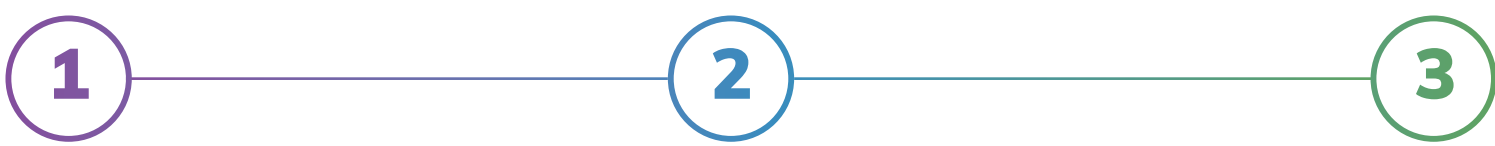


How to Tell Your Company Story with a Brochure

Your company story is a powerful tool. It explains the why, how, and who of your brand. It is crucial to connecting with your customers. Here is how to tell your company story using printed brochures.



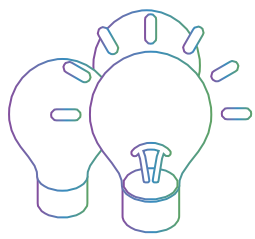
1 Write Your Copy

2 Create Your Design

3 Print and Distribute

1 What to Include in Your Brochure Copy

Your company story is just that: a narrative. Your customer will respond emotionally if they identify with the story you tell. Be sure to include:



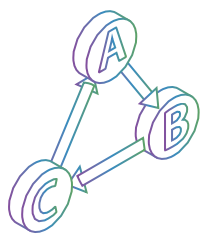
The inspiration behind your brand

- What is your unique vision and mission statement?
- How are you different from your competitors?



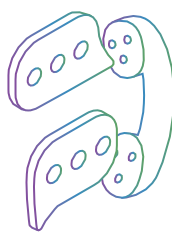
Who started your company

- What problem were they looking to solve?
- Why did they dedicate their lives to providing a solution?



What your brand stands for

- What promise do you make to your customers?
- How do you deliver on a regular basis?



Customer reviews or testimonials

- What do they like most about your services and overall brand experience?
- Why would they recommend you to their friends, family, and colleagues?

Plus, don't forget a clear call to action and your website, phone number, and social media platforms.

2 What to Tell Your Designer About Your Brochure

When it comes to designing your brochure, it is worth investing in a design that reflects the emotions behind your brand. Ask your designer to include:

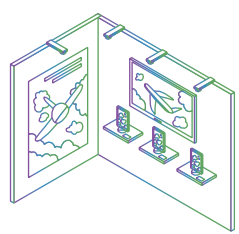


Don't forget to discuss how your brochure will fold physically so that your designer can get creative about using those folds to tell your story.

3 When to Hand Out Your Brochure

Put your brochure in the hands of people who want to learn about your company. Make it available at:

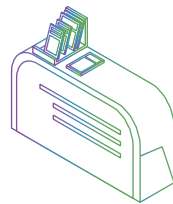
Trade show booths



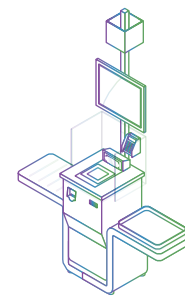
Local market tables



Front reception



Customer check-out counters



Local chamber of commerce



How to Print Your Brochure With Mimeo

Printing your brochure is easy. Log into your Mimeo account, upload your design file as a PDF, and build it in the real-time preview. Once you place your order, we will print, fold, and ship your brochures wherever you need them.



[GET STARTED AT MIMEO.COM!](https://mimeo.com)