

Number 16

How to show the true value of a sign to a client



Most clients look first at the cost of a sign--the amount they have to pay the day the sign is completed. Larry Elliott, Elliott Design, McMoresville, TN, finds that showing that cost over the life of the sign really puts it in perspective.

On his website, he has a chart that takes the selling price of a sign and breaks it down to the cost per day over a period of years.

So \$500 spent on truck door graphics actually costs just 28 cents per day over the five-year life of the vehicle. That's about the cost of one cup of coffee each week. Showing that number to the client makes it easier for them to compare signage to other types of advertising. The terrific advertising value of their sign becomes obvious in a hurry.

[Click here](#) to download a chart similar to Larry's that's ready to print and use in your next sales opportunity--and to learn how Larry uses this sales approach.

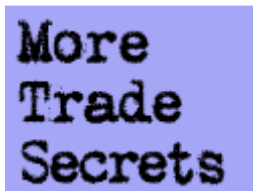


Learn 3D sign making step-by-step on DVD!

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.



Whether you're new to 3-D sign making or are looking for ways to speed production and enhance your signs, you'll find this 90-minute, well-produced video is packed with info. It's just \$49.95 plus S&H. [Click here](#) to get yours today!



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Thanks!

Best regards,

Tom McIltrout, Editor

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