.

People want printed material to take home and read at their leisure. Brochures also support other advertising, direct mail, and online promotions. In short, *a good brochure sells!*

## Types of Brochures

Custom brochures can be a boon for many kinds of businesses. They can be adapted to many kinds of functions and most custom brochures can easily be produced, edited and distributed within a relatively short amount of time and on a reasonable budget.

There are five major types of brochures that are specifically aimed for business purposes. They are:

### 1. Business product brochures

2. **Service pamphlets**
3. **Training or tutorial brochures**
4. **Public relations brochures**
5. **Form brochures**

**Notes:**  
(Start building your own brochure here!)

### **Product brochures:**

One of the most common types of brochures is the product brochure. This is basically a printout that gives people all the vital information that they need to judge a product. This can include multiple images of the product, its specifications, special features and of course its distinctive characteristics that make it different from all the rest. Most firms use these product brochures to speed up the sales process. They can be given to potential customers so that most of their questions can already be answered, while others can be given to people for future reference in case they get interested in the product.

### **Service pamphlets:**

Another common type is the service pamphlet. This kind of brochure is about a certain kind of service that a firm can provide customers. It should describe what the service does, its guarantees, the warnings and of course the ultimate benefit that customers can gain when availing of it. As a standard practice many service industries like hotels, resorts, spas and other firms like them use service pamphlets to quickly inform potential customers about their special services.

### **Training or tutorial brochures:**

Next, some businesses use brochures for training or as tutorial documents. For example a bank may give out tutorial brochures about how to invest money, or how interest rates work. Others may also produce training brochures to help people use or avail of a product or service that has already been released. These kinds of brochures are basically supplementary reading materials that can help potential customers bridge their lack of knowledge in an industry, product or service.

### **Public relations brochures:**

Of course, company public relations are also something where brochures are used. To accurately project a business image and establish a good reputation color brochures can be given out to the public includ-

ing the press, potential investors and customers. By informing them of the reliability and skill of the firm it should be easy to establish a reputation that can affect how people relate to your company and products. If done right those brochures can assure a business with a reliable image that they can protect investments and improve sales and revenue through customer loyalty.

### **Form brochures:**

Lastly, for industries with fast turnaround times for employees and other personal transactions, form brochures are now being increasingly used. By combining the information dissemination qualities of a brochure with a simple form, firms can quickly give information and invoke immediate action from people. You can immediately entice people to apply for a job, or maybe you can also attract them to order something at once. With the form in hand already it should be relatively easy to do it from the reader's point of view. So form brochures can really be effective in getting that immediate reaction from the readers.

## **Benefits of the Printed Message**

There is no question about the value of new media, such as a web site, to spread your businesses marketing message. In fact, web sites are so widely accepted that without one your business could be perceived as outdated or lacking legitimacy.

Where does this leave that staple of the business marketing package, the print brochure? *American Printer* magazine estimates that demand for printing services—despite the onslaught of alternative electronic media—will remain high and even grow in the years to come. And, believe it or not, the most advanced industries are predicted to be heavy users of printed materials; telecommunications equipment/services and computer software are among the top ten prospect categories.

### **Total portability:**

Your prospects can access the pages of a printed brochure from anywhere and at any time with no need to be online or even near a computer. A brochure can even be photocopied and given to a friend. Particularly for the business marketing process, which relies heavily on word of mouth, it is important to produce a message that can be shared very easily.

**Notes:**  
(Start building your own brochure here!)

A brochure can also be placed in an electronic PDF file format making it easy to send via e-mail or place on your website for visitors to download.

**Notes:**  
(Start building your own brochure here!)

## High-quality reproduction:

Printed brochures enable your prospects to view your message clearly. Important visual images, when printed well, lose no quality of color or definition as they might via an electronic translation such as a *poorly adjusted monitor*.

## Pleasing the Modern Market

However, in our fast-paced society, even the nature of reading has changed as people feel the need for briefer and more targeted messages. The following suggestions can help you develop and produce a brochure for the today's reader.

