9 Tips for producing a corporate capability brochure everyone loves.

1. The corporate capability brochure is a key part of a sales process. A well-designed piece will clearly support your positioning and demonstrate specific brand benefits to your target audience. During development, keep in mind that a corporate capability brochure can also have a positive impact on ALL of your company’s publics, including: vendors, bankers, employees and investors.

2. The process of developing a corporate capability brochure is not unlike that for producing a new website. Both must convey the same branding and messaging. Save money by combining web page creative with brochure development. Essentially, the development process includes:

   • Concept development
   • Concept refinement
   • Design and graphics with content text and images
   • Print ready artwork and print specifications
   • Print production and distribution

3. Proper preparation - research and planning - will ensure the finished work fulfills objectives to win customers and influence ALL business contacts. Plan well, it is not uncommon for an original production of a thoughtful original design to fulfill its mission for many reprints with little or no modification. Corporate capability brochures tend to have a long “shelf life,” meaning they tend to be held onto longer by recipients.

4. Stack the odds for smooth development and final project success by obtaining buy-in at all project milestones from all stakeholders, i.e. anyone in a company who may benefit from the finished work. Such folks may include company Directors, C-level executives, mid level marketing managers and field sales staff, financial and human resource managers. If practicable, involve reliable channel partners who can also provide an invaluable point of view “from the trenches.”

5. Discuss the information to be included. During development interview product engineers, in addition to managers in other departments who may use the brochure for non-marketing situations.
6. However, avoid design by committee - which can unnecessarily delay development, and lead to a less than fresh finished product. Solicit opinions on the entire work as it develops, but make it clear that each person’s input and feedback is to most directly effect content relating to individual areas.

7. Begin the design and content development process with a free-form wish list, or a more detailed outline. Solicit input from company stakeholders, as noted previously. The more detail the better, but do not worry about doting “I’s” and crossing “T’s”, yet. At his point we want to develop a list of essential content categories, i.e.:

   • Introduction, company background
   • Capabilities & scope of operations
   • Industries and markets
   • Systems and products
   • How we work, sales & service support
   • Contact information, partner imprint.

8. Research competitor offerings, obtain samples. These will provide a starting point, a minimum baseline for a point of departure.

9. Develop a project timeline and stick to it. Like voters who don’t vote in our political process, company stakeholders who are unresponsive to requests for timely input forfeit rights to complain later.

   We look forward to helping you at every step along the way to ensure your success!