



**briar**  
copywriting

A copywriting  
guide:

Writing  
corporate brochures  
the right way

# Why do you need a corporate brochure?

With the economy in the state that it is in right now, the fact that you're investing in a glossy and expensive corporate brochure tells the market (and all your competitors) that you're doing great.

You have a fantastic product or service and a motivated and engaged team that's working hard to make you look great and expand your market share.

Above all it will help you:

- Gain investor confidence
- Attract new clients
- Show existing clients what you can do for them
- Impress the great and good

But if you want all of that to happen you've got to get it right.

# Find yourself the best team.

## DIY or ask the pros?

Cost always underpins everything – but be careful, if you let it rule all your decisions it could end up costing you more than you intended.

It's tempting to go DIY – after all, a stock image never hurt anyone, and you can write the content - who knows the company better than you?

But the whole idea is to create something eye-catching, something that will make you the Harrods of your industry.

The DIY approach often leads to an Aldi outcome.

That's why you need to do it properly, so hire a crack team of professional designers, photographers and copywriters and use their experience.

Project  
management  
should be a  
one person  
affair.

### Who's in control?

Before you instruct your creative team, work out who's in control of the project.

It is their job to brief the team and gather the information they need.

From a writer's perspective, that means the tone and approach of the writing must be agreed on by the whole company **before** work begins.

If not, the project will never get off the ground because there will be too many conflicting opinions.

One head honcho makes for a smooth running project.

# The perfect formula for a corporate brochure.

## The perfect formula

The final decision as to the layout of your brochure is of course your decision, but the formula below is one that works really well:

- Well designed cover with a benefits-led strapline
- A personal letter written by your Chairman or CEO
- Photos of your key team
- Testimonials and/or case studies
- Benefits driven copy, highlighting how you help your customers
- High level product descriptions and images
- Full and correct contact details
- Call to action
- A complete lack of jargon, marketing-speak and buzzwords
- Concise conversational content that speaks to the reader (i.e. in the second person)
- Bespoke photos and images not stock ones
- Emotive language appropriate for your audience

# Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

*Sally*



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