



## 7 Ways to Keep Your Brochure Out of the Trash Can (Or, How to Get Prospects to Read It)

By [Sandy Cahill](#)

All of my clients want a brochure. The format may vary but the desire is the same. Brochures are popular and potentially effective marketing tools. But I just read something shocking - it is estimated that **over half of all brochures are never read.**



Considering the cost involved with creating and printing brochures, it is important that every effort is made to grab the attention of the reader immediately. Be sure to provide a good reason for a response to the call to action. And don't forget to include your contact information.

### Brochure Do's

1. **Do** create an interesting, attention-getting, and appropriate cover for your brochure. Visual representation of **how your product solves your customers' problem** is crucial. If you sell workout equipment, show a before and after shot and you will get your point across effectively.
2. **Do** use photos on the cover. They can be on the spendy side, but they are huge attention-getters. Stock photo sites such as [www.gettyimages.com](http://www.gettyimages.com) have professional, 'royalty-free' pictures for less than \$200. There are several sites that offer a wide selection of photos for very reasonable prices. And you can re-use them on your other marketing materials.
3. **Do** print the brochure in full color. If you can't afford to print the whole piece in color, just **print the cover in color**. You want your brochure to be read, so the cover needs to catch your prospect's eye. If you can get their attention, they MAY read the inside. And, full color represents the kind of professional image that you want your company to exhibit. Spend the additional money and have your printer use full-color processing.
4. **Do** use your copy space wisely. Most tri-fold brochures offer limited space for copy (text), so be sure to use it wisely. Put yourself in your customer's shoes; focus on your product's benefits, use definitive calls-to-action, and leave at least one key piece of information out – price packages or discounted rates – so your prospect will be more likely to contact you.

## Brochure Don'ts

1. **Don't** "desktop publish" your brochure. Brochures that do not portray a **high-quality, professional image** are received with skepticism. Desktop publishing translates immediately into a poor first impression of your company and its products.
2. **Don't** forget to proofread several times and have at least **one other person proofread** as well. This is without a doubt one of the most common errors novices make. Typos, the misuse of words, and blatant grammatical errors will ruin your image and reputation. Don't forget to double check your contact information for accuracy. And, although most programs will spell check, it doesn't differentiate between words that are misused, such as there and their.
3. **Don't** try to close the sale. Brochures aren't meant to take the customer through the buying process to the purchase. That's not their purpose. Brochures are designed to spark the interest of the readers and cause them to ask questions and more importantly, **contact you!** If you attempt to include everything about your product in the brochure, it will be poorly designed and overcrowded. And, it won't be inviting to your prospects.

Make sure your brochure is designed to do its job and present the image you want for your company. The brochure is your storefront - provide direct contact information and you will soon find that your brochure will open the door to many more sales.

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