

### Buff brochures to leave them breathless

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Brochures are frequently the workhorses of your sales kit. But often we just hand them out or stuff them in envelopes without really reading them. Take a look at those old, tired brochures now. Do they truly convey the message you want your audience to 'get' most? Are they really helping you convert those prospects into clients?

Here are a few ways to brush up those old product, service and corporate capabilities brochures and turn them into pretty ponies.

#### Mosey on down the brochure bridle path

Product and service brochures are most effective when they focus on a single subject. So you may want to have a different brochure for each product line or service. For example, an appliance dealer might have a different brochure for each product: one for washers and one for dryers, or one for each product line or brand: one brochure featuring only Maytag washers and dryers. An attorney might have a different brochure for each area of practice, such as: personal injury, divorce mediation, wills, etc.

Corporate Capabilities brochures market the company. They are usually distributed along with a sales letter or as part of a leave behind packet of supporting material. These brochures may list products or services and the benefits to customers to using their products, but the focus is more on the company history, innovations, culture, etc.

Determining where and how your brochures will be used in the sales cycle is also important. Will it stand alone or be included in a sales packet as supporting material?

If you are distributing a corporate capabilities brochure in a sales pitch with the product brochure, then your product brochure does not have to repeat the company history, likewise, extensive product info does not need to be repeated in the corporate capabilities brochure.

Each brochure should also be geared to your prospective reader. For instance, a college-bound student buying a computer monitor may be more interested in the graphic display because they want to play cool games on it, while an office manager may want to know if this monitor is compatible with computers the office already has.

#### Creating a brochure to corral more customers

Start drawing your reader in right from the cover by having an eye-catching image, a strong selling message and a compelling headline.

Organize your selling points by how important those points are to your customer. Divide the copy into short, easy to read sections, each with its own subhead, so that even if your readers just scan, they will still get most of your message.

A brochure focused on a single subject or that gives a general overview, may be a good fit for an 8 ½ x 11" folded, self-mailer. A multiple page brochure may work better for a higher end or more technical product or one with a longer sales cycle.

Brochures should anticipate and answer questions that might stand in the way of your prospect converting into a client. Consider the affect on your reader of including (or consciously omitting) information such as: a complete product description and specifications, guarantees, pricing, ordering, shipping, and availability.

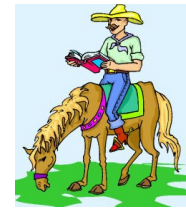
Your brochure should walk the reader through the buying process by clearly spelling out the next step. Your call to action should be another step leading up to the sale. Should they call to make an appointment for a consultation? Fill out a form and send it in? Come in to your store to try it for themselves?

And don't forget to include basic info, like your company name, address, phone number, web site, hours of operation, location directions and other info. necessary for your readers to do what you are asking them to do. Make the next step easy for your prospects to do and you'll get a better response!

When you are finished with your brochure, step back and ask yourself, if you read this brochure, would you take the action you want your reader to take? If not, it may be because your brochure is reading more like a report than the marketing vehicle you want it to be. So make sure to write interesting and engaging copy that will help your prospect understand all the ways your product, service or company will improve their life.

Want to get a better response from your marketing material? Call Gail at GMA Writing Services! I can help you get the right message to the right audience in the right way to get the response you want!

Till next time,



#### Finder's Keepers!

Make your brochure "a keeper" by creating the brochure itself as an interesting resource of information related to the product.

For example, if you are selling pots and pans, put in some recipes or a handy measurement conversion chart that people who are interested in cookware might find useful.

Or try putting in seasonal tips. For instance, a plant and seed catalog might put a fall bulb planting guide or tips on how to winterize your flower beds in their catalog.

A lawyer's office that handles personal injury cases might put instructions on how a business can handle or avoid slip and fall incidences and what to do if they occur (including instructions to call their law office right away, of course!)

Brochures are an important part of your sales cycle. Make sure they're doing some of the heavy lifting in carrying those prospects to your door!

GMA Writing Services can help you send the right message to the right audience at the right time in the right way!

Drop me a line now at [gail@gmawriting.com](mailto:gail@gmawriting.com).