**Marketing Brochure Checklist**

1. **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.*

1. **Who should be receiving this brochure?**

* *Existing clients.*
* *New clients.*

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

* *To know about the business and services.*
* *To go out and try your product or services immediately.*

1. **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.*

1. **Questions that can help you –**

* *Who will be reading this brochure?*
* *What kind of impression do you want to make?*
* *What is so special or different about your business/product/service?*
* *What should customers remember about your business?*