

Your Winning Sales Brochure – 10 tips

Tip 1. Do you need a brochure?

Many companies want a brochure because ‘that is the way other businesses do it’, but fail to evaluate what a brochure can achieve for them. If you sell products you certainly need either a website or a brochure or both. However, if you run a service business, a fact sheet in the form of a leaflet, or a downloadable pdf that instils trust and educates your prospect may be more suitable.

Brochure versus website?

- A website is like a shop window for your company. It is accessible 24/7 and you can reach an international audience.
- You can update your website frequently and relatively cheaply.
- A brochure or leaflet can be taken away, especially from an exhibition or trade show, and read at the prospects leisure - anywhere.
- Your brochure can be sent as a response to an enquiry.
- A brochure is immediate.
-

Tip 2. Who is it for?

Think about the age and gender of your potential customers. Are you selling to other businesses or to end-user consumers? Are they affluent? Where do they live or trade? etc. Your answers will determine whether you need a leaflet, brochure, website or both. They will also influence the copywriting style, and the design features.

Tip 3. Plan

A quality brochure takes time, effort and a great deal of thought. At the very least allow 2 months from conception to finished print. Evaluate all your marketing methods to make sure the brochure is enhancing and supporting your efforts rather than competing with them.

Tip 4. Evaluate your Competitors

Do some free research - obtain your competitors literature. This can help you to hone your target audience. Pay attention to what works and what doesn't in their publicity. Have they highlighted assets you never thought about - yet possess too? Or have they failed to mention benefits that you provide? This is your opportunity to differentiate yourself from them.

Tip 5. It's all about them

A frequent mistake organisations of all sizes commit is to make their publicity ‘all about me/us.’ Your potential customer is the most important person here. People buy things because they need solutions, to satisfy desires, to make more money and so on. Think about their motivations. Inform them of the advantages, benefits or desirability of using your products or services.

Tip 6. Budget

A brochure can be a substantial investment, so be realistic. Most organisations have financial constraints, which will dictate what can be achieved. But with a bit of creativity, and expert advice it is possible to have a quality brochure within budget. If you have any queries over maximising your options contact us.

Tip 7. Break down barriers

In any financial or trading transaction there is an element of risk. If the customer perceives that the risk of buying from you is too high – they will go elsewhere. Pre-empt their fears in your publicity. Can you offer guarantees or money back if not completely satisfied? If not why not?

Tip 8. Buying from you should be easy

Another common problem found in brochures is that it is surprisingly difficult to order from them. Investing in well-designed 'How to Order' sections pays dividends. Clearly state your trading terms and have your telephone number prominent. Consider a free-call number.

Tip 9. Design and Layout

If you are producing a brochure yourself, let your material breathe. Some of the most successful brochures make effective use of white space. If you are going to print your brochure commercially you need to have it designed and formatted professionally. Your graphic designer will be able to advise you on the most cost effective way to print.

Tip 10. Promote

Always send a covering letter with your brochure when posting it. Invite the reader to take action, by offering them an irresistible promotional offer. What can you give away that doesn't cost the shop?