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# Trade Secrets...

from the editors of **SignCraft**

Number 14

## Succeeding in a tight economy

Ray and Rose Grossi of Midwest Signworks in Morris, IL, have felt the squeeze of the economic downturn just like the rest of us. "A lot of our customers," says Ray,

"especially those in the building trades, just weren't busy. When their phone stops ringing, so does ours."

So he and Rose have outlined a strategy to help keep the work coming in.

"First," Rose says, "we had to fine-tune our pricing. Underselling, just so that there's work to do, doesn't pay the bills."

"Next, we make it a point to get back with every customer promptly, whether they've called or emailed us. Back when things were going crazy, some calls fell through the cracks."

"We also realized that we need to update our image," Ray points out, "especially on our website. For new customers, our home page is often their first impression of who we are and what we do. It's our chance for us to let them know that we're more than just a sign shop--like logo design and other advertising products."

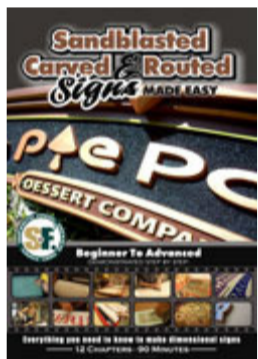
"And finally, we've just had to work smarter, and sometimes put in more hours. It's not always fun, but it shows up on the bottom line."

[Click here](#) to see more of their work, and to get five great tips to help your shop succeed in a tight economy.



## Learn 3D sign making step-by-step on DVD!

3-D signs are profitable and creative, and give you a unique product to sell in a world of flat signs. Dayna Reed has been making 3D signs for over 30 years, and has a great new video that spells out his methods for making cutout, routed, carved and sandblasted signs.



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Thanks!

Best regards,

Tom McIltrout, Editor

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