

# Brochure Design Tips! Create a Well Designed Brochure

Although a little more expensive to design and produce, the results of a well-designed brochure will be well worth the effort and money that you will put into it. Follow the following tips mentioned below, and you could soon have a well-designed and informative brochure on your hands.

## **Study Your Competitors' Brochures**

You should pick review sales materials made by your competitors to find out the points that they highlight in their brochures.

You can also pick up different brochures of different companies in various sectors to get a feel of their design, layout and presentation. Pick out the points in your competitors brochure that would be beneficial to your small business, and mention that in a tactful manner - without mentioning any names of rival companies or products.

## **Design an Attractive Brochure With Clear Fonts**

Your brochure should start with your company history, followed by innovations you have made in your line of business, if any. This should be followed by a year-by-year timeline and a brief company description.

Include descriptions and images displaying a range of your current products. The brochure copy should end with a statement about your personal commitment towards your clients.

The wording of the brochure should be complimented with matching photos and it should be printed in various eye-pleasing colors. Check out different brochure costs before settling on one which suits your budget.

Finally, be sure that you hire a good designer, even if you have to pay a bit more – there is nothing worse than a company brochure that looks cheap. In the end, you get what you pay for.

## **Mention All Contact Details In Your Brochure**

Your brochure should contain all the relevant details of your company, including your address, contact numbers, fax number and website address. If applicable, you should also print your business' hours of operation.

You want potential customers to know how to get in touch with you, so don't leave them guessing.

## **Include Free Items If Your Budget Is Higher**

If your company budget is not a problem, then you can include pockets in your brochures and fill them with a pen and a paperweight with your company's name and contact number printed on it.

Your brochure will then do double duty; your company pen and paperweight will most certainly end up in different parts of your recipient's office, giving your business additional exposure.

## **Print In Small Batches**

Do not print a very large quantity of your brochures at one time, because if there is any change in

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your contact number or other details, then the rest of your brochures will go to waste.

Instead, have them printed in small batches and distribute them immediately after you receive them. Get a list of potential clients related to your industry and start sending the brochures to them.

This will ensure that your brochures reach your targeted audience.

## **Redesign Your Brochure After a Couple of Years**

Do not continue with the same design and format of your brochure year after year, but change the text and design every now and then. This way, you will ensure that your information is correct and that the design doesn't get stale. Mention new products and any new details accordingly.

A well-designed brochure can work wonders for your small business if it falls into the right hands. It will impress your customers and encourage them to do business with you. By following the tips above, you will lay the foundation for a long-term business relationship by converting casual readers into long-term customers.