



Do Your Promotional Materials Promote?

When you market your product or service do you prepare the written materials yourself? Do your promotional materials reflect your business in the best light possible? Could it be that you're not hitting the mark with your prospects?

After a conference I attended, I reviewed my notes and the take-home materials. The take-home materials were in a goodie bag for attendees; and, contained multiple flyers, a business card and a three-panel brochure.

Because I had asked about promoting my own copywriting and editorial services business at this event, I knew the cost of including a brochure or flyer to attendees, and having my contact information printed on the conference schedule.

Reviewing the advertising flyers and brochures, I found many commonalities. Commonalities indicating the businesses were not getting the most for their marketing dollar!

To give you a brief overview:

- ◆ business names were prominently placed - at the expense of critical information that could have engaged readers

- ◆ weak calls to action - 33% had no call to action, 10% were incomplete
- ◆ multiple issues addressed - resulting in overwhelm and "what applies to me" questions for reader
- ◆ 66% did not reflect expertise of service provider(s) involved
- ◆ contact information was difficult to find, read or was inconsistent
- ◆ unclear purpose
- ◆ lack of specific benefits
- ◆ not engaging to reader
- ◆ broadly targeted audience

Before your flyers or promo materials leave your office make sure they give your product or service the presentation it deserves -- the best presentation!

Here are a few tips to get you started:

- ◆ clarify your purpose before beginning
- ◆ know who will be receiving your promo materials and what you want them to do when they get it
- ◆ engage their interest immediately

- ◆ show them benefits of purchasing your product or service and how it will change their lives
- ◆ invite them in a clear, specific way to act now

You'll notice a big difference when your copywriter uses these techniques in staging your promotional materials. You'll notice your prospects are expressing more interest, and your dollars will not fly as quickly from your pockets. May your budgeted dollars be well spent! © Copyright Belinda Sanders. All rights reserved.

BELINDA SANDERS is a content writer for hire for organizations and service professionals who want positive PR and frequent marketplace visibility via print, Web and reel. She wrote *21+ Tips to Power-Up Your Writing, Get Your Prospect's Attention* and is publisher of the popular *Better Your Business* newsletter for service pros at http://www.BelindaSandersConsulting.com/asp/newsletter_signup.asp.