



Five Types of Brochures

When was the last time you bought something on a whim? We've all been the victim of the impulse buy but, for the most part, we're informed consumers.

Brochures usually come into play so you can make a smart buying decision. As someone selling a product or service, knowing what type of brochure you need to advertise your products and services is critical to turning your potential customers into paying customers.

Leave-Behinds

This type of brochure is named for the brochures you leave behind after meeting a potential customer. Write this type of brochure with a complete description of your product and its benefits.

Summarize your sales pitch to echo the one you just gave. Keep your words forever in their brain - or at least long enough to get them to buy your product.

Point-of-Sale

These are best described as the type you might encounter while standing in line at the bank. You notice a rack of brochures and it just so happens they're conveniently located right there for you to enjoy.

You didn't know you could get free checking if you bought a Certificate of Deposit. You take a brochure. You'll read about it later. Point-of-Sale.

Write a catchy headline and make sure you have a nice visual to work with the headline. Your goal is to get potential customers to see your brochure, be curious enough to pick it up and, even more important, keep it.

Respond to Inquiries

When people ask about your product, they're obviously interested. Sending this type of brochure is for a qualified buyer.

They're qualified because they're much more likely to buy than someone who hasn't contacted you. Since they've already expressed interest, write this brochure to take your prospect to the next step: the buying process. Hammer home all of your sales points and pack your brochure with facts to convince them they can't live without your product.

Direct Mail

This is the type of brochure you include with your direct mail package. You know the sales letter sells but

a brochure used with direct mail contains photos, your product's sales points and even technical features.

Sales Support Tool

Sales support is very similar to leave-behinds. The difference is, this type of brochure can be used as a selling aid.

Your salesperson uses them to guide them through their sales pitch. They have larger pages, larger photos and larger headlines.

Now that you know the types of brochures, figure out where they fit into the buying process for you. That way, you'll not only know the type of brochure you need, but how to write it as well.