

area for name of
**Your Personal
Shopper Business**

with your
photo
or
business
logo

(this is your front
panel of your brochure)

This area
for
showing the
**Benefits of arranging
for you to be
their Personal Shopper**

**Why you are
the
Best Choice!**

This the BACK
panel of your brochure.

You last chance to
make an impression
or to get
a decision
from the reader.

They usually
look for your
Contact info here
(the main reason
brochures are saved)

It's okay to leave some
white space here,
but at the bottom
you can place in smaller
text, your company name
and address;

Tip: to track when you last
updated your brochure - in the very
bottom left or right corner,
put the date of your last work
on your brochure
use something like below.
(06 stands for the month, and 14 for
the year 2014)

Tell them what to do;
shall they call you?
Email you?
Visit your website?
Tell them what
actions to take and how.

Make this a clear, friendly
and easy to understand
invitation

[note re: Printing brochure:
depending on your type of
printer, arrange to print
this sheet on the opposite side
of the 2nd sheet.

If your inner margins
between columns are 2 x the
width of the outer border
margins of the page, you just
need to fold twice and your
brochure is ready to go.]

This is the 1st panel
on the inside
of your brochure

Here you can expand
on the special features
and benefits of
Your Shopping
Service

Give examples
(if you are brand new)

or give testimonials
from
Satisfied Clients

Include graphics
or photos to help
convince them...

Continue....
on the 2nd
panel.....

resist the temptation
to dump
ALL your info
here.
Be to the point!

Just text alone is seen as
boring, but choose photos
and graphics carefully,
considering the effect they
may have on your reader.

(note: paragraphs should be
left aligned. Short points could
be centered)

Continue....
on this 3rd
panel.....

These 3 panels
are your main
opportunity
to explain
your business,
including your rates
(or, if you are to
be very high-class
you may just encourage
them to contact you
for your rates)