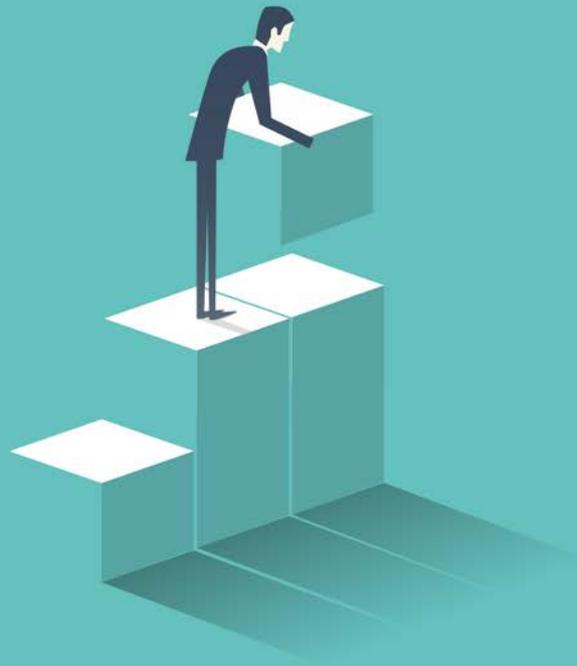


68 ways to grow

your high street
print business



Find out how to gain new customers, improve your sales techniques, maximise marketing opportunities and outsource for success.



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In an industry as competitive as print, it's more important than ever to stay one step ahead of your competitors.

In the ever-changing print climate, you face new competition from online printers. To compete with these companies, you need to be on top form online. You need a visually appealing website, you need to update your social media channels and you need to invest in your online advertising.

But, as a high street printer, you have an advantage over these online retailers. Your customers tend to be creatives and agencies operating within your locale. They know you, they pick up the phone often and occasionally they'll visit your shop too. But whether you're competing offline, online, or both: we want you to thrive.

We're committed to supporting you in all aspects of your business. That's why we're developing a range of resources to help you get ahead and ultimately, to succeed.

Starting with understanding your customer and the market, we'll help you define your Unique Selling Point and understand what your customers want and how you can retain their business. Chapter 2 looks at ways you can gain new customers, while Chapter 3 investigates how increasing your product offering can increase your profits. Chapter 4 turns to maximising the advantages you have as a local business owner, and opportunities to gain in your local area. Chapter 5 helps with your sales techniques and Chapter 6 focusses on creating and implementing a marketing plan. