

COPYRIGHT

Create A
Killer
Brochure

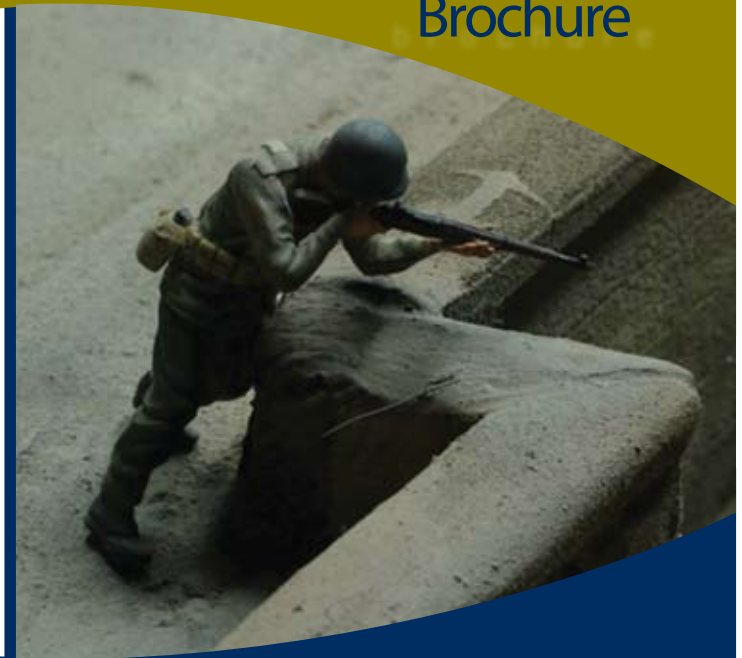
8.

Now what? Tell the reader what to do- call, visit your website, buy today. Don't dare leave off any pertinent information like your phone number, address, or website. Link your brochure to the next step in the relationship.

ACTION!

9.

Your copy must grab attention, provide value, be audience centered, promote your advantage over the competition, be consistent, highlight features and benefits, have a call to action and be written in clear and easy to understand language.



need more help
with your marketing
efforts?

call or email
today!

Michael@marketingenious.com
636.236.5718

9

n i n e
Points For A
Perfect
P i e c e

1. Attention!

number one -- grab attention

You need a hook that gets your audience interested. Sometimes the shape, size, and feel of the piece is the first to draw the audience inward. Bold images and/or colors first capture the attention of the audience. The headline or main text is your next chance to grab attention through the context. Get the adrenaline pumping, tears flowing, or sides splitting. Spark their curiosity and they will keep reading.

2. time convenience

Provide value by meeting time and convenience needs. Offer useful information that will be of immediate benefit to the reader, whether they buy or not. Provide welcome advice rather than untimely interruptions. Position yourself as the expert and build relationships before the sale.

3. know your audience

It's not about you. Your audience wants to know how they can increase their sales/efficiency. Find out what your audience needs, then offer it. Make sure you use plenty of words like "you" and "we."

4. KNOW THYSELF

nosce te ipsum

What is your product or service? Describe it in brief and easy to understand language. Explain why you are a better choice than your competition. What is your advantage?

Your brochure is a reflection of you- so make it shine. Unless you are a graphic designer- get help. A well designed brochure will get you more bang for your buck. A poorly designed brochure will waste money and drive people away.

5. MAKE IT SHINE

6. What? How?

Features tell you what is offered. Benefits tell you how given features are good news for the audience. Low fat is a feature; the fact that it won't clog your life-giving arteries is an incredible benefit.

7. consistent

A brochure is one tool in your marketing tool box. All of your tools need to work together to reinforce the message- same look, same feel, colors, design and message.

Create A
Killer
Brochure

9
nine
Points For A
Perfect
Piece