

Brochure Definitions:

- * **Brand Name** - The name of your product for your brochure.
 - * **Functionality** - Explain what the product does for the consumer.
 - * **Styling** - Product Look; color, light weight, product features ect.
 - * **Quality** - The product must work well and perform all of its functions for the consumer.
 - * **Safety** - Product safety is the ability of a product to be safe for its intended use.
 - * **Packaging** - It is used to protect the product from damage during shipping and handling to the consumer or store.
 - * **Repairs** - If the product is damaged or broken during the warranty period, where do I send it? This is also part of the product guarantee.
 - * **Tech support** - "Usually called"; Contacts Us... this would have phone numbers, email addresses, and hours of operation.
 - * **Accessories** - Additional items that go with the product such as chargers, caring cases, memory ect.
 - * **Services** - This company information; such as product catalogues, price lists, instruction manuals, ect.
1. **Benefit to the Consumer** - There is a lot of competition in the product industry. How does your product have a positive benefit to the consumer?
 2. **Why should they purchase your product** - It is all about customer satisfaction making the customer happy. Low prices, online services, 24/7 customer service ect.

3. **Compare your product to other like products** - Try to find similar products and make product comparisons.

4. **Why is your product the best** - *This is your personal opinion...* after all your research and maybe your personal use, what makes your product stand out above the rest.

* **Promotions** - Or sometimes called special offers are services the company does to promote sales, such as coupons, try it free, online shopping, free shipping, buy one get one free, free accessories ect.

* **Product Guarantee** - This means that if a product malfunctions they will replace the whole product or your money back.

* **Product Warranty** - Most products have between 60 days to 1 year to repair the problem causing part of the problem. This is specific time limit, all products will vary.

* **Company Name** - List the name of the company that owns your product.

* **Question & Answer / Technical Support** - List the ways your product can help answer any questions or problems you might have with their product. 1- 800 numbers, email, facebook, twitter, youtube, online chat ect.

* **Find the actual physical address of your product company.** List a web address.

* **Price of Product** - List the actual price of your product.