



# Brochure Worksheet

1. **Benefit-Oriented Headline** - *what is the most compelling benefit you offer (what need to you fill)?*  
\_\_\_\_\_  
\_\_\_\_\_
2. **Visual Image** - *what type of visual (photo, illustration, look) will reinforce your message/grab the reader?*  
\_\_\_\_\_  
\_\_\_\_\_
3. **Body copy**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. **Type of Clients Served**  
\_\_\_\_\_  
\_\_\_\_\_
5. **Services Offered** - *list the services you offer*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. **Methodology** - *outline how you do business, provide services, etc.*  
\_\_\_\_\_  
\_\_\_\_\_
7. **Supporting Claims** - *indicate research, supporting statistics, etc.*  
\_\_\_\_\_  
\_\_\_\_\_
8. **Client List** - *list the customers you've served...*  
\_\_\_\_\_  
\_\_\_\_\_
9. **Testimonials** - *include brief statements from satisfied customers*  
\_\_\_\_\_  
\_\_\_\_\_
10. **Service Area** - *description or listing of towns/states or a map.*  
\_\_\_\_\_  
\_\_\_\_\_
11. **Fees & Terms** (Optional)  
\_\_\_\_\_  
\_\_\_\_\_
12. **Biographical Information**  
\_\_\_\_\_  
\_\_\_\_\_
13. **Call to Action** - *Ex. Register for a class, call for a quote, visit your website...*  
\_\_\_\_\_  
\_\_\_\_\_
14. **Company Info** - *include company name, logo, slogan, address, phone, fax, email, web.*  
\_\_\_\_\_  
\_\_\_\_\_

