



## Aquascape Sales Brochure – HOW TO USE

### General Information

- Includes great finished pond pictures, as well as an explanation of the Aquascape Ecosystem and how it functions. Also promotes the Create-A-Paradise DVD.

### Purpose

- To promote the enjoyment of water gardening to your potential customers.

### Suggested Uses

- With Proposals – Include this brochure with any of your installation proposals to show them the option of a full-size water feature (11 x 16 and up).
- Home Shows – Use this as your first wave of promotion at a home show. If they are really serious, include **the #1 Sales Tool – the Create-A-Paradise DVD!**
- Direct Mail – Use this piece for your main prospect mailing and follow up with a few postcards to the same people throughout the year. It is a great way to keep your name in front of potential customers.

### Notes/Tips

- Use in conjunction with our proposal folder and any or all of our other sales brochures (Small Water Feature Sales, Pondless® Waterfall).
- Include your company name and information on the back page by creating labels or a stamp. Don't forget your phone number and your website address.
- Always be prepared by having several Create-A-Paradise DVDs on hand for those who show interest.

**Ready for an even more professional approach for your marketing pieces?  
Customize this piece with your own logo and company information by going to  
[www.aquascapemarketing.com](http://www.aquascapemarketing.com). There are many other great options to choose  
from as well.**