

Number 17

Take a look at your shop's image



When clients come to your shop, you have a great opportunity to send a powerful message about your competence and capability. For David Showalter

[www.daviddesign.biz], it starts outside, with an attractive exterior and primary signage. Customers then come in to a comfortable display area where they can discuss their project.

"I don't think your display area has to be sophisticated," says

David, "or even large. But everything in that space has to be there for the purpose of telling the client what you can do. It has to show that you're a professional."

Customers can look out into his main workspace where most of the production is done. Clean and organized, it helps further the professional approach. This is a great way to make an unconscious impression on the client--letting them know they're in the right place to get their signage produced.

[Click here](#) to see more of David's shop, inside and out.

If you've spent the time and effort to create an effective image for your shop, I'd like to see it. Drop me a message and send a few photos. Thanks!

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Best regards,

Tom McIltrout, Editor

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