

# To Print, or not to Print....

How do you select a company when you are in the market for a new service? What makes a company stand out in your mind? A great marketing tool that is sometimes overlooked by small businesses is the brochure. It may seem that these printed materials might be too expensive or outdated in comparison to websites, but the brochure can help you stand out from the rest. And well-designed printed materials can help place your stake in the marketplace and bolster your identity and brand.

There are a variety of brochures that can attract potential clients and turn them into loyal customers. Brochures are a great way to provide useful information about your company listing your services and benefits. Brochures can be used as sales support materials, leave behinds, direct mail, responding to inquiries and sales tools.

To design an eye-catching brochure or handout, here are some tips and reminders that can bring you success:

- **Use a combination of text and graphics**
- **Text should be easy to read, short and to the point**
- **Use catchy headlines - usually fewer than 10 words**
- **Compose creative captions**
- **Use the same font throughout the brochure**
- **Do not use dates so the brochure can have a longer life span**

Remember that your printed materials are a representation of your brand. The look and feel should be consistent with your company items.