

The Red l e t t e r



I Give You My Words

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Brochures: Thought Makes "Bought"

Brochures are as good or bad as you make them. Making them good depends on the thought you put in before you start.

Audience – Know who you are talking to and speak their language. What are your audience members' hot buttons? What challenges are they facing that your company can help solve? What benefits are you offering them? How much will they digest before tossing your brochure aside?

Function – Good brochures move prospects through steps of the sales process toward a purchase decision. Decide in advance where your brochure will come into play. It could be a leave-behind, a point-of-sale piece, a direct mail supplement, a response to an information request, or a sales pitch aid. Write accordingly.

Solo vs. Package – Some businesses have a corporate brochure and that's it. Others have brochures for specific products or services. Still others produce them as part of larger campaigns. If the brochure is part of a larger campaign, it should complement and expand on - not just repeat – campaign messages.

Organization – Organize selling points in an appealing, compelling and informative manner that suits your audience. Your brochure should tell a story about your company, product or service, and like any good story, it should have a beginning, a middle and an end.

Brevity – A brochure should tell a story, but it shouldn't be a book. Be as concise as possible without leaving out important information.

Action – Know what you want your readers to do next, and ask them to do it.

Interstate Red letter

The Red letter is gaining popularity, thanks to readers who forward it on to colleagues and friends. As of last month, approximately 500 people receive it. They are in eight states – Colorado, Florida, Minnesota, North Dakota, South Dakota, Tennessee, Virginia and Wyoming – and the District of Columbia. If you're reading *The Good Word* in some other state, please let me know.

Keep Having Red letter Days

Whenver a delivery bounces back as undeliverable to an e-mail address two months in a row, I delete that recipient from the subscription list. To ensure that you continue to have a monthly Red letter day, please add fredricks@qwest.net to your contacts list. Because no one wants to be deleted, right?

All good writing is a struggle...by definition. You could always improve. – Jane Asher

The Good Word

Don't Orientate Me, Man

As a regular reader of *The Good Word*, you know I dislike unnecessary words. I hold unnecessary syllables and words that aren't words in even lower esteem. If I may be so bold, you should, too. Case in point: orient vs. orientate.

"Orientate" is formed, incorrectly, from "orientation." The proper verb form is, simply, orient:

- *I'm helping to orientate our new copywriter to the office.* (should be "orient")
- *I'm helping our new copywriter get orientated to the office.* (should be "oriented")

- *I'm orientating our new copywriter to the office.* (should be "orienting")

Skip the extra syllable or use "orientation" as a noun: *I'm giving our new copywriter an office orientation.*

If not for your readers, please, please, do it for me.