

EMEDIA
CREATIVE®

19 Free Tools

The Best Designers
Won't Tell You About

19 Free Tools The Best Designers Won't Tell You About

Copyright © 2020

All rights reserved. No part of this guide may be reproduced, distributed or transmitted in any form without prior written permission.

Published by Emedia Creative Holdings
www.emediacreative.com.au

**EMEDIA
CREATIVE®**

Free Tools the best Brochure Designers won't tell you about that will boost your sales



Not every business has the budget to engage a professional creative marketing agency to produce an effective brochure. But without a way to sell and communicate your product or services, you are at a significant disadvantage which could lead to missed opportunities or worse, a failed business.

Working with hundreds of business owners, our award-winning brochure design team have seen first hand how a brochure can drive interest and generate profits. So, for the businesses that would like to roll up their sleeves and

tackle the hard work themselves, we've decided to reveal our highly guarded secret list of free tools that will provide a flow of new customers and opportunities to explode your sales and marketing.

These free tools have the power to transform your business. They will help you with tasks like content creation, headline testing, image mock-ups, colour selection and even customer database creation. This list really is GOLD, keep it in a safe place and come back to it when creating marketing material for your business.



Photos

When producing a high-quality brochure that looks professionally designed, your photos will have a huge impact on how your business will be perceived by your target audience. A professional photo shoot will add thousands of dollars to your budget especially if models are required. Sometimes, the most efficient solution is the use of stock images that can be purchased or licensed. If you know where to look, they can also be free! Here are 2 of our favourite go-to resources for photography.

01 UNSPLASH

[View Here >](#)

Photos will make or break a catalogue or brochure so choose wisely. We love this free resource of beautiful pictures from around the world. The pictures speak for themselves and all the images published on Unsplash can be used for free. So now you have no excuses for low quality images throughout your brochure.

02 PEXELS

[View Here >](#)

Search through thousands of royalty-free images on Pexels. You can use all images on Pexels for free, even for commercial use. Images are completely royalty-free. How is that possible? All images on Pexels are licensed under the Creative Commons Zero license. Feel free to use them for any project including social media, flyers, company profiles, blogs or websites. You name it.

Tools To Help You With Design Layout

03 SCENELAB

[View Here >](#)

First up, we have scenelab, it is a web application for creating beautiful flat lay compositions with ease. There are hundreds of fresh images to help with your design. Unleash your creativity and build your next brand design, hero image, promotional flyer design or social media posts with a professional stylised look.

04 LUCIDPRESS

[View Here >](#)

Lucidpress is a design & publishing platform where you can quickly create template based brochures. With easy and customisable free template design, you'll be able to put together a good looking sales brochure in record time. The free individual account also comes with 25MB of storage.



// 05 - 06

Photo Manipulation



05 BEFUNKY

[View Here >](#)

If you love the look of cool, vintage Instagram-esque photo filters, you'll love BeFunky. This free photo editor boasts a ton of excellent features, including effects, frames, graphics, and textures to give your images extra pop.

06 REMOVEBG

[View Here >](#)

Remove the background of people or product shot 100% automatically and free! This tool will save you hours and hundreds of dollars for professional brochure results, this tool is magical and has to be seen to be believed! It gets my vote for the best graphic design time saver tool ever!

// 07 - 08

Type & Fonts

07 TYPE GENIUS

View Here >

Do you struggle to find the perfect font combination for your projects? For the non-designer, Type Genius makes it easy to find great combinations of fonts for your brochure, catalogue or flyers. It will display real examples of font combinations being used to give you a better sense of the final look.

08 1001 FREE FONTS

View Here >

1001 free fonts is a great website to find that special font you've been looking for. Our advice is to keep your font selection to a small number, don't go overboard with lots of font options. Having a brochure with lots of fonts is hard to read, plus, it will look extremely amateur!



THERE ARE OVER 2 MILLION ICONS
ON THIS SITE, INCLUDING THE
LARGEST FREE COLLECTION



// 09

Icons

09 FLAT ICON

[View Here >](#)

Icons are great at helping to communicate a complex message quickly. They are the reason why infographics have become so popular as they help to reduce the number of words required to communicate your message. There are over 2 million icons on this site, including the largest free collection. If you are looking for a particular icon, this is the place to find it.

How To Create A Persona Guide

10

HOW TO CREATE A PERSONA GUIDE

[View Here >](#)

The most overlooked step in creating a successful brochure that will generate sales is creating target personas for your product or service. Your most valuable persona should be front and centre of every marketing decision you make. The success of any marketing

campaign all comes down to how well you can identify your target customer and communicate to them. This information should be no surprise but it is shocking that most businesses skip this step. This step is so important we've created a guide to help our clients get it right.