***Create multilevel messages.*** Use headlines, subheads, and photos that tell strong stories on every page for the readers who will skim and not read the paragraphs of text. Body copy should be kept as short as possible, and the brochure should not require the reader to wade through administrative detail as part of the overall story.

When most of us think of printed marketing brochures, we think of basic advertisements. Ads that trumpet a company's successes, latest offers and/or important new employees or services. These ads can have various degrees of success and will appeal to many potential customers who are looking to find a product or service without having to expend too much effort.

***White papers in booklet form, newsletters and informational handouts can be a huge advertising tool as they illustrate the knowledge of your company.*** They can be readily distributed to potential customers as incentives for the customer to contact your company for more information. For example, a real estate company can send out a mailing campaign which offers a free handout about escrow rules or lease agreements as an incentive for potential customers to contact them. These abbreviated documents are easy ways to give the potential customer just enough information to show your level of knowledge and generate customer interest without giving the customer so much information that they no longer need your services.

In many ways, the goal of these information based marketing tools is to show off just a little. You can show potential customers that you know what you are talking about and show them a sample of the level of expertise that they can expect from your company. These may not be the ideal form of advertising for every potential customer, but information based advertisements can do wonders for a company looking to attract customers who need more than a “free consultation” or a flashy offer to make their purchasing decisions.

***Brochures are relatively inexpensive and many organizations use them for that reason. But if they have no effect, the money to produce and distribute them is still wasted.***

Take the time and thought to plan your brochure carefully.

### **Questions to ask:**

- ✓ *What am I selling and who am I selling it to?*
- ✓ *What action do I want my brochure to cause?*
- ✓ *How will my brochure be distributed?*
- ✓ *What criteria should I use in creating my brochure?*
- ✓ *What design criteria should I use in producing my brochure?*

The questions “what am I selling?” and “who am I selling it to?” are two aspects of the same idea. Looking at them separately or from these two viewpoints, should help establish a clearer idea of the product involved. Ultimately, the product is what the consumer buys, not what the seller sells. The closer these two perceptions agree, the more likely a sale will be made.

***These questions and your responses should be set down in writing.***

If you cannot articulate these responses, the chances are high that your intended message will not come across in your brochure. You need to determine your “point of difference,” the quality or feature that is uniquely yours and sets you apart from all other sellers of similar products. Since brochures are a communications tool, the use of a brochure presumes that you want to communicate something to someone to cause them to do something.

**Notes:**  
(Start building your own brochure here!)

## The basic purpose of a brochure is to... “sell your product or services!”

**Notes:**  
(Start building your  
own brochure here!)

The three components of a sale are an opening, a message, and a close. The opening tells who you are, the message tells what you want the reader to buy, and the close asks the reader to make a purchase decision. Without all three of these components, your brochure is simply informational, not a sales tool.

***You need to specifically identify your target audience.*** Is your brochure directed to the individual consumer to influence him to choose your product or service?

***You need to consider what kind of information your target audience needs to know and wants to know from you.*** Put yourself in the reader's place and consider what features and benefits would appeal to you. Determine why the reader should choose you rather than all the other products or services available.

A brochure is described above as a sales tool, that is, it should cause or help to cause some action on the part of the reader. You need to specify what that action is. These actions would include (1) making a purchase, (2) ordering a product, (3) calling or writing for more information,

***A brochure is meaningless until it gets into the hands of the people you want to see it.*** So your choice of a method of distribution is a basic decision. Is it to be a rack piece, a handout piece, a pickup piece, a mail response piece, or a combination of these? If it is a rack piece, what racks will you use? If it is a handout piece, where will you hand it out? If it is a pickup piece, where and how will it be displayed? If it is a mail response piece, you should consider size and mailing weight and whether it will be used with or without a cover letter.

Answering these questions will help you determine the number of brochures to be printed for your anticipated uses. It also gives you a chance to evaluate the cost of the brochure (including distribution) with the kind of response you expect from its readers.

