



Creating a Powerful Brochure

You know how to plan your brochure. You even know the five types of brochures. Now it's time to dive into the creation process.

Promises, Promises...Right on the Cover

How many times have you been at one of those display racks with tons of brochures about tourist attractions? What made you pick up certain brochures and leave others?

The cover.

You have to put a strong selling message on the cover. Promise your readers a benefit or reward for getting them to flip open your brochure. Hopefully they'll read it, but they'll at least look at the pictures. Either way, no selling message = no motivation to open the brochure.

Easy on the Eyes

The last thing you'd want to read is a newspaper with pages and pages of text. Not broken up. Just strictly text with no visuals and no breaks.

Pretty hard to read. Right?

Think of your brochure in the same terms. Short sections broken up with a headline and a subhead invite your potential customer to read on instead of scaring them away.

Even if they don't read your entire brochure, they get the gist by browsing through it. But make sure to write headlines and subheads that explain that particular copy block. Again, this is important for a number of reasons but especially if your reader is just glancing at your brochure.

Vivacious Visuals

They say a picture's worth a thousand words. So why not tell your brochure's story with visuals? But not just any old picture will do.

You need visuals that will show the reader how your product works. People pictures work best as long as these people are demonstrating how your product is used.

Even artwork such as drawings, maps and graphs are beneficial as long as they illustrate the product or its benefits.

You can use a wide variety of visuals such as photos of the product, people using the product and/or photos of your company's headquarters. You can also use a map to show where your company is located, tables listing the various products with their features and/or proof of performance graphs to present factual information about your product.

Next Step: The Buying Process

You've already figured out where your brochure fits into the buying process from Five Essentials for Planning a Brochure. Now you have to turn that potential customer into a paying customer. Your closing message has to be powerful.

Too many times brochures fail to be effective because they don't contain one vital piece of information: A call to action. You have to tell your potential customers that they have to act now/call now/buy now.

No matter what you are looking for (a telephone call for more information or an on-the-spot sale), you have to let people know what you want them to do. Always ask for their order but at least ask for their call for more information.

The Vitals

There's another vital piece of info that seems so obvious, yet in the creation process it's sometimes left out. Your contact information.

Make sure you include your company name, logo, address, telephone number, fax, Email, Web address. Anything that will help the consumer get in touch with you easily.

If you have an additional line be sure to include that as well. So many prospects may be calling that your main line is busy.

Give directions to your location in your brochure if you have a business customers can come to. Make it easy on them too.

If you're located next to a landmark of some sort, tell them that too. That way, they have a mental picture of your whereabouts.

Other factors to consider for your brochure might be prices, store hours, instructions for placing orders by mail, phone or on the Internet and product guarantees.

Effective for the Long Run

Make your brochure worth keeping. Give them a reason to hang on to that brochure - even if they decide not to call or buy right now.

For example, let's say you have a dynamite brochure about your company's travel packages. Your travel agency offers a getaway to the Bahamas in May and June but in July and August you offer a package to Hawaii.

While your potential customer may be very interested in your travel packages, they're not ready to think about vacation because they're still trying to pay off Christmas debts.

But they decide to save your brochure. After all, your travel agency offers packages all year long and they might just decide to take a week off in June. So they're interested. Just not right now.

Brochures can really help boost your company's sales...both now and in the future. Use these tips now and you'll get the most out of your brochure in the long-term.