

The Art of Brochure Development

How to Connect Your Unique Brand to Your Market (and have them choose you!)

By Ellen Looyen

Brochure development can help small businesses create a valuable and memorable brand identity that clearly distinguishes them from their competitors. First impressions affect how your prospects feel about what you offer. You need to project an image of competence, value, and success with your brochure development.



Before brochure development begins, you should ask yourself who you are targeting with your product/service, what makes you unique, who your competitors are, and what values drive your business. These answers can help you make your brochure development more effective.

Another vital part of brochure development is writing your branding statement. In less than 150 words, your statement should promise tangible results and value, build personal rapport, connect your brand emotionally and logically, communicate your personal values, and motivate readers to request more information. Your branding statement can double as your corporate mission statement.

Effective brochure development must exude confidence and convey a sense of emotion, honesty, and knowledge. To do this, only sensory-based words which relate to your prospect's personal experience should be used during brochure development. Generic language simply won't work.

Your brochure development should also focus on including endorsements and testimonials. An entire panel of your brochure should include these powerful marketing tools because an estimated 95% of all people are followers and tend to do what their peers do.

Arranging information effectively is also important during brochure development. The front cover should be visually appealing to entice readers to pick up the brochure. The back cover should include a bio of your business emphasizing your experience in the field and must include all of your contact information. Another panel should list the services/products you provide and the benefits you can deliver to your prospects.