

# CHECKLIST

## CREATING A MARKETING BROCHURE

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**What is your purpose in sending out this brochure?**

- ☐ Introduce your business/service/product to potential clients
- ☐ Provide information to existing clients about changes in business, new services, or updated products

**Who should be receiving this brochure?**

- ☐ Existing clients
- ☐ New clients

**What type of action do you want the reader to take when he/she gets your brochure?**

- ☐ To know about my business and services
- ☐ To go out and try my product or services immediately

**All the Facts: Fill out only what is relevant**

- ☐ Name of company/product/services
- ☐ Services offered/product sold
- ☐ Primary contact name
- ☐ Business address
- ☐ Business phone number
- ☐ Business hours
- ☐ Business fax
- ☐ Internet address

**Who will be reading this brochure?**

**What kind of impression do I want to make?**

**What is so special or different about my business/product/service?**

**What should customers remember about my business?**

**Other things I want to say, if space and budget permit:**