

Brochure copy

Create high-quality brochures to connect with, engage and inspire your target audience.



- Decide on the purpose of your sales brochure and how it will be used in the customer journey or sales cycle. For example, for lead generation, a campaign, a leave-behind, or for purchase decisions to close a sale.
- Have clear goals and desired outcomes for each brochure, as this will affect the content, structure and call to action.
- Structure your brochure with a logical narrative. Begin with customer needs leading through to your solution, examples and call to action. Like any great story, you need to hook your customer with things that actually matter to them. Most brochures fail to achieve this – so, if you succeed, your brochure will immediately be more powerful than your competitors’.
- Make your customer the hero and position yourself as the guide. Show how you are the brand and team who can solve their functional, emotional and philosophical problems and lead them to success.
- Sell features through their benefits and outcomes. Features are usually the driest information about a product or service, with facts and data being your least memorable content. Use storytelling techniques instead for more engagement and impact.
- Place your value proposition right at the front. Your customers are not buying the product or service you are offering; they are buying the outcomes it gives them. So having a strong value proposition right up front will attract attention.
- Make your brochure engaging. Surprise and inspire your reader – lead them through a rewarding story. Offer valuable information, so they become smarter as a consequence. Build a relationship so you earn the right to sell to them.
- Sell your products and services by using social validation and customer success stories; include testimonials, customer quotes and case studies.