



**Other Special Interest
Articles**

Digital versus Offset Printing

*"If all printers were
determined not to print
anything till they were sure
it would offend nobody,
there would be very little
printed"*

-Benjamin Franklin

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What Should Be in My Brochure?

Well, it depends. Let's look at a couple of uses of a business brochure.

If you are planning to use the brochure to contact new or potential customers, then think of your particular marketing and sales processes. You may want to introduce your company, who you are, what you do, what you make what you provide, and why. Next, you may have the opportunity to provide more details on your products and/or services to help your buyer understand why your product or service is the right fit. It's important to know in which phase of sales cycle the brochure will be used in order to know what sort of information you should include in your brochure.

Will the brochure be an introduction to your company?

As a first contact, you need to introduce yourself. Provide information on your company, its background and expertise, as well as information on what

sorts of products and services you provide. When talking about your products and services, keep the information at a high level. Talk about what problems and challenges your products or services address, for your potential clients.

Then, think of the questions potential customers will have initially? What do they ask right away? Answer those questions up front! This way, your brochure will provide some valuable information right away.

Developing product or service brochures?

After the initial introduction, product and or service brochures can be used to provide detailed information about the challenges and problems your products solve. When appropriate, technical specifications can be provided. Perhaps, providing the information potential customers need to make decisions, and providing it in a neat and clean manner, is the quickest way to move customers to the

next step of the sales cycle.

What is the best way to write the brochure?

Use the type of language and terminology your clients use. Avoid your company's own internal jargon and naming conventions. Remember, the reader's attention may be compromised if the brochure is difficult to read. Also, if your brochure will be on the internet, your potential customers will use the search terms they are familiar with. Most likely, your company's exclusive wording will not yield good results.

Where should I have my brochure printed?

The answer is easy... Moonlight Imaging, with 24 hour turn around on print ready PDFs.

Future articles will include; What is the Best Brochure Design, Should We Have Multiple Brochures and Should Pricing Be Included?

Contact us at
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