**IF YOU ONLY FOLLOW ONE PIECE OF
ADVICE IN THIS GUIDE, LET IT BE THIS!
THE REWARDS WILL BE WORTH IT.**

// DID YOU KNOW

80%

of people will only read
your headline copy?

// 11 - 12

Copywriting

11 GRAMMARLY

[View Here >](#)

We use this fantastic tool all the time, as do many other agencies around the world. Your work should be properly proofed, overlooking spelling mistakes and incorrect grammar will affect the way your company is perceived. Grammarly allows you to proof check quickly and with ease.

12 HEADLINE ANALYSER

[View Here >](#)

On average, over 80% of people will only read your headline copy. So if you are not able to peak their attention with your headline, the rest of your brochure will go unread. Use a headline analyser to test your idea before committing it to print. This tool was initially developed to test website headlines, but can be easily used to test brochure headlines as well. Taking the time to do this will give your brochure the advantage and reduce the risk of using a headline that doesn't do the job of attracting attention.

// 13

Project Management

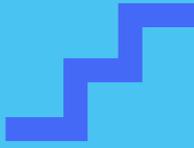


13 GOOGLE DRIVE

View Here >

If you don't already have a gmail account, you should. Besides giving you access to a range of world-class tools equivalent to Word and Excel, the 15GB cloud storage space provided free is a great way to backup important files.

DID YOU KNOW MOST PEOPLE WILL MAKE
A SUBCONSCIOUS DECISION ABOUT YOUR
PRODUCT OR SERVICE WITHIN
90 SECONDS, BASED ON COLOUR?



// 14

Colour

14 TRUCONVERSION

[View Here >](#)

Did you know most people will make a subconscious decision about your product or service within 90 seconds, based on colour? This easy to follow infographic will help to guide you in selecting the right colour for your

target market. It contains fascinating colour information that will help you stand out from your competition and give your business a psychological advantage in the sales process. Who doesn't want that!

// 15 - 16

Brochure Design



15 THE 7 STEPS TO A BETTER BROCHURE

[View Here >](#)

You've decided to tackle your brochure design yourself, but where do you begin?

What are all the elements you need to include in your design process to make sure it achieves your goals?

This checklist will guide you to better brochure design and take the stress out of creating a brochure for your business.

16 FLIPSNACK

[View Here >](#)

There are some remarkable tools available that can help you create a great brochure. While they are no match to a trained designer who will use their skill in layout, semiotics, colour, type and form, they will allow you to use pre-designed templates to create something to get your sales started.

