

# Create a Printing Brochure Masterpiece that Sells

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Create a Printing Brochure Masterpiece that Sells How do you create a brochure that stands alone; says more than a sales team could say; draws attention; gets read and more importantly, makes a sale? How do you create a brochure masterpiece that sells, promotes, teaches and impresses potential customers? Starting with your customer in mind, focus on the goal of your marketing and promotional plan and follow that goal when designing and writing. Understanding how brochure printing will be used, who will read it and knowing where the brochure fits into your sales process will help direct you in the design and content of your brochure. Capturing the essence of your business on paper requires many design elements that are important in gaining attention and drawing your customer or prospects in. The following tips can help create a masterpiece brochure to increase sales and achieve your marketing goals. \* Focus and create a consistent theme from cover to cover that compliments your existing marketing style. This is your spokesman; make sure your business brand and image are well represented. \* First glance: the cover! Clean, clear, concise. You must stand out, yet be simple. Introduce and engage the reader, invite them in and prepare them for the next pages. \* Motivate and entice. Use your verbiage, images and style to create a reason to look at every page. \* Spotlight important facts and organize content to increase visual flow and appeal. Captions get read and can determine if the reader will continue. Break up copy and pinpoint main topics with subheadlines. \* A photograph says more then any text you can write. Pick carefully and use well. \* White space. To much information and visual graphics take focus away from your main point, goal and theme. If you need more space add more pages. You are only limited by your imagination. Be creative using different sizes, colors or consider additional pages or space to create a larger canvas for pictures or diagrams. Don't neglect your verbiage! Be sure to maintain the same theme, voice and focus in all of your text. \* Attract attention immediately with impact text that focuses on what your customer wants. \* Guide your customer through your brochure. Map out a direction by planning your customers every step to their final response. What is your desired result - a call, email, viewing your website, visiting your store? Whatever it is, make sure you get them there. \* Create a sales strategy, answer any questions, overcome objections and write text that is clear and convincing. \* Persuade, captivate and surprise your customer. \* Establish credibility. Gain their trust by using testimonials, case studies or test results. Illustrate technical information with a table, chart or diagram. Prove to your customer that you are the best. \* Short and precise. Decrease lengthy writing by selecting strong verbs and descriptive adjectives. \* Make yourself at home. Create a brochure that your customer will keep. Formulate useful information that is kept or given to someone else. \* Personalize and direct the text to your customer by using "you"; more than "we";.

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