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 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)

0614
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)