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## HEADLINE

When you're writing a brochure, write it so that someone who has never heard of your company can understand what you're offering as quickly as possible. Stay away from using jargon, acronyms, or complicated terms.

If you're not sure what to write, make a list of "what we do" and then a list of "why our products or services are the best." Use that information to create your brochure.

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