

Creative Ways to Distribute Brochures

1. Think about any place you regularly visit where you have a waiting period -- such as a doctor's office; oil-change center for your car; car wash; the DMV, etc. Simply leave a few brochures on end tables, magazine racks, etc. If your wait is very long, you'll see immediate results and will see other customers choosing our brochures over other reading material -- and actually reading them, not just thumbing through them! It works...I've seen it with my own two eyes!!!
2. Bathroom stalls -- let's face it, there's not a lot to do in there! A few brochures placed on a horizontal surface are bound to be read!
3. Think about places where pet lovers go. Remember -- those buying the pet store puppies are doing it because they love dogs. Some may not care about the fate of the adult breeding dogs, but most simply do not know, or don't believe what they've seen on TV or read in the paper. Our brochures are designed to make consumers ask questions, and to help them understand the legal side of puppy mills -- they're designed to counter all the sales pitches pet store employees are taught to use on the unsuspecting buyers. Vet clinics; boarding kennels; grooming shops; pet supply stores (like Petsmart and Petco), etc.
4. The brochures fit nicely inside a legal sized envelope -- be sure to stick one in each piece of outgoing mail you send. Whether it be your Visa bill payment, electric bill payment; your Holiday greeting cards; or even packages you ship out if you are a seller on Ebay, or have a supply business. Ask your friends and family to do the same...supply them with a handful of brochures and ask them to put them in their outgoing mail.
5. If you work with a rescue group or shelter, order brochures for them -- they often attend various events where dog lovers gather and have the ability to really reach the public!

The possibilities are endless, and hopefully the above suggestions will get your creative juices flowing! I'd like to also mention that most major business supply stores sell those clear plastic brochure holders with adhesive backs. Brochures are more likely to be seen if mounted on the wall. Of course, you shouldn't do this without asking the business owner first, but most businesses with a commitment to animal welfare are likely to allow you to display our brochures.