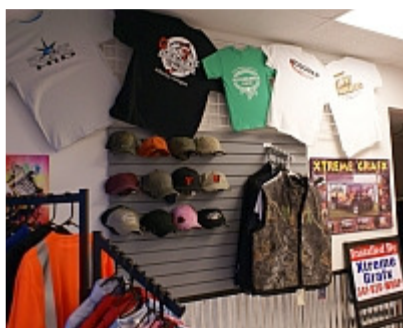


Number 8

## Sell them their promotional items, too



A few weeks ago, when we featured John Shoffner's tip on how easy and profitable it is to offer t-shirts to your sign customers, I asked if any readers had success offering promotional items, like imprinted pens, letter openers, calendars. I received several great responses, including these:

"Pens, key chains, shirts...they add a nice chunk to our bottom line. We work through a broker, so it's easy."

Arthur Meeker, Xtreme Graphx, Albany, OR,  
[www.xtremegrafxdesign.com](http://www.xtremegrafxdesign.com)

"We bill ourselves as a full service sign shop, offering any and all types of marketing, from signs to pens to shirts to business cards. It saves the customer the hassle of having to go to several different places for their different marketing needs, and gives us more face-to-face time with our customers!"

Jolee Moffett and Jeremiah Peterson, 2 Sign Guys, LLC,  
Jasper, IN

"I started doing this a long time ago, because I wanted to keep my customers coming back to me. If I only did a vehicle for them, that might be all they would need to purchase from me. This approach keeps them coming back."

Karen Johnson K&R Graphics & Signs, Inc., Woodside, DE



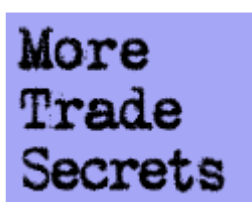
"I agree 100% with the T-shirt article! Shirts and ad specialty products are a great way to make additional sales, and it always leads to me being a customers "go-to person" for all of their signs and printing. Sales of t-shirts and ad specialties have actually started to surpass my signs and vehicle graphics this year. I deal

through one source, and that makes it fast and easy."

Suzanne Wright, Creative Edge Signs & Graphics, Weeping Water, NE,  
[www.VisitCreativeEdge.com](http://www.VisitCreativeEdge.com)

There's more on the SignCraft blog. [Click here](#) to learn what sources these shops use for these products, and see more on how they market them.

Promotional products are one of those things that you can just take an order for, then call the client when it's ready. All you need is a few square feet of wall or floor space to let your clients see some of the promotional products you offer. Repeat orders are likely, too, and that keeps clients coming back.



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Thanks!

Best regards,

Tom McIltrout, Editor

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