The selection of visual and narrative material for your brochure should be greatly improved by the process of responding to the previous questions. Now you must decide on the style and substance of the message you want to convey. There are numerous lists of criteria that are valid. The following list is presented as a good composite of many good ideas.

**Notes:**  
(Start building your  
own brochure here!)

- Project who and what you are. You can't be everything to every body, so don't try to present yourself that way. You'll wind up projecting nothing meaningful to anybody.
- Put your best foot forward, but be truthful. Every person you sell that ends up being disappointed with your product will turn other people away from you.
- Look first class. If your brochure looks shoddy, the person looking at it will assume your product is shoddy too.
- Use the best pictures you can lay your hands on.
- To make sure people will pick up your brochure or go beyond the cover, make sure your cover telegraphs boldly your strongest feature — the strongest thing you have to sell.
- Make sure your brochure contains all the information your audience will need to know: How to get to you, open dates and hours, admissions, your mailing address and telephone number. If it's a trade piece, make sure you include information about commissions and group rates.
- Finally, be charming. Nobody was ever bored into going anywhere — except away. No one is going to ho-hum their way through your brochure. A little extra warmth, humor, or surprise in it will go a long way toward making yours an effective brochure.

The design of your brochure should convey the message you have determined from the analysis above. Here is where professional judgment is so helpful. It should be able to assure you that your message is properly reflected in the design features used for your brochure.

***Because every brochure is for a unique situation or product, everyone will have a unique set of design criteria.*** There are, however, some characteristics common to almost every brochure which are described below.

***The cover:*** The impact of the cover will probably determine whether or not your brochure will be read seriously. The cover should illustrate the key selling point for your product. It is the sales opener that introduces your message. If the opener creates a favorable expectation, the message will be received more readily. If your brochure is a rack piece, then you have only the top three inches or so to create this impact.

**About photos:** Photos are potentially the best sales tool you can use in brochures, but they can also be the biggest turnoff. Whatever you are selling, it is always people who are the beneficiaries. You cannot convey delight, satisfaction, enjoyment, happiness, and other pleasing emotions without people. And when you use people as subjects in your photos, be sure to get a signed release to use the photos. Outdated photos create an image of outdated facilities, so do not use them except for deliberate effect.

**About size:** You have two sizes to be concerned about. One is the size of the printing stock used to print your brochure. Stock paper sizes are usually less expensive than special sizes, so determine what printer uses as stock paper size. The second one is the size of the completed brochure, folded down or closed up and ready to distribute. Rack- pieces and mail pieces using standard envelopes must be the customary 4"x9" in size. Other pieces can be whatever size you them to be. Your concern here is in convenience of use, ease of storing and keeping, and bulk.

**Other tips:** Choose your printer carefully. A good printer can make all your careful planning pay off. Make your brochure consistent with your other advertising. If your brochure is mailed, print something unusual on the envelope to catch attention. Transparencies and slides give much better results than prints. Remember that color does not convert to black and white very well. Use extra care in designing maps. Remember that most readers will not be familiar with your area. Develop a brochure that is worth keeping.

## Writing Tips

Here are some tips on writing the text (copy) of a brochure that will support your marketing efforts and increase your sales.

- ✓ *Know what your reader wants.*
- ✓ *Motivate your reader to look inside.*
- ✓ *List the contents.*
- ✓ *List your product's benefits.*
- ✓ *Make the brochure a keeper.*
- ✓ *Alter the shape.*
- ✓ *Make it personal.*

**Notes:**  
(Start building your own brochure here!)

**Notes:**  
(Start building your own brochure here!)

- ✓ *Add atmosphere.*
- ✓ *Start selling right away.*
- ✓ *Address your reader's needs.*
- ✓ *Give directions.*
- ✓ *A good headline is key.*
- ✓ *Remember the basics.*
- ✓ *Don't confuse the reader.*
- ✓ *Don't be flimsy.*
- ✓ *Ask for action.*

***Know what your reader wants.*** Write your brochure or leaflet from the reader's point of view. What are your readers' concerns? What do they need to know before they make a purchase? Try writing down all the questions you hear from your customers and try and answer them in your collateral.

