

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Double the Effectiveness of Your Company Brochure

By Frauke Nonnenmacher

Double the Effectiveness of Your Company Brochure by Frauke Nonnenmacher

Let's face it – most brochures go straight into the bin. But if you know the big mistake to avoid, as well as the secret to make people keep your brochure – and read it, over and over again – you're laughing.

The big mistake I'm talking about is that brochures too often focus on the company itself. They describe, in great detail, the company's commitment to excellence, how pro-active the company is, how many awards the company's products or services have won and how innovative they are.

Prospective clients, of course, couldn't care less.

Prospective clients want to know what's in it for them. They want to improve their bottom line. They want to make their lives easier. That's what's important to your clients. To get their business you must fulfill their needs. And that's what your marketing materials must communicate – how you can help them. And don't just tell your clients about the benefits of your services – show them. Nothing is more convincing than a good demonstration of how you can help. So use your company brochure to do just that.

By offering information your client can use, you'll demonstrate the benefits of your services and create a "value added" brochure. The more useful the information, the stronger your demonstration will be. For example, if you're a web design company, include a section: "Top 7 Questions to Ask Before You Hire a Web Designer". Then outline problems bad web design can create. Explain how your client can spot inferior service. If you're a printer, give some advice on "How to Get The Best Results From Your Printer", possibly with tips on formatting text and graphics.

A "value added" brochure accomplishes several goals:

1. Your prospective clients will keep your brochure. Your name will be in front of them every day of the week.
2. By providing free, useful advice, you start building a relationship based on trust.
3. You establish yourself as an expert in your field. If your prospective clients have questions, chances are they'll get in touch with you to ask.

Well, I hope you found this idea useful for your marketing efforts. If you're interested in more marketing hints like this, you can subscribe to my free monthly e-zine by visiting my web site at www.creativecats.com or email me at frauke@creativecats.com to sign up today.

10 Surefire Ways to Add Sizzle to Your Brochures

By Shannon Cherry, APR, MA

Businesses rely on brochures as their front line in communicating their products or services. Yet according to Shannon Cherry, APR, many find them not as successful because they underestimate the skills and resources necessary to publish attractive and effective materials.

"Most people forget a brochure is important because it represents you to the world and reflects your image," says Cherry, president of Cherry Communications, a public relations and marketing firm that helps businesses, entrepreneurs and nonprofit organizations be heard.

"But the best brochures do more than impress," she says. "Effective copy and design can intrigue, inform, convince and capture customer business just as an effective salesperson does. Brochure effectiveness is linked to an audience-appropriate marketing strategy that drives the design process."

Cherry shares the following top ten list of hints can help your brochure put its best foot forward:

1. Keep headlines short. According to studies, headlines with fewer than ten words get more readership.
2. Focus your headline on your target audience. Show a picture of your target group and make sure the headline has the groups description in it. For example: If you are targeting moms, uses a headline like, "Moms Know Best."
3. Keep text lines at a comfortable length. Body copy lines should never be shorter than the font size or longer than double the font size.
4. Keep paragraphs – especially lead paragraphs – short. Perhaps even one sentence.
5. Use graphical dingbats including bullets, hyphens, and asterisks, to break up text.
6. Use captions to draw the reader in. Next to the cover, captions are the most read items in a brochure.
7. Set captions in a different style.
8. Avoid typographic overkill by using too many CAPS, italics and bolds.
9. Stick to no more than three different fonts in a brochure.

Double the Effectiveness of Your Company Brochure

10. If you use photos with people in them, make sure their heads are at least the size of a dime.

Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard. She's a marketing communications and public relations expert with more than 15 years experience and the owner of Cherry Communications. Subscribe today for Be Heard! a FREE biweekly ezine and get the FREE special report: 'Get Set For Success: Creative, Low-Cost Marketing Tips to Help You be Heard.' Go to:

10 Surefire Ways to Add Sizzle to Your Brochures

Brochure Designing Tips

What Is A Brochure Site?

Visitors navigating directly = Higher conversions

Internet Strategies for Success

Free List Pro

Brian Garvin's MLM Secrets

Profitable Crafts Vol 4

BEFORE You Borrow Money

The Gurubuster Doubler



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!