

Use this worksheet to help you
prepare the copy for your brochure...



Describe your business type

What are your product(s) / service(s)?

What are the features of your product or service?

What are the benefits of your product(s) / service(s)?

What distinguishes your product or service from others like it?

What is the most important thing you want to get across to people who read your brochure?

List any customer testimonials or quotes you wish to include.

Guarantee or warranty information.

Do you have any special offers?

Contact information

Name of company:

Address:

Phone:

Fax:

Website:

E-mail:

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