Brochure Copywriting Tips and Worksheet

A company's brochure is usually the most important part of its marketing communication toolkit. No matter how great the product or service or how polished the sales team, a brochure that communicates well what the company does and how well it does it may determine whether or not a potential customer will decide to buy. While being brief and to the point, the brochure must also provide enough information about the product or service while conveying the right feeling about the company and the people who run it.

Tips to Guide You Through the Process

Grab the reader's attention with a catchy message on the front cover. Whether you're using a provocative statement or simply a title, your cover must give the reader a compelling reason to open the brochure and read on. Remember, most people will only give your brochure a brief glance. Unless the title is engaging by itself, making a quote, like "A book is a garden carried in the pocket", will capture the imagination and make the reader want to read on.

Keep the messaging simple throughout. Simple is better. Divide your copy up into easy-to-read sections with straightforward subheads. All headlines, graphics, photos and charts should have a purpose and not be obscure in meaning or included for reasons other than for conveying a simple message. If you feel moved to include a picture or clip art because it is cool, or you have a special attachment to it, remember to ask yourself "does this help to inform the reader, or could it be hard to understand, or even irrelevant?"

Be bold, make a statement. If you can use one large photo to tell the story, instead of several smaller ones, your message will be more impactful and easier to understand. One picture of happy people using your product may be all that is needed.

Don't forget the meat and potatoes. Keeping the message simple doesn't mean to let it be shallow. Your brochure should have substance. If you're impassioned by your product or service, you will want your reader to learn about its benefits, how one would go about using it, and how others have benefited from using it in the past. Consider including testimonials to add a real-life touch.

Include a call to action. Here's where you go for the close. Rather than leaving the reader wondering what you're asking for, ask them to take action – "Call today and change your life forever!"

Make it easy for the potential customer or client to contact you. Include the following:
• Your company's address
• Your toll-free and local phone numbers, email address, fax number and website address.
• List branch locations, dealers, distributors, and sales representatives.
• Give directions, including a map, if you're hard to find.
• Provide shipping and service information.
• Warranty information and guarantees

Personalize it. If you plan to mail out your brochure in response to customer requests, you might want to accompany it with a personalized cover letter. Make sure the envelope gives the recipient a reason to open it by imprinting it with a statement like "Enclosed is the information you requested".

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Brochure Content Worksheet

Use this worksheet to help you prepare the copy for your brochure.

Describe your business type.

What are your product(s) / service(s)?

What are the features of your product or service?

What are the benefits of your product(s) / service(s)?

What distinguishes your product or service from others like it?

What is the most important thing you want to get across to people who read your brochure?

List any customer testimonials or quotes you wish to include.

Guarantee or warranty information.

Do you have any special offers?

Contact information:

Name of company:

Address:

Phone: Fax:

Website: E-mail:

Need more help? Call Rhonda or Helen at Kwik Print 501-624-0341 or 800-240-5945.