

SECRET TWO

DITCH THE CLICHÉ



Flick through your industry's trade magazine. We bet you'll find at least one cheetah or sports car, sprinkled in amongst pics of people shaking hands or looking like they're having the BEST MEETING EVER. Don't be like them.

If you want to stand out, quit looking like everyone else. Using professional photography costs less than you think. Or cheat. Mash-up stock photos. Use them out of context. Sign into your account on www.printing.com and choose 'stock images' to browse our selection. Let's work up a campaign which makes you memorable.



SECRET THREE

USE FONTS PROPERLY

The **typeface** you use says much about your business. Your font choices determine whether you look old-fashioned or hip. Trustworthy or exciting. Traditional or fun. Safe or outrageous.

Don't use too many fonts. That looks amateur. Cheat. Get a professional look by sticking to a couple, and use them in different weights. Ask us about font-pairing to suit your business.

Old-fashioned
hip
trustworthy
EXCITING
traditional
fun
safe
OUTRAGEOUS

SECRET ONE

EAT SLEEP SELL REPEAT



Repetition, repetition, repetition. Plenty of research shows people need to see your marketing message several times, in different ways, before they buy.

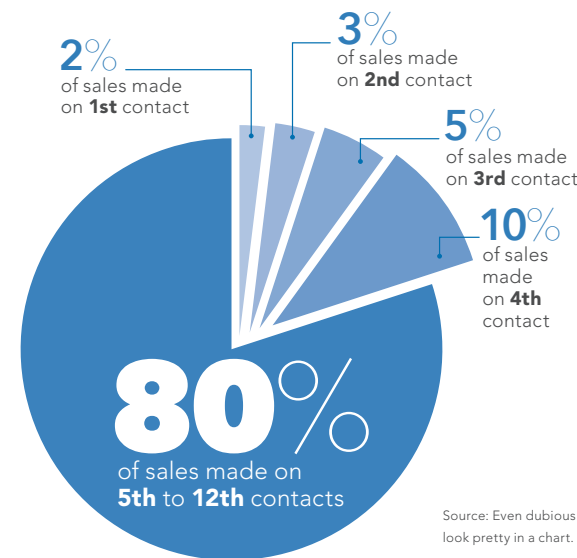
If a customer says no, is it game over? Be honest, do you give up after your first knock back? Many business people do. But that's a mistake. Dust yourself off. And get back on the horse.

You've probably seen the stats below on LinkedIn or Twitter? They claim it takes between 5 and 12 contacts before the vast majority of sales are made. Maybe it's made up, who knows. But think about it. How many times do you speak to your clients? It's rare that a sale happens on the first few contacts.

This secret cheat is simple. Just keep going. The more times you reach a client, the more chance of making the sale. Better to contact 1,000 prospects 5 times than 5,000 just once.

So does that mean you keep calling people day after day asking "ready to buy yet?" Maybe that could work for some. But for most, it means using different methods.

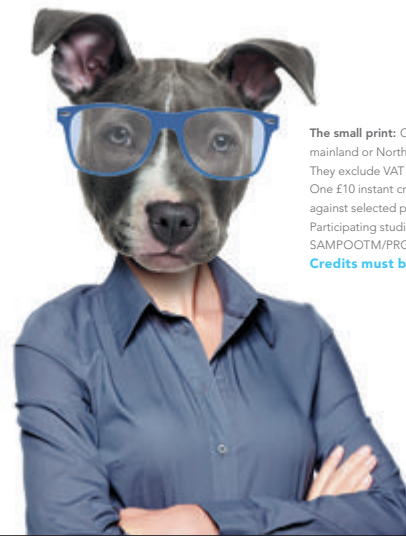
Let us plan a campaign for you which has 5 or more contact steps. These could be a brochure to warm them up, followed by an eshot with an invitation to meet. Next week could be a promo postcard with a focus on an individual product or service. Then a call. That's four. Then how about a voucher booklet of special deals, backed up by some social media posts?



Source: Even dubious statistics look pretty in a chart.

