

ADS, BROCHURES & FLIERS ... writing to persuade

Want people to buy what you've got? Or convince them to do something?

Anyone can create an ad, a flyer or a brochure about their product or service.

Whether it works is another matter.

Many people think it's just fine to stick a big business name and logo at the top of their marketing message. Turns out that's the last place it should go!

Why?

No. One. Cares. About. You.

But stick a yummy BENEFIT in big print at the top of your message – think of answering your ideal client's question, “**What's in it for me?**” – and you're on to something!

Follow this up with more info about how your product/service benefits your ideal client. Write it in a caring, conversational style.

Tell your reader where they can get it, and give contact details.

Then, and only then, put your business name and logo.

Sounds easy to do? It can be tricky! But I know how to write persuasively.

Just ask me.

Let's talk about your project

Contact me, Josephine Brown ➡

0417 722 937

*Be understood...
in print and online!*