***Motivate your reader to look inside.*** The first page your reader will see is the front cover. Get it wrong and you will likely lose the sale. Start with the benefits of your product, or use thought-provoking statements that motivate the reader to pick up the brochure and open it. Tell the reader there's something inside just for them — an exclusive invitation, a free report, a special discount, or advance notice of sales. Don't put just your company logo or product name on the front. That will not work.

***List the contents.*** In brochures of eight pages or more, a table of contents is essential. Design it so that the table of contents stands out from the rest of the text. Use the contents to sell the brochure. Don't use mind-numbing words like "Introduction" or "Model No. A848D-HGT." Use your key sales points in your headings.

***List your product's benefits.*** Purchasers care about benefits, not features. To develop a list of benefits, draw up a list of product features and add the words "which means that..." after each point. For example, "The cake is made from an original recipe, which means that...it tastes better." Or, "The car has a 300 horse-power engine, which means that...it goes faster." Benefits are what sell products.

**Notes:**  
(Start building your  
own brochure here!)

***Make the brochure a keeper.*** Putting helpful information in your brochure will encourage the reader to keep it, refer to it often, or pass it on to other people. If you are selling paint, you can provide hints on color schemes, painting how-to information, tips from the pros, or other information. If you are selling skin care products, you can give your readers tips on how to combat pimples, dry skin, fine lines, and wrinkles.

***Alter the shape.*** Who says a brochure has to be 8 ½ by 11? If you are selling sandwiches, design a brochure in the shape of a sandwich. Season tickets to soccer matches? Design it in the shape of a soccer ball. Use your imagination to come up with an original, eye-catching piece.

According to Direct Magazine, a recent mailing by CSi, a company that conducts customer satisfaction surveys for automobile insurance firms and repair shops, got a 15 percent response rate with a brochure delivered in a 32-ounce squeeze sport water bottle. The headline read, “Thirsty for more repair orders?” Try tall and slim, square, oblong, whatever you like. The only limitation is your imagination, and, of course, your budget.

***Make it personal.*** An experienced speaker talking to a large audience will pick out someone in the crowd, and talk directly to him or her. This connection allows the speaker to make the talk more personal. In a similar fashion, write your brochure with an imaginary person in mind. Why? Because writing in a direct “I’m-talking-only-to-you” style will increase response.

***Add atmosphere.*** You don’t want your brochure to sound aloof. Let your reader share your feelings. A brochure about a wood-burning stove does not need to go into the ins and outs of how the stove works. Tell your reader about *rain swept winter evenings and snowbound afternoons*. Let your words show them how warm and snug they’ll be when they purchase one of your stoves.

***Start selling right away.*** Not everyone needs to know about every aspect of your product or service. Don’t waste their time telling them about things that don’t convey a benefit.

***Address your reader’s needs.*** Don’t get carried away with your own interests. Talk about your reader, not yourself.

***Give directions.*** Organize your brochure so readers can flip through the pages and easily find what they want. Provide clear signposts or headlines throughout the brochure and make sure each one says “Hey,

pay attention to me!”

***A Good Headline Is Key:*** The headline on the front of your brochure should always list the interests and perceived problems of your targeted audience, and be followed by the solutions you can provide. Many small-business professionals mistakenly lead with their company’s basic information, but it’s imperative to capture your audience’s attention to ensure they will take the time to read the rest of the brochure. Why bother taking the time to write a great brochure if your audience only reads the front and then discards it?

***Remember the Basics:*** Don’t ignore the basics when creating a brochure. Always include standard information such as company name, contact information (at least two forms), a logo and tagline. All text should be in brief, easy-to-read blocks to provide clarity for the reader. To add an eye catching touch to your brochure, incorporate graphic images and photos of your product, services and key personnel.

***Don’t Confuse the Reader:*** Avoid the temptation of listing too much information on your brochure. Too many thoughts will confuse your audience and dilute your core messages.

Succinctly focus on the information that interests your target audience, and the customer will come away with an accurate reading of what you can offer them and how you will do it. It’s OK to be proud of your small business, but not at the expensive of cluttering your brochure with irrelevant information.

