**CHECKLIST**

**MARKETING BROCHURE**

# What is your reason for sending out this brochure?

## Introduce to potential clients your business/service/product.

## Provide information about changes in business, new products, updated services to existing clients

# Who should be getting this brochure?

## Existing clients

## New clients

# What kind of reaction 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 services or product 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

# Other Questions to Consider:

# Who will be reading this brochure?

# What 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 if space and budget permit: