

Determine what you want your brochure to achieve.

- Do you know why the prospect should choose your business, product or service over your competition?
- Promote the answer to this question.
- Keep your brochure focused on what you want to achieve.

Use headlines that draw attention.

- Use Upper and lower case - ALL CAPS GET lower response.
- Use boldface type sparingly to emphasize key points or headlines.
- Avoid using reverse text - many readers overlook reverse text.
- Increased leading (space between text lines) improves readability.

Keep text lines short.

- Increased leading (space between text lines) and character spacing, this improves readability.

Leave adequate margins on all four sides of your piece.

Use color ink for your brochure to increase response.

Write about benefits to the customer.

Keep the customer in mind

- use "you" and "your"
- avoid "we", "us", "I", "our"

Use key words - New, Free, Save, Now, Easy, Proven, Amazing

The twelve most powerful words in the English language:

you	money	save	new	easy	love
discovery	results	health	proven	guarantee	free

Avoid clichés and trendy jargon.

Promote your company.

- Include a brief company history.
- Include testimonials or a client list.

Promote your products

- Promote service and warranty, guarantee.
- Avoid listing product prices and / or pictures of your staff.

Include your contact information.

Ask someone who knows little or nothing about your business to tell you about your brochure.