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## EFFECTIVE BOOKLETS FOR A SUCCESSFUL BUSINESS

Leaflets, pamphlets, guide and catalogs - these all refers to booklets that are used by businesses to market their products and services. In today's highly competitive market it is essential that every business has a marketing strategy that can help promote their products and services.

In creating your company booklet it is important not only to include graphics and images. It should also be informative and neat. A few images and text won't help market your product so make sure that they are informative, simple and catchy as much as possible. Also, carefully choose the layout and printing company that will do the job for you. There are a lot pf printing companies today all claiming of good and effective service. It is just up to you to choose which service to avail. Just make sure that the printing company that you choose has adequate experience in the print job that you need to be done.

Also, carefully choose the colors that you will use. If you want to use a dark background use light letters and use light background for dark letters. The images and photos that you will include in your booklet have to also be carefully chosen. You do not want to send the wrong idea and impression to your customers so make sure that the images are appropriate to your products or services. The message that you will also include have to be short and straightforward yet still catchy.

Take for example a clothes designer trying to find a way to showcase his newest spring collection. Advertising through brochures and catalogs can be quite costly. So let him do it through a booklet. He can have a simple medium size fifteen or twenty-five page booklets with interesting illustrations and images and it will do the job for him. Keep in mind though that the booklet should be attractive in appearance and content as most advertising materials are short lived, but a well created and designed booklet can probably live longer than most materials. It can tell the story for you. It can detail your business like no other promotional material can at a very affordable price. And if produced rightly it will get you those customers that you need.

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