

A sell sheet isn't a simple sales flyer or a discount coupon. It may not provide pricing information, focusing instead on product features that make the item unique or appealing to prospects and potential buyers. This makes it strategically different from any of the other marketing materials or strategies you might implement at the top of your sales or marketing funnel.

When done correctly, a strong sell sheet design highlights key business information, service details, or product features. It also elevates your brand by building trust and appeal in the eyes of the customer.

Below are the basic elements to create a perfect sell sheet:

[Memorable headline]

[Picture of the product]

[Intro paragraph]

[Graphics that describe the product's success or quantifiable elements]

[One element of the product]

[The benefits of the element]

[Second element of the product]

[The benefits of that element]

[Third element of the product]

[The benefits of that element]

[Call to action]

[Your name, phone number and email address]

