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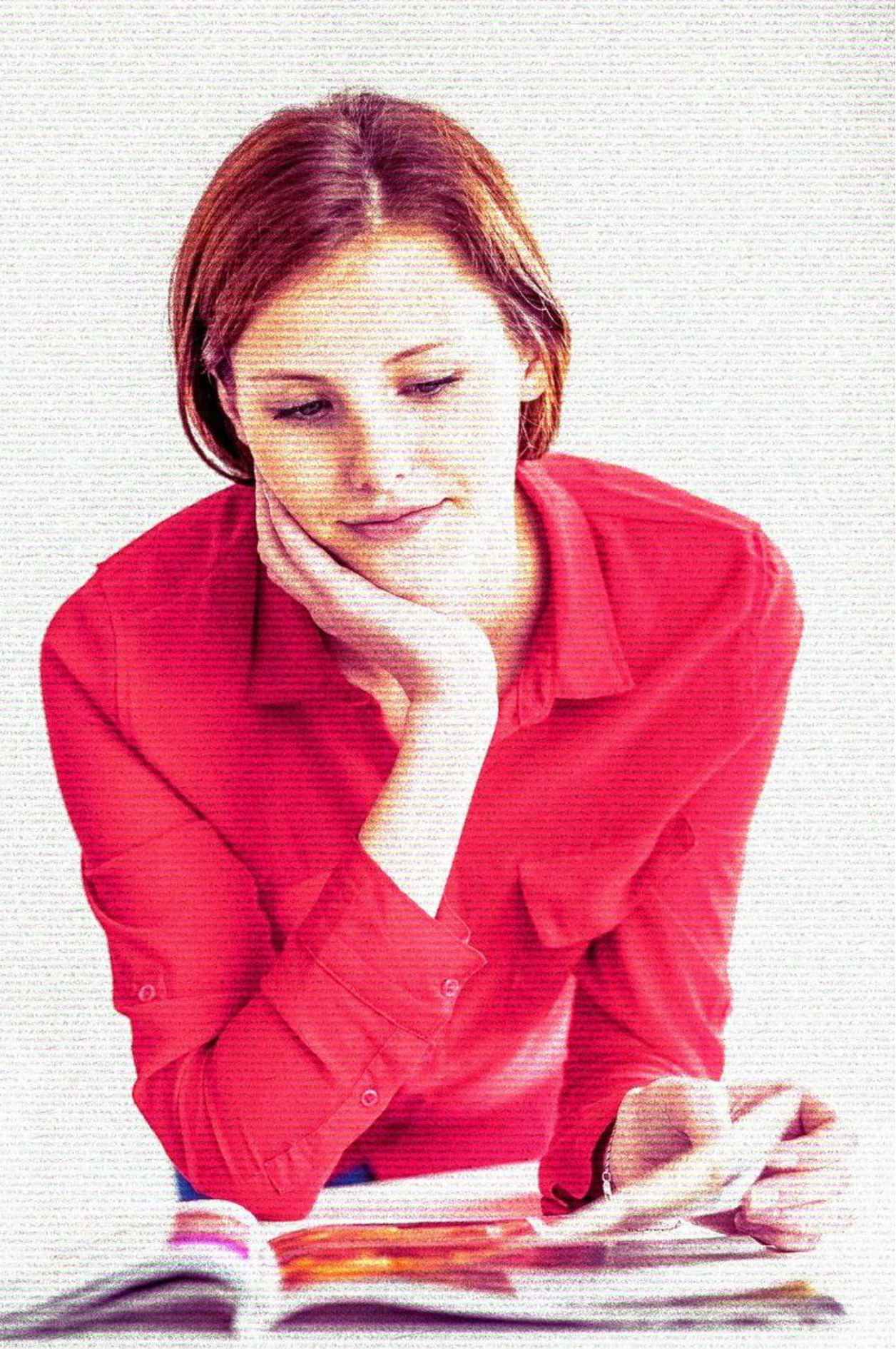
A Guide for Small Business Owners



SPARK LANE 

www.sparklane.com.au





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Introduction

Creating a brochure for your small business is a powerful way to communicate your brand, showcase your offerings, and attract new customers. However, as a busy small business owner, you may not have the time to dive into the nitty-gritty of design. That’s why we’ve created this ultimate checklist—a quick, practical guide to help you collaborate effectively with your designer and ensure your brochure is a resounding success.

Use this checklist to streamline the process, save time, and achieve professional results with confidence.





01

Define Your Brochure's Purpose

Before diving into design, be clear on what you want your brochure to achieve.

What's the goal?

