

Brochures That Sell The Sizzle!

As in any aspect of marketing, your brochure needs to assure results. When creating your brochure, there are important strategies to keep in mind.

Your single most important task in creating your brochure is to convert the casual reader into an interested reader, and an interested reader into a serious reader. Remember that most readers are not interested in your brochure. You have about five seconds to capture the reader's attention and persuade them to keep reading.

Hook your reader's attention in three ways:

- present a benefit that is compelling,
- make an offer too good to resist, or
- say something so intriguing they need to find out what it's about.

First, decide where your brochure fits in the sales cycle. Does it stand on its own or is it part of a larger package? What does your prospect need to know in order to take the next step with you?

Second, ask yourself what you need to say to motivate them to take the action you desire.

As a final step, give your brochure the "So What!" test. Everything you use to motivate anyone to take action must pass the "So What!" or "What's in it for me?" test. Give clear, specific benefits for using you as their professional service provider.

For instance: "Free review will show you how to save thousands of dollars, and pay off your mortgage years ahead of schedule." Or, "Find out how to stop donating money to the IRS."

Show them how "you get benefit now!" Emphasize how you help your clients in other ways too...free home tips, free latest financial tips, or a free educational seminar, for example.

By creating and utilizing a brochure that excites your reader and addresses their needs, you assure that it will be one of your most effective marketing tools.

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