

Bellmax A3 Folded Brochure – Suggested Structure

Business website: <https://bellmax.com.au/>

Recommended Format

For field reps, I'd strongly recommend a **6-panel DL fold brochure** (A3 folded twice) rather than a simple bifold.

Why?

- Easier for reps to hand out
 - Cleaner storytelling flow
 - More space for services without overcrowding
 - Looks more professional for managed IT & telco
 - Allows strong call-to-actions throughout
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Suggested Panel Layout

FRONT COVER (Panel 1)

Goal:

Immediately explain what Bellmax does and who you help.

Suggested Structure:

- Bellmax logo
- Strong headline
- Supporting tagline
- Professional image (business team / technology / local business imagery)
- CTA button style graphic

Example Headline Ideas:

- "Business IT & Communications Made Simple"
- "Your Local IT & Telco Partner"
- "Reliable IT, Cloud & Connectivity Solutions for Australian Businesses"

Suggested CTA:

- Book a Free Consultation
- Speak With a Local Specialist

- Scan QR Code to Learn More

Include:

- Website
 - Phone number
 - QR code to website/contact page
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INSIDE PANEL 1 – SERVICES (Panel 2)

Goal:

Quickly show the core services.

Avoid long paragraphs. Use icons + short descriptions.

Suggested Service Categories:

Managed IT Services

- Helpdesk support
- Monitoring & maintenance
- Cybersecurity
- Backup solutions

Cloud & Voice

- Cloud PBX
- Microsoft 365
- VoIP systems
- Teams Calling

Connectivity

- Business internet
- SD-WAN
- NBN solutions
- Mobile & data

Security

- MFA
- Endpoint protection
- Email security
- Compliance support

Design Notes:

- Use branded icons
 - Keep each service to 1–2 lines max
 - Make it easy to skim in under 20 seconds
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INSIDE PANEL 2 – WHY BELLMAX / LOCAL PRESENCE (Panel 3)

Goal:

Build trust.

This section is important because many competitors look generic.

Suggested Headings:

- "Locally Based. National Capability."
- "Why Businesses Choose Bellmax"
- "Real Support From Real People"

Key Trust Points:

- NSW-based support
- Fast response times
- Dedicated account management
- Business-focused solutions
- Vendor partnerships
- Experienced technicians
- One provider for IT + Telco

Strong Additions:

- Customer testimonial
- SLA response graphic
- Certifications/partner logos
- "No offshore helpdesk" message (if applicable)

Design Tip:

Use stats blocks:

- XX+ years experience
- XX businesses supported

- XX average response time
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BACK INSIDE PANEL – ABOUT US + SERVICE AREA (Panel 4)

Goal:

Show company credibility and geographic reach.

Suggested Layout:

Left side:

About Bellmax

Short story:

- Who you are
- What industries you support
- Your mission
- What makes your approach different

Keep this concise. Think “trust-building summary,” not company history.

Right side:

NSW Service Coverage Map

Include:

- Sydney
- Central Coast
- Newcastle
- Wollongong
- Regional coverage if applicable

Add:

- Onsite + remote support mention
 - Coverage highlights
 - Local technician callout
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BACK PANEL (Final Panel)

Goal:

Strong close + contact details.

This panel is often forgotten but very important.

Include:

- Clear CTA
- Contact details
- QR code
- Website
- Socials (if active)
- Email address

Suggested CTA Headlines:

- "Let's Simplify Your IT & Communications"
 - "Ready for Better Business Technology?"
 - "Talk to Bellmax Today"
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Design Direction Recommendations

Style

Aim for:

- Clean corporate
- Modern
- Technology-focused
- Minimal clutter
- Strong whitespace

Avoid:

- Too much text
 - Stock imagery overload
 - Tiny font sizes
 - Generic buzzwords everywhere
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Important Sales Psychology Tips

Your reps need this brochure to do 3 things quickly: 1. Explain what Bellmax does 2. Build credibility fast 3. Make prospects want a conversation

The brochure should NOT try to explain every service in detail. It should act as:

- A conversation starter
 - A leave-behind document
 - A trust builder
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What To Send Fiverr Designer

Provide:

- Logo files (AI/SVG/PNG)
- Brand colours
- Website link
- Service list
- Real team photos if possible
- Existing brand fonts
- Example brochures you like

Also request:

- Print-ready PDF
 - Editable source files
 - CMYK setup
 - Bleed included
 - QR code integration
 - High-resolution export
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Final Recommendation

Your original structure is good.

I'd just refine it slightly into this flow:

1. Cover / positioning
2. Services snapshot
3. Why Bellmax / local advantage
4. About us + NSW coverage

5. Final CTA / contact panel

That structure feels much more sales-focused and gives reps a natural story to walk prospects through.