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Guidelines for Developing a Company Brochure

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Summary

- A brochure is the first part of your promotional program. It should be reinforced by subsequent promotional activities such as advertising, personal sales calls, and public relations.
- Before you talk to suppliers of services such as printing or graphics design, you should put down in writing the following:
 - Define your products and/or services.
 - Who are your target markets?
 - Who are your target customers?
 - What benefits are you offering?
 - What problems do you solve?
 - Proof of your capability/product:
 - experience;
 - number of satisfied customers;
 - testimonials/references.
 - What do you expect promotional literature to accomplish?
 - Bring in orders?
 - Introduce your company/product?
 - Serve as a reminder?
- Decide what you want to say and who you want to say it to.
- Don't try to say too much. Save some of your promotional story for other occasions.
- Select your supplier(s), no more than two; a creative firm, and/or printer. Meet with them to discuss your objectives, needs and budget. Make sure they understand your requirements.
- Write a covering letter, one page maximum, to be sent to prospective customers along with the brochure.
- Follow up!

A single promotional activity rarely results in an order, so be prepared to use several

subsequent activities such as personal visits, telephone calls, and further mailings.

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