// 17

Talent

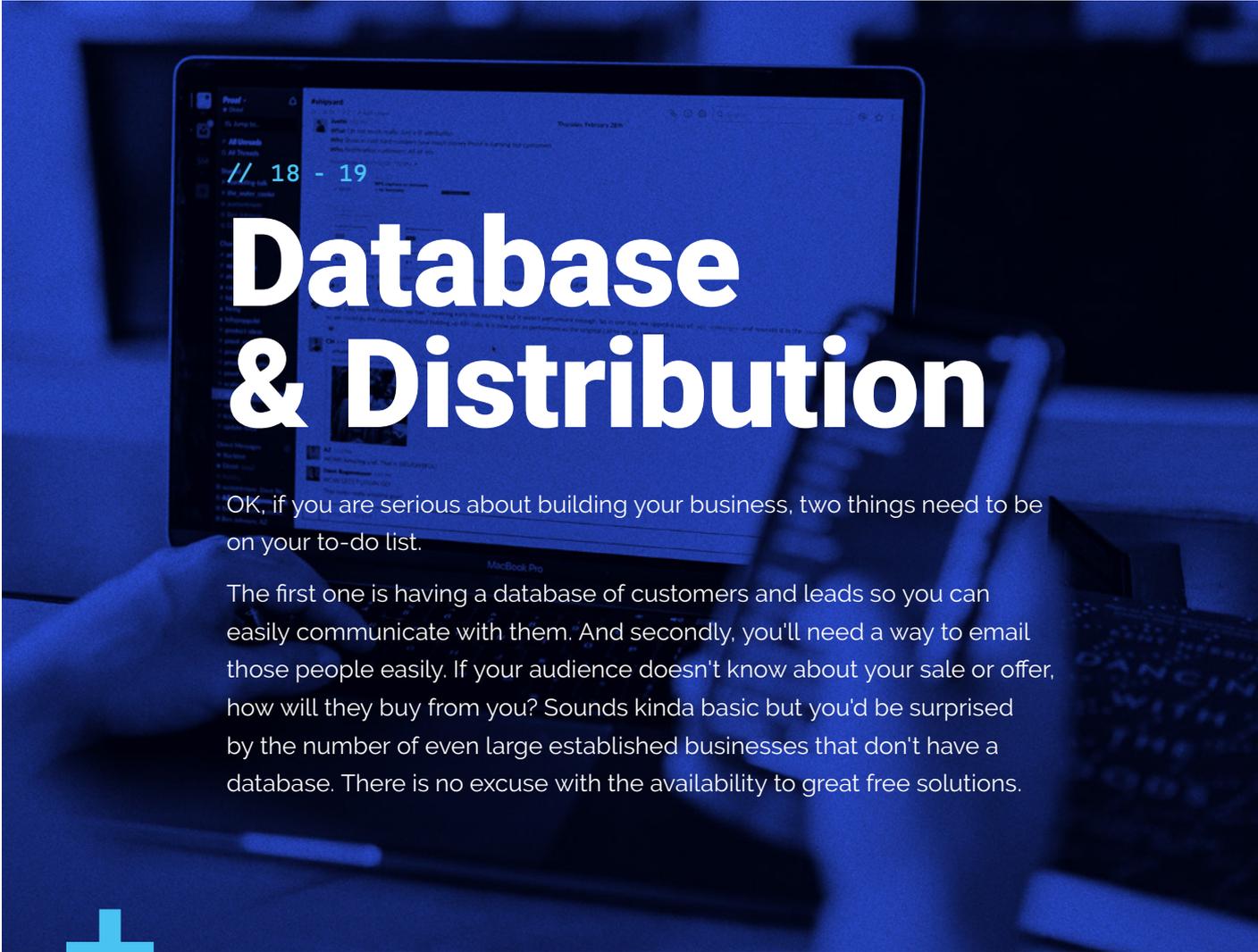
17 THE RIGHT FIT

View Here >

If your product needs a photo shoot and requires a model, budgets can get out of hand rather quickly. A service we recommend to clients with tight budgets who are willing to manage the process is the Right Fit. This platform taps into models and photographers in their downtime at reduced rates. You'll find

photographers, stylists and makeup artists ready to help you bring your vision to life. The site will also make suggestions on the rate required for the talent you need. Using the Right Fit can save you thousands, our team have used them many times with fantastic results.





Database & Distribution

OK, if you are serious about building your business, two things need to be on your to-do list.

The first one is having a database of customers and leads so you can easily communicate with them. And secondly, you'll need a way to email those people easily. If your audience doesn't know about your sale or offer, how will they buy from you? Sounds kinda basic but you'd be surprised by the number of even large established businesses that don't have a database. There is no excuse with the availability to great free solutions.



18 HUBSPOT

[View Here >](#)

HubSpot CRM is 100% free — forever. Yes, you can upgrade as your needs grow, but as a central database, hubspot is a powerful tool that provides fantastic value. Used by thousands of companies around the world to connect with prospects and customers, it has never been easier with free meeting scheduling, live chat for your website and email templates. This is a must for any business with growth ambitions.

19 MAILCHIMP

[View Here >](#)

With millions of customers globally, Mailchimp has been around since the dawn of time (in internet years) and have always offered a free version of their tool that works like a dream. Over the years, we have used and recommended Mailchimp as a solid bulk emailing solution that provides insight on who is opening and engaging with your email content. The best part of Mailchimp is how easy it is to use and their great video tutorials to get you started.

WE'D LOVE TO HEAR WHAT YOU THINK OF
THE LIST OR LET US KNOW IF YOU'VE
FOUND A TOOL YOU LOVE



Well there it is, the knowledge and ability this list of tools and resources provide, in my opinion, is indispensable for anyone wanting to grow their business or improve their marketing on a limited budget.

Some of the tools simplify processes that only a few short years ago would

require highly specialised skill and hours of work to achieve. These tools level the playing field and give smaller businesses the ability to play big and realise their dreams. I hope you can extract the value that we have and that your business booms as a result!



Joe Accurso

Director Emedia Creative

*At the time of creating this article the tools mentioned all have a free version. However the platform owners have the right to change their offers at anytime. We would advise that you check their licensing agreement to ensure your use is in accordance to their terms and lawful.

EMEDIA CREATIVE®

02 9557 3366

info@emediacreative.com.au

91 Watkin Street, Newtown NSW 2042

emediacreative.com.au