Communications
The Essential Skill

Kit Needham

Swartz Center for Entrepreneurship
Carnegie Mellon University
The Customer Brochure
Creating a Winning Customer Brochure

- Focuses you on sales – the ultimate goal
- ‘Crisps’ up your message
- Provides the info 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.


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.
Tools to Help

Recommended by students. (Free at the moment but this could change)

- canva.com (fliers, brochures, and presentations)
- beautiful.ai (presentations. Amazing tool)
- https://color.adobe.com/create/color-wheel/ (smart color picker)
- Word (has templates for 1 page brochures and trifolds)
Homework

1) Draft a sample brochure
2) Bring 6 copies to the next cohort meeting