

Communication 4

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The Customer Brochure

Creating a Winning Customer Brochure

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- Focuses you on sales – the ultimate goal
- ‘Crisps’ up your message
- Provides the basis for your website

Creating a Winning Customer Brochure



- Always start with the Benefits
- Supplement with Features
 - How does it work?
 - What does it do specifically?

”Benefits sell, features tell”

Creating a Winning Customer Brochure



- Tag Line
- FAQs
- Testimonials
- Pictures
- Diagrams (if appropriate)
- Tech specs (if appropriate, limited)

Creating a Winning Customer Brochure



- Use phrases
- Keep it short
- Bullet-points
- (Tip) No commas
- Use numbers/quantify when possible
- If a two-sided market
 - May need two brochures or
 - May need two areas of focus

Mac Air



Up to 12 hours of battery life.
It won't call it a day until you do.

Thin. Light. Powerful.
And ready for anything.

802.11 ac Wi-Fi support.
The next generation of wireless.

Fast all-flash storage.
Ready. Set. Done.

Powerful apps included.
Get right to work. And play.

Examples



Brochure Workshop

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Draft a sample brochure