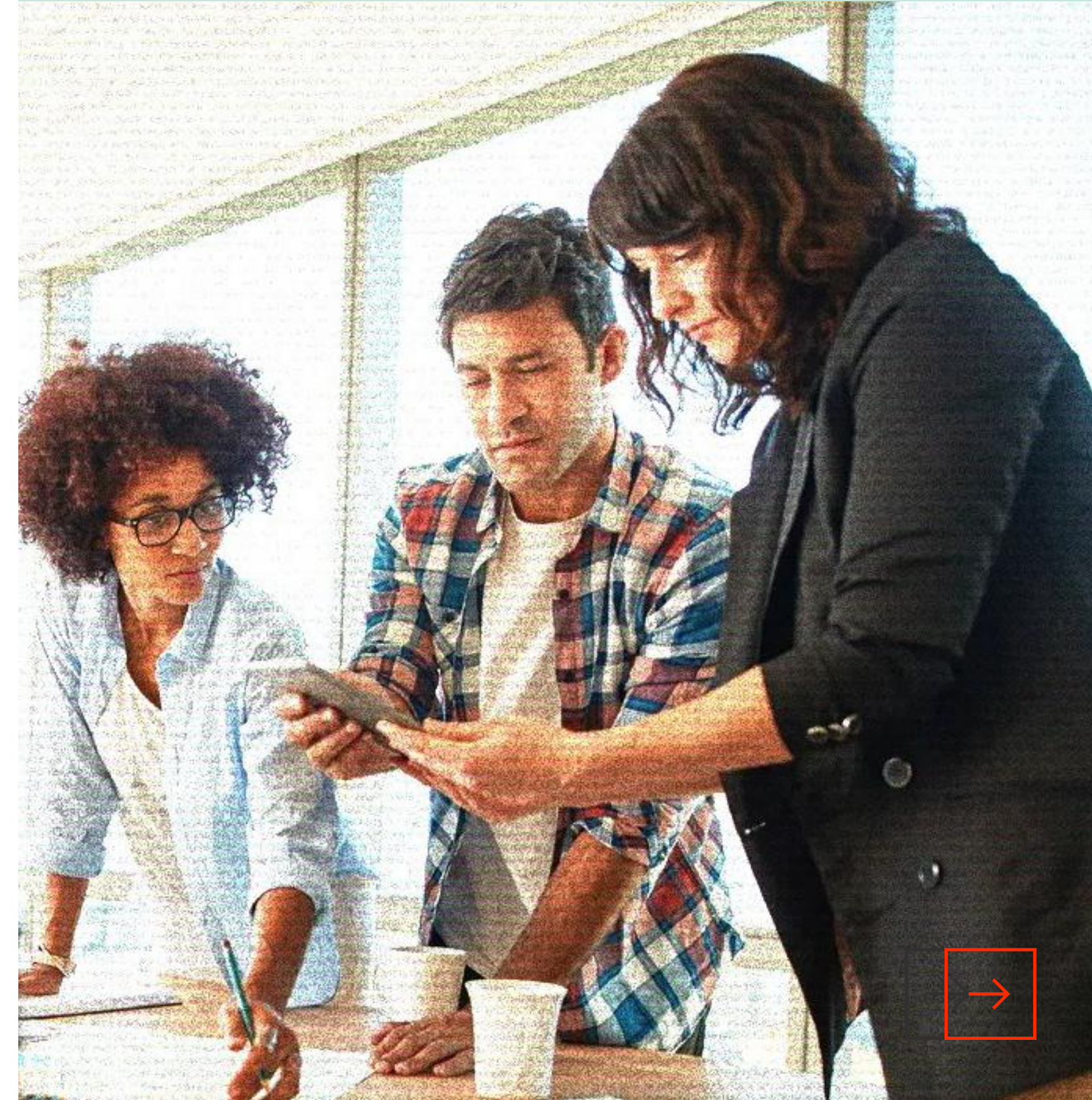
For example, promote a product, showcase your services, or attract event attendees.

Who is your audience?

Identify key demographics and needs.

How will it be used?

Will it be handed out, mailed, or displayed digitally?





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02

Craft a Strong Brief for Your Designer

Provide your designer with all the details they need for a smooth process.



Business Overview

Include your brand story, target audience, and mission.



Imagery

Share high-quality images or request stock photo recommendations.



Goals

Clearly state the brochure's purpose and desired outcomes.



Examples

Provide brochures or designs you admire to inspire the creative direction.



Content

Supply written copy, including headlines, descriptions, and contact details.



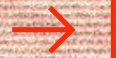


03

Plan Your Content

A well-organised layout makes a brochure easy to read and visually appealing.

- Cover:** A strong headline and a compelling image that grabs attention.
- Inside pages:** Group related content logically, using headings and subheadings.
- Call-to-action** Encourage readers to take the next step (e.g., call, visit, buy).
- Contact details** Make your phone number, email, and website easy to find.





04

Choose the Right Format

Pick a format that aligns with your content and distribution needs.

- Size:** Common sizes are A4, A5, or tri-fold. Choose what fits your content best.
- Digital Vs. Print:** Decide whether to print physical copies, create a digital PDF, or both.
- Paper quality:** Opt for professional-grade paper if printing to enhance credibility.



Nail the Design Essentials

These design fundamentals ensure your brochure stands out.

Brand consistency:

Match fonts, colours, and style to your brand identity.

Legibility:

Use clean fonts and avoid clutter.

Imagery:

Include high-quality photos or illustrations relevant to your message.

Balance:

Leave white space to avoid
overwhelming the reader.

Proofreading:

Double-check all text for errors before finalising.





06

Review and Test

Get feedback and ensure the brochure meets your expectations before printing or distributing

Internal review:

Review it yourself and gather input from your team.

Audience test:

Share a draft with a few trusted customers for feedback.

Final tweaks:

Address all feedback before going live





Distribute Strategically

A brochure’s impact depends on getting it into the right hands.

In person: Hand out at events, conferences, or your store.

Direct mail: Include it in customer packages or mail it to prospects.

Digital distribution: Upload it to your website and share it via email and social media.



Why Partner with a Professional Designer?

A professional designer saves you time, ensures quality, and helps you stand out from competitors. Collaborating with a solo design studio means personal attention to detail and tailored solutions for your business.

Let's create a brochure that works as hard as you do!
