



Important Things to Put in Your Business Brochure

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ABOUT THE AUTHOR

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A business brochure can be an excellent marketing tool and it is therefore important that you have included all the pertinent information before you order a large print run. Following are the things to consider when planning your brochure:

1. Branding elements - Use the same symbols, logos, fonts and colours as you have on your other marketing materials and internet sites so that the client sees consistency.
2. Your photo - There is an immediate connection between you and the client when they are able to see your face before they meet you.
3. Contact information - You will need to include your full address, telephone and Fax numbers as well as your email.
4. Website address - Prospects will be able to gather more information than a brochure can provide by going to your website.
5. Your full name and credentials - List your training, degrees and areas of expertise in a brief but accurate manner.
6. License numbers and regulatory bodies - This will give your prospects confidence in you.
7. Definitions or descriptions of services and products that you offer.
8. Description of your target market - State the age group and type of client who you can serve. For example, you might say "I provide assessment and treatment services for children and adolescents".
9. Appointment information - Explain how an appointment can be made and if a referral is required.
10. Fees - You might want to describe ways that fees can be paid and if there are resources to help with this.

It is a good idea to gather a number of different brochures from other solo professionals so that you can get ideas and consider options before you design your own business brochure. It is also important to realize that this brochure can be a very powerful marketing tool as it represents you and your practice. Homemade brochures might be less expensive but can also turn people away.

Begin the process by thinking about exactly what you would like in your brochure. If you write the text yourself, you will save money and time.

Once you have the materials ready, consult with a graphic designer. It is wise to ask for samples of their work, references and a quote for the design before you hire that person. Once you have approved a design you might ask that same person to design your business card, letterhead and other marketing materials so they match.

Printing on a higher quality paper can be very good investment but you need to consider all of the advantages and disadvantages of different types that are available. Linen, for example, feels good but print can be less distinct than on other types of paper because it is not as smooth. Ask good questions of the printer before you make your final decision.

And be careful about being lured into ordering thousands of copies just to get a lower price. You might begin with a few hundred and listen to comments so that you can make any adjustments before ordering a huge quantity.

One of the most important things for you to consider is that the brochure must be a good reflection of who you are as a professional and as a person. Make sure that the final product is one that you like and of which you are proud.