

## Guidelines for Developing a Company Brochure

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A brochure is the first element of your promotional program. It should be reinforced by subsequent promotional activities such as advertising, personal sales calls, and public relations.

When you contact printing or graphic design suppliers, you should provide the following information about your company:

- Define your products and/or services?
- Who are your target markets?
- Who are your target customers?
- What benefits are you offering?
- What problems do you solve?
- Provide proof of the capabilities of your business and its products or services?
  - experience;
  - number of satisfied customers;
  - testimonials/references.
- What do you expect promotional literature to accomplish?
  - Bring in orders?
  - Introduce your company, its products and/or services?
  - Serve as a reminder?
- Decide what you want to say and who you want to say it to.
- Don't try to say too much. Save some of your promotional story for other occasions.

### Next Steps

- Select your supplier(s), but choose no more than two; a creative design firm, and/or printer. Meet with them to discuss your objectives, needs and budget. Make sure they understand your requirements.
- Write a covering letter, one page maximum, to be sent to prospective customers along with the brochure.
- Follow up! A single promotional activity rarely results in an order, so be prepared to use several subsequent activities such as personal visits, telephone calls, and further mailings.

For further information regarding starting a business, contact the

**Canada-Saskatchewan Business Service Centre**

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