***Don’t Be Flimsy:*** A sturdy brochure is the equivalent to a firm handshake in that it promotes confidence and competence. The weight, texture and overall feel are some of the first things someone will notice about your brochure. Use high-quality paper with a glossy finish to create a brochure that pops and stands out in the crowd.

Handing out or mailing thin, flimsy brochures will signal that you put little thought — and even less effort — into developing your marketing materials.

***Ask for action.*** Regardless of how you organize your brochure, there’s only one way to end it. Ask for action. If you want your reader to respond, include an 800 number, reply card, or some form of response mechanism. In fact, to increase your brochure’s selling power, include your offer and a response mechanism on every page

**Notes:**  
(Start building your own brochure here!)

## Use the Power of Persuasion!

The biggest and most common mistake made when writing a brochure, is focusing on information instead of persuasion.

The job of persuasion doesn't end with your advertising. In fact, brochures typically offer a larger canvas on which to make your case persuasively and support it credibly. Use it!

Depending on your sales cycle, the marketing message you deliver in your brochure may outlive your current advertising campaign. That long shelf life means even your smallest product or service brochures can have a powerful cumulative effect on your corporate branding.

Yet, brochures are fundamentally sales pieces. Whether aimed at a trade or consumer audience, whether intended as a lead-generator or leave-behind, your brochure copy must help sweep your prospect toward a profitable sale. It must present information both clearly and convincingly, following a strategically sound persuasive structure.

This persuasive structure often reinforces or connects steps within the sales process itself. So, before starting to write, it's important to understand how the brochure will be used, including where the brochure fits in your sales process, how it will be distributed, who will read it, and what action you want the reader to take next.

***Knowing the desired outcome helps define the content and structure for your brochure.*** The copy written for an effective lead-generating piece, for instance, is different from the copy written for an effective sales-closing piece. (Indeed, even the art direction, design, and production will likely differ because of differences in run quantities and distribution methods.)

***Persuasive brochure copy starts on the cover.*** Many brochure writers miss a big opportunity here, by featuring most prominently the company or product name instead of an intriguing idea that positions the company or product.

That positioning, by the way, could be internal or external. For instance, with a series of individual product brochures, it may be just as important to position each product within your own product line as to position it against competitive products.

Brochure copy should begin with your customer, not your product.

**Notes:**  
(Start building your own brochure here!)

That is, it should make the person reading your brochure feel that his or her key problems are understood before moving on to discuss the solution. Build rapport first, and then sell. That's true on a sales call, and it's probably doubly true in print, where you don't have the advantage of meeting face-to-face.

There are pain points that your products or services relieve, if they are worthwhile products or services. These pain points need to be touched upon before they can be addressed persuasively.

### **Keep earning readership:**

Every page of your brochure presents the reader with an opportunity to stop going on to the next page. That's why each spread should contain elements that attract, intrigue, persuade...then intrigue further. Make your brochure a real page-turner. Entice the reader. Enchant the reader. Occasionally, surprise the reader. That's the only way you earn the chance to sell the reader.

### **Sell benefits, not features:**

Although brochures often exist to explain features, in copy it's best to sell those features through the benefits, citing real-world examples, cases, and applications.

Remember your customer. To potential buyers, the most-important thing about your product or service is how it relates to them. So, your brochure copy must answer their questions and overcome their objections. You can integrate these in copy or pull them out as separate sections, but, either way, face up to common questions and objections in your brochure copy. This can dramatically shorten your sales cycle, especially with complex products and services or highly competitive marketplaces.

### **Don't lose readers on technical points:**

Many brochures overwhelm their readers with technical weight. Yes, the complete story must be told. But, technical information is often better presented in technical form, as a table, chart, or diagram, than injected ham-handedly into otherwise flowing brochure copy.

