

## *Winning Brochures* from Truesilver Coaching & Marketing

### Why have a brochure?

Most business owners want a brochure in order to quickly explain what they do and how they do it. It's a great way to save time, pre-qualify customers and show how professional you are.

Unfortunately, what often ends up happening is that a brochure is put together guided mainly by a graphic designer with the focus on looking professional, rather than gaining more customers.

A couple of things to consider before you spend £1000s on glossy information:

- Consider your target market – will they read lots of information?
- Are you using your brochure as a 'way in'? If so, there are probably more cost effective ways of achieving the same result.
- Are your contact details, products or services likely to change in the near future? Don't get caught with hundreds of lovely brochures that are out of date

### Experimenting vs results

The first thing to consider is the cost versus the results the information you're giving is likely to get you. How much will it cost to produce and how many sales will you need to get in order to recoup that expenditure.

The next thing is – how are you going to make your brochure compelling and relevant to your clientele? Use the "me and you" scoring system below to find out if you're sending out "We're here" Marketing or "you need us because..." marketing. Have at least 3 completely different drafts produced with a different focus so that you are really pushing your boundaries and coming up with new ideas.

Research what other companies are doing – find out how you can differ from them and sounds better than them.

Whatever you decide on get it proof read by several people – ideally friends, family and mentors who will be totally honest. No matter what industry you're in, it's always hard to write in real lay-mans terms. Make sure you avoid grammatical errors as well. The type of people who read lots of information are also perfectionists... they will pick up on any mistakes and judge you by them.

## Set your goals

Whatever you want to use your brochures for, make sure they don't just sit in a cupboard. Decide how many you're going to send out, who to, how to make the introduction and review the results constantly.

Never, ever send out brochures cold. That means, only send them out to people who you have spoken to and who genuinely want to know more about you before spending more money.

Ideally your brochure should make the potential customer begin to consider 'what' they want to buy from you than 'whether' they want to buy from you.

## Consider your target market

The best way to work out what you should include in your brochure and how much is to ask current clients. Give them lots of options and really listen to their feedback. This is a great way to keep in touch with current customers especially if your product is high value, low volume with customers not coming back for several months or years.

Another tip is to really think about who your best customers are. Where do they go? What do they do? Pick your best customer and think about how you can use your brochure to get more clients like them.

## Know it's working

It's harder to track where business comes from if you deal with consumers and domestic customers, but you should always be asking where the customer heard about you from.

An even more effective way is to offer something compelling and include an offer code. Have different ones for different marketing campaigns and the customer will automatically give you the code so that they can claim their offer.

Remember, the key to effective marketing is information...

## Creating the right brochure for you

Here are some questions that will help you get started with the copy for your brochure:

Why do your current clients come to you first? (don't guess this ask them)

What do prospective clients need to know to help them buy from you rather than someone else?

Your company is brilliant because it's the only one who...

Great headlines start with:

## **Don't, Now, New, You**

For example...

**Don't** buy a widget until you've spoken to....

**Now** is the time to....

**New** in store...

**You** know how difficult it is to buy good

## Offers

Compelling offers are what makes someone pick up the phone or visit you. Great offers create a win-win situation... Your customer gets more value and you get more profit. This is where package deals are a fantastic tool.

The one to avoid is discounts. 10%, 20%, some people even do 75% off sales are bad for everyone. You attract the wrong kind of clients, they don't value you or your product, you make little or no profit (some discounts and sales actually mean a loss for businesses) and it's just the quick and easy offer to do.

## The look

There is much to decide with something like a brochure. You need to get the right fonts, colours, pictures, size, layout and quality. A couple of quick do's and don'ts to put you on the right track:

*Do think about personality types.*

Marketing is a science. Contact us to find out how to target your marketing to the correct VAK personality. Some personalities like lots of pictures, some need to get a good 'feeling' about a company and your product will not necessarily appeal to all personalities.

*Do get samples of printing before you place your order.*

Printing types and quality vary massively. You do tend to get what you pay for, so be careful when ordering your printing that you are getting the right finish, the right paper / card etc.

*Don't just order A4 sizes*

There are so many ways to stand out from the herd and size of brochure is an immediately obvious one. Think about pull outs, folders, cut shapes, z types, A5, 3<sup>rd</sup> of a page etc etc etc.

*Do make sure the font is easy to read*

Did you know that Times New Roman and other fonts with serifs are easier on the eye and make the text easier to read? And on a screen Arial and other simple fonts are clearer and easier to read? Pick up any book and you will see a serif font. Look at any website and the well designed, easy to read websites will be Arial or similar.

Having a great looking brochure is fantastic, but don't sacrifice legibility in order to look good.

*Don't use stock photos bought from a website or your designer*

Especially ones of cheesy business people. Often they look false and untrustworthy... so what does that say about you? You are better off hiring a photographer or buying a good digital camera and getting some reasonably good photos than destroying your reputation before you've started.

## About Business Coaching

from Truesilver Coaching & Marketing

*Do you remember why you started your business?*

Most people start their business because they want more freedom or more money. You may have been working for another company and you weren't getting what you wanted out of your job. So you decided to start your own business. It's called an "entrepreneurial twitch".

It's a great thing to own a business no matter how big or small. It takes creativity, courage and steel.

*You're already a success*

As a current business owner you have already taken a step that a large percentage of people haven't been able to do. If you've been running your business more than 2 years you're in the top 20% of business owners. And if your business has been running more than 5 years, you're officially already a great success!

*So why work with a business coach?*

Most of our clients say they chose to work with a business coach because they want to ensure long term success. They know that it's difficult to look objectively at your own business. It's also essential to make sure that you have all the business skills you need to not just run your current company, but any company you decide to start or be apart of in the future.

## Truesilver Coaching

At Truesilver we help you get your business to where you want to be and help you improve the areas where you need help. You may be great at coming up with ideas but not so good at putting them into practice. Or you may be brilliant at controlling your finances, but not so great at getting more sales. Other business owners sometimes find they deliver a fantastic product or service but cashflow is suffering.

We help you in these areas and more. We help you set your goals and reach them.

## Creating a winning business

To start your way to the business you want call us on 01767 222631 to book your free coaching session. You may also be eligible for Government Funding or one of free trials of our coaching programmes.

Contact us today and you'll receive a free copy of "The Winning Business".

## Contact us

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## *What would you like help with?*

Winning more customers  
Increasing profits  
Improving efficiency  
Delivering winning service  
Creating success

*Call us today to find out how...*