

# HOW TO GET MORE CUSTOMERS

*the  
super  
secret  
cheat  
guide*

[printing.com®]



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.

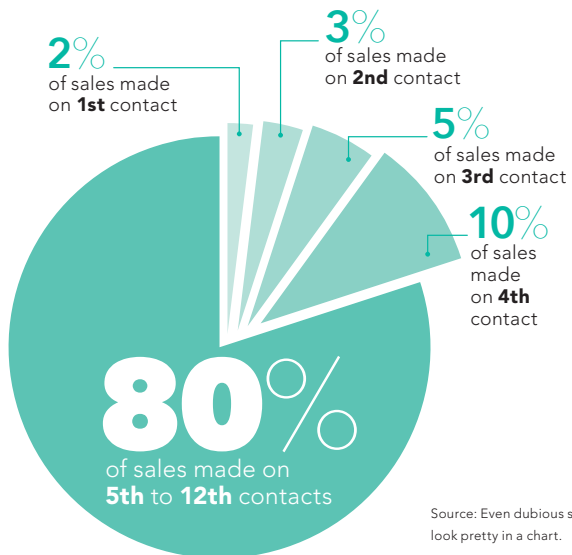
If a customer says no, is it game over? Be honest, do you give up after your first knock back? Many business people do. But that's a mistake. Dust yourself off. And get back on the horse.

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.

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](http://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 FOUR

# know what you want



**Sounds obvious doesn't it?** Before you start a new brochure, be absolutely clear what you want.

Is it to sell something directly? Is it to support you during a sales meeting? Is it to launch a new product to existing customers? Or introduce your business to new prospects?

Each is a valid objective. But each has a different purpose and your message should be different.

Ask yourself "what do I want the reader to do?" and work back from there. Cheat. Ask for early feedback from existing friendly faces. Ask them "after you've read this, what would you do?" If it isn't what you want, try again.

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 RECYCLED LEAFLETS

SAVE UP TO 64%

	1/3rd A4		A5		A4	
Pick up or delivered in	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	<b>£43.20</b>	£57.60	<b>£45.00</b>	£60.00	<b>£59.40</b>	£79.20
	NEW	NEW	NEW	NEW	NEW	NEW
500	<b>£54.00</b>	£72.00	<b>£61.20</b>	£81.60	<b>£95.40</b>	£127.20
	£153.90	£205.20	£170.10	£226.80	£220.50	£294.00
5,000	<b>£120.60</b>	£160.80	<b>£136.80</b>	£182.40	<b>£239.40</b>	£319.20
	£222.30	£296.40	£261.00	£348.00	£386.10	£514.80
	flat size 99x210mm product code: LER3A4?		flat size 148x210mm product code: LERA54?		flat size 210x297mm product code: LERA44?	

160gsm recycled uncoated paper | full colour both sides

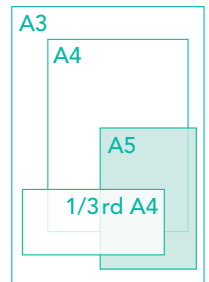
SECRET SIX

*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](http://www.printing.com).

# Premium RECYCLED FOLDED LEAFLETS

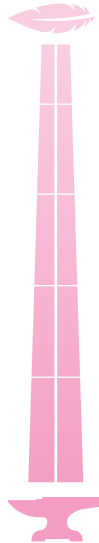
Pick up or delivered in	2 panel DL		A4		2 panel square	
	BEST PRICE in <b>14</b> DAYS	FASTEST get in <b>4</b> DAYS	BEST PRICE in <b>14</b> DAYS	FASTEST get in <b>4</b> DAYS	BEST PRICE in <b>14</b> DAYS	FASTEST get in <b>4</b> DAYS
50	<b>£68.40</b> NEW	£91.20 NEW	<b>£81.90</b> NEW	£109.20 NEW	<b>£99.00</b> NEW	£132.00 NEW
500	<b>£96.30</b> £234.00	£128.40 £312.00	<b>£119.70</b> £255.60	£159.60 £340.80	<b>£147.60</b> £338.40	£196.80 £451.20
5,000	<b>£241.20</b> £396.90	£321.60 £529.20	<b>£284.40</b> £451.80	£379.20 £602.40	<b>£435.60</b> £564.30	£580.80 £752.40
	flat size 210x198mm product code: MBR2D4?		flat size 210x297mm product code: MBRA44?		flat size 210x420mm product code: MBRSQ4?	

160gsm recycled 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 recycled uncoated paper. However, that might not be right for your business. See [www.printing.com](http://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.

**115gsm 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 recycled uncoated** looks natural. Premium and sophisticated. Upmarket and understated. Easy to write on.

*like these*

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

# Premium RECYCLED FOLDED LEAFLETS

like these  
↓

3 panel A5		A3		4 panel A5	
BEST PRICE in	FASTEST get in	BEST PRICE in	FASTEST get in	BEST PRICE in	FASTEST get in
					
<b>£99.00</b>	£132.00	<b>£127.80</b>	£170.40	<b>£127.80</b>	£170.40
NEW	NEW	NEW	NEW	NEW	NEW
<b>£147.60</b>	£196.80	<b>£198.00</b>	£264.00	<b>£198.00</b>	£264.00
£338.40	£451.20	£401.40	£535.20	£401.40	£535.20
<b>£435.60</b>	£580.80	<b>£567.90</b>	£757.20	<b>£567.90</b>	£757.20
£564.30	£752.40	£649.80	£866.40	£649.80	£866.40
flat size 210x444mm product code: MBR354?		flat size 297x420mm product code: MBRA34?		flat size 210x592mm product code: MBR454?	

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

SECRET  
EIGHT

## fold it and save on postage

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



### 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.



### HALF

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



### 3 PANEL CONCERTINA

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



### LANDSCAPE HALF

Folded in half on short edge to make tall or skinny shape. Available on A5 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.



### 3 PANEL ROLL

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



### CROSS

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

SAVE UP TO 64% ON

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



**The small print:**

We don't build every option into our prices – we think it's best you choose what you need – so we haven't included file checking or artwork (which we'd love to do for you), carriage (you can pick up free from your local studio) or VAT.

Price point may not represent products in photos.

Crossed out prices are 2015 list prices.

SAMPOOTM/PRG/CRH/08-16/R1

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