

Number 13

Yard signs pay off for your clients

The simple yard sign is one of the best ways for a service business to get their phone ringing. Yard signs catch the eye and tell a quick story of "who's doing what" on this site. It's a great add-on sale, too, when a client comes in for truck lettering or another sign.



David Showalter [\[www.daviddesign.biz\]](http://www.daviddesign.biz) puts these powerful little signs to work for clients at every opportunity.

"Yard signs give a lot of bang for the buck," says David. "They are really inexpensive, and do the job 24/7. And if one comes up missing, it's not a big loss."

"If it's just a few, I do them in-house. For orders of about 10 or more, I have them printed by

Signs365.com, and they're really reasonable. I mark them up about three times my cost. It's a great value for the client and a decent markup for me. You can design them in full color because they are a full digital print on corrugated plastic panels. Large runs get screen printed."

[Click here](#) to learn more about what David does to make sure his yard signs deliver maximum value for his clients--and profits for his shop.

The owner of a bathtub resurfacing company that's near SignCraft's offices says he's sold plenty of \$3500 bath/shower liner jobs from his yard signs--including the one he keeps out by the street in front of his office.

"It's amazing," he says. "They are the cheapest advertising I buy, yet callers are always telling us they saw the sign and were calling about their bathroom."

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Best regards,

Tom McIltrout, Editor

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