The Customer Brochure
Creating a Winning Customer Brochure

- 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.
And ready for anything.

802.11ac 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
Draft a sample brochure