

Report Number 23098

Advertising with Signs

Another way to get referrals is using advertising. On your estimate sheet, you should have a place that informs the customer that you are going to put out a small sign in the yard advertising your business. These signs can be made very cheaply at several businesses that specialize in signs, such as one business called Fast Signs. Here is their website.

Fast Signs

<http://www.fastsigns.com/>

Check in your area for such a business. Normally these signs that have just your business name and phone number are less than \$10 each; depending on the number of signs you want to have printed and the size of each sign. You might want the signs small (12" by 12") or even larger, (2' by 2'). We suggest that you have two dozen signs made in the beginning. Keep a log of where the signs are located. When you are down to your last signs, you can go and get the signs that have been out the longest. Use them over and over again.

You can make your own signs too. Most builder supply retail locations, such as Home Depot or Lowes, have the numbers and adhesives that will be necessary. But keep in mind that your sign is a reflection of your business. The more professional the sign, the better impression it gives of your business.

Signs for vehicles.

Another way to advertise your business can be very productive and, at the same time, very inexpensive. You can do this by having your business information actually painted on the vehicles or using removal signs which are magnetic.

Painted signs

You can contact any company or firm that does lettering and painting on vehicles for an estimate. This is permanent on the vehicle and you may not want to do this. It is also somewhat expensive. Good quality work can cost up to \$300 per vehicle.

Magnetic signs

Magnetic signs have a few advantages over the permanent painted option. One advantage is that the magnetic signs are removable. This means that you move them from vehicle to vehicle. A second advantage is that the cost is lower. A third advantage is that as your information changes, such as telephone numbers or addresses, you can easily make new signs.

We are providing you three (3) links to websites offering these signs. Also, some examples from those websites are offered.

<http://www102.iprint.com/cgi-shl/index.cgi?sID=2003101711%2Fc202511149d102e6-1&date=2003%3A10%3A17%3A11%3A39%3A51&level=1205&routed=TRUE&referer=TRUE>

http://www.thriftysigns.com/magnetic_signs.htm?source=overture_kw=magnetic_sign/



<http://www.magneticsigns.com/>