If technical information can be gracefully woven into a compelling story — and it can, just read the classic Rolls-Royce ads written by David Ogilvy as examples—that's one thing. Otherwise, technical information may be most effective (and persuasive) placed in its own section,

**Notes:**  
*(Start building your own brochure here!)*

where it can be appreciated in depth by technically oriented customers and referred to as needed by the rest.

**Notes:**  
(Start building your own brochure here!)

## **Maintain a consistent voice:**

Companies often adopt a dry-as-dust corporate voice in their brochures. Why? The same person who responded to the ads is reading the brochure. The audience hasn't changed. The purpose hasn't changed. Why write a product brochure like it's an internal report?

Okay, one reason so much brochure copy is dull, is that brochures are often viewed as poor relations of advertising. So, the job of writing them gets foisted off on administrative assistants, junior writers, or, worse, committees. That's like using your best salesperson to generate leads, and an intern to close the deal.

Your brochure is a key marketing piece, and it must be written to take full advantage of that hard-won one-on-one time with your potential customer.

## **Establish credibility:**

This can be done through tone and content, providing expert answers in engaging language. Or, though visual proof, such as photographs or charts. Action item: research shows that captions are some of the most-read and remembered bits of copy, so use them and use them well. Drive home in words the competitive points illustrated by the pictures.

Credibility can also be established through third-party verification, whether it's customer testimonials, case studies, excerpts, or independent test results.

The key with this piece of the process is to substantiate the idea that your brochure copy is not mere advertising puffery; it's truthful, useful information.

## **Should Your Brochure Include Pricing Information?**

The answer depends on many factors, the first of which is your brochure's purpose. If it's to generate leads, then it probably would be premature to include prices, rates, or fees. If it's to close sales, then providing prices may be essential to moving your sales process forward.

**Notes:**  
(Start building your  
own brochure here!)

If your prices are substantially lower than your competition, they may belong in your brochure, especially if your brochure's concept highlights value or savings. But, your brochure copy should strongly establish the value of your product or service beyond the cheaper price.

An important strategic factor is the length and complexity of your average sales cycle. If it tends to be shorter and simpler, that points to providing more complete information including pricing. If it tends to be longer and more consultative, that points to pricing being put off until you've gathered enough information about the potential customer and customer needs to provide a realistic estimate at the appropriate time.

Finally, if you include prices in your brochures, they may have a shorter shelf life than you'd like.

If you decide to include a price list in your brochure, I recommend that you have it quick-printed or laser-printed on a separate insert sheet. That way, it's easier to update, customize, and even test. Price lists often get separated from brochures, so make sure the copy on your pricing insert contains a summary of your competitive differentiators, the date and any expiration date, and all your company contact information.

A great brochure is a powerful sales tool. More than that, it is a durable corporate asset. Strategically oriented brochure copywriting, based on a sound persuasive structure, helps you make the most of your investment in advertising and marketing. And that's what all your marketing communication should do.

## Today's Smart Consumers

Consumers are getting smarter with their needs and purchases, all thanks to the advertising world. There are so many options available under each product, that you get confused or disillusioned on what to buy. Advertising brochures are an excellent method to reach out to consumers. A well designed advertising brochure can increase your sales. The right advertising brochure and the response from a consumer, can gain huge volume of profits for the company!

Advertising is media-driven, and advertising brochures are the best solution when you don't want to get too pushy! You may notice consumers do not stand around and listen when a sales person is trying to sell a product, but they are more than happy to walk away with a brochure.

**Notes:**  
(Start building your  
own brochure here!)

One of the oldest clichés in business, ‘Can you send me a brochure please?’ is often used by those who may be interested more in getting rid of the salesperson or an annoying sales pitch. In which case, you may wonder whether printing and distributing brochures is worth the time, money or the trouble? The answer to this is YES, since most well established businesses still use advertising brochures, and it is the most powerful tool to convey information on your product, company or services. These can be mailed, handed over at trade shows or events.

Consumers today are well informed and aware of their needs; companies attract consumers by giving them the right details on a product they could use; a brochure, therefore, helps the consumer pick the exact product to suit their needs. Therefore, a well-designed advertising brochure is the key to achieving good sales of your product!