£10 INSTANT CREDIT INSIDE

LEAFLETS BROCHURES HAND-OUTS
ORDER OF SERVICE PRICE LISTS MAPS
APPLICATION FORMS VOUCHERS
MENUS NEWSPAPER INSERTS ...AND MORE



The small print: Our prices include delivery to one UK mainland or Northern Ireland address. They exclude VAT and design. One £10 instant credit per business/address redeemable against selected products. Participating studios only. SAMPOOTM/PRG/CRH/06-19 Credits must be redeemed by 6pm, Thurs 31/10/19

call us free on **0800 19 555 90**
order online at www.printing.com



£10 INSTANT CREDIT INSIDE

HOW TO GET MORE CUSTOMERS





SECRET FOUR

EVERY BUSINESS NEEDS NEW CUSTOMERS

Just to stand still, every business needs to find more customers. Of course it's important to nurture existing relationships and look after the customers you have.

It's true that selling to existing clients is cheaper than finding new ones. But, clients leave. They move away. People retire. It's natural. Business is like a leaky bucket. If you're not topping up the water, at some point the water disappears.

Follow these tips and ask us to help you find more customers in October and claim £10 instant credit.

SECRET FIVE

STOP SWINGING

Is your marketing like a swinging pendulum? Nothing, then lots. Nothing, then lots?

We've all been guilty of this. Do a bit of marketing. Then it gets busy. So we stop and focus on doing work. Then that's done. Then it's quiet. So we start marketing again. But it takes a little while to get things in motion. And then we're busy again. So we stop.

Boom to bust, feast to famine, extremes are never helpful. Best to do a little bit each week.

Work out what you're going to do over the next couple of months, then stick to it. Being consistent is important. Better to do little bit, often. A dripping tap of marketing.



Premium UNCOATED LEAFLETS

Pick up or delivered in	1/3rd A4		A5		A4	
	BEST PRICE in 10 DAYS	FASTEST get in 3 DAYS	BEST PRICE in 10 DAYS	FASTEST get in 3 DAYS	BEST PRICE in 10 DAYS	FASTEST get in 3 DAYS
50	£43.10 <small>£53.10</small>	£60.80 <small>£70.80</small>	£44.90 <small>£54.90</small>	£63.20 <small>£73.20</small>	£61.10 <small>£71.10</small>	£84.80 <small>£94.80</small>
500	£54.80 <small>£64.80</small>	£76.40 <small>£86.40</small>	£63.80 <small>£73.80</small>	£88.40 <small>£98.40</small>	£100.70 <small>£110.70</small>	£137.60 <small>£147.60</small>
5,000	£128.60 <small>£138.60</small>	£174.80 <small>£184.80</small>	£145.70 <small>£155.70</small>	£197.60 <small>£207.60</small>	£259.10 <small>£269.10</small>	£348.80 <small>£358.80</small>
	flat size 99x210mm product code: LER3A4?		flat size 148x210mm product code: LERA54?		flat size 210x297mm product code: LERA44?	

160gsm uncoated paper | full colour both sides

SECRET SIX

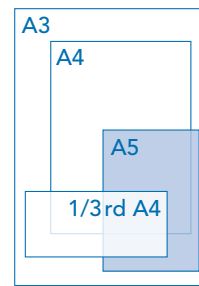
SIZE ABSOLUTELY MATTERS

Leaflets come in a huge range of sizes. If you have a simple message, A5 is our most popular size – the same as one of these panels. We print double sided as standard – so use the front to capture attention, then the reverse for detail and your 'call to action' – what you want prospects to do next.

When you've more to say, it makes sense to spread your message out. Folded leaflets are easier for people to digest – look how our story unfolds in this brochure, across 8 panels. It's easier for readers than one huge sheet.

If you're posting out your brochure, stick to something which folds to A5 or smaller. That way you qualify for the lowest postal rate. Everything in this brochure falls into the lowest weight postal tier too.

For more sizes and folds, choose 'every possible option' at www.printing.com.



Premium UNCOATED FOLDED LEAFLETS

Pick up or delivered in	2 panel DL		A4		2 panel square	
	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS
50	£71.00 <small>£81.00</small>	£98.00 <small>£108.00</small>	£85.40 <small>£95.40</small>	£117.20 <small>£127.20</small>	£104.30 <small>£114.30</small>	£142.40 <small>£152.40</small>
500	£101.60 <small>£111.60</small>	£138.80 <small>£148.80</small>	£127.70 <small>£137.70</small>	£173.60 <small>£183.60</small>	£158.30 <small>£168.30</small>	£214.40 <small>£224.40</small>
5,000	£261.80 <small>£271.80</small>	£352.40 <small>£362.40</small>	£308.60 <small>£318.60</small>	£414.80 <small>£424.80</small>	£476.00 <small>£486.00</small>	£638.00 <small>£648.00</small>
	flat size 210x198mm product code: MBR2D4?		flat size 210x297mm product code: MBRA44?		flat size 210x420mm product code: MBR5Q4?	

160gsm uncoated paper | full colour both sides | folded to size

SECRET SEVEN

CHOOSE PAPER WISELY

Believe it or not, the actual material your brochure is printed on makes a difference to how you are perceived. Prices shown in this brochure are for 160gsm uncoated paper. However, that might not be right for your business. See www.printing.com for prices on all our paper types and check this handy guide to see what your choice says about you...



100gsm silk coated conveys value and economy. 'No frills' look, ideal for sales or discount offers.

130gsm gloss coated makes colour photos look most vibrant. Use for low-cost menus or mail drops.

100gsm uncoated is best for reading text or writing on – use for forms or instruction sheets.

150gsm gloss coated is thick and glossy – photos look amazing on high-gloss, with low show-through.

160gsm uncoated looks natural. Premium and sophisticated. Upmarket and understated. Easy to write on.

170gsm silk coated is elegant – think eggshell paint. Coated thick finish, looks professional.



CLAIM YOUR £10 INSTANT CREDIT

Simply tell your local printing.com studio you want us to help you get more customers and claim **£10 instant credit** to spend on printing, displays or exhibitions. Or visit www.printing.com/uk/ten and stick in your email address.

Pick up or delivered in	3 panel A5		A3		4 panel A5 <i>like these</i>	
	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS	BEST PRICE in 14 DAYS	FASTEST get in 4 DAYS
50	£104.30 <small>£114.30</small>	£142.40 <small>£152.40</small>	£136.70 <small>£146.70</small>	£185.60 <small>£195.60</small>	£136.70 <small>£146.70</small>	£185.60 <small>£195.60</small>
500	£158.30 <small>£168.30</small>	£214.40 <small>£224.40</small>	£214.10 <small>£224.10</small>	£288.80 <small>£298.80</small>	£214.10 <small>£224.10</small>	£288.80 <small>£298.80</small>
5,000	£470.60 <small>£480.60</small>	£630.80 <small>£640.80</small>	£621.80 <small>£631.80</small>	£832.40 <small>£842.40</small>	£621.80 <small>£631.80</small>	£832.40 <small>£842.40</small>
	flat size 210x444mm product code: MBR354?		flat size 297x420mm product code: MBRA34?		flat size 210x592mm product code: ?	

160gsm uncoated paper | full colour both sides | folded to size

SECRET EIGHT

FOLD IT & SAVE ON POSTAGE

Some of our more popular folds – ask if you don't see the one you want.

HALF
Folded in half on long edge. Available on A5 and bigger.

LANDSCAPE HALF
Folded in half on short edge to make tall or skinny shape. Available on A5 and bigger.

3 PANEL ROLL
Folded into 3 panels, with the third panel tucked inside the others. Available on A4 and bigger.

4 PANEL ROLL
Folded into 4 panels, with each panel tucked inside the previous. Available on 4 panel DL, 4 panel A5 and 4 panel A4.

3 PANEL CONCERTINA
Folded into 3 panels, like a concertina, into a 'Z' shape. Available on A4 and bigger.

4 PANEL CONCERTINA
Folded into 4 panels, like a concertina, into a 'M' shape. Available on 4 panel DL, 4 panel A5 and 4 panel A4.

CROSS
Folded in half, then half again, to end up quarter of original size. Available on A4 and bigger.