Your brochure text must help sweep your prospect toward a profitable sale by presenting information clearly and convincingly, using a strategically sound persuasive structure.

Before starting to write, it’s important to understand how the brochure will be used, including where the brochure fits in your sales process, how it will be distributed, who will read it, and what action you want your reader to take next. Knowing the desired outcome helps you to understand the content and structure for your brochure, whether for lead-generating or sales-closing.

Beginning with your customer, not your product, should make the person reading your brochure feel that his or her key problems are understood before moving on to discuss the solution. Build rapport first, and then sell.

***The most important thing about your product or service to your customer is how it relates to them.*** Therefore your brochure text must answer their questions and overcome their objections.

Face up to common questions and objections in your brochure text. And drive home in words the competitive points illustrated by the pictures.

***All brochures should end with a call to ACTION.*** Direct the customer’s next step. Don’t end with a table of specifications, or a corporate summary. You need to know where the brochure fits in your sales cycle, and knowing the next step in that process. Your desired outcome must be asked-for. It sounds obvious, but if the next step is for your customer

to call you, then your brochure should end by asking for the call.

Your brochure could be a powerful sales tool. It could be a durable corporate asset, a persuasive structure, helping you make the most of your marketing investment. And that's what all your marketing communication should do.

**Notes:**  
(Start building your own brochure here!)

## Before You Start

Practical steps before you start, get a realistic budget. You need to look at least as good, if not better than your competitor, so gather together your main competitors' brochures. This may help decide what you need to cover.

To maximize the potential of your brochure (if your budget allows) use:

- ✓ *A copywriter to generate your persuasive text.*
- ✓ *A graphic designer to put it together, add impact and style to it, (get him/her involved early in the project).*
- ✓ *A professional photographer to ensure crisp, high quality images.*
- ✓ *A reputable printing firm to give the brochure a quality feel.*
- ✓ *It's best to get decision makers involved at the early stages.*
- ✓ *Have a brainstorming session to thrash out your ideas.*
- ✓ *Write the basic content yourself but edit yourself aggressively before submitting to a copywriter. If you can use half the words, do it.*
- ✓ *Low-cost stock photos may reduce the photographer's bill.*

Use a fresh pair of eyes to proof the draft before going to print, meticulously check every detail. Don't let anyone proof it who's been involved! People tend to read what they think they've written.

Regardless of your business size, financial situation or design resources, these tips will assist you in writing a sales brochure that will properly represent your organization, impress potential customers and call them to action.

***So what are you waiting for? Choose a brochure type that is a perfect match for your business...and get started!***

**Notes:**  
(Start building your own brochure here!)

**Additional resources:**

*“Are we beyond brochures”*: Steve Cony

*“How to use information brochures as a sales tool”*: David Tillinger

*“Brochure Marketing: 12 Tips on how to do it effectively”*: Julie Hyde

*“Why print a brochure or flyer”*: Cloud 8 Printing

*“Well-Written Content - Why is it Important in Tri-Fold Brochure Printing?”*:  
Kat Nocom

*“How to write a brochure: advice from an advertising copywriter”*: John  
Kuraoka

*“Advertising Brochures - A Powerful Tool”*: Tiffany Provost

*“Top Tips for Writing the Best Sales Brochure”*: Melissa Crowe

# JH Graphic Design

design & layout 

***Thank you requesting this booklet. Your interest is appreciated.***

My name is Jerry Homan of JH Graphic Design.

I work with small businesses and individuals on the design and layout of their sales & marketing tools. From brochures to ads, flyers, newsletters, white papers and more... JH Graphic Design helps a diverse range of business clients in a wide variety of markets and product offerings.

If you are interested in learning how I can help your business please visit my website at [www.jhgraphicdesign.net](http://www.jhgraphicdesign.net).

***Jerry Homan***

***JH Graphic Design***

***[www.jhgraphicdesign.net](http://www.jhgraphicdesign.net)***

***[jerryhoman@earthlink.net](mailto:jerryhoman@earthlink.net)***

***512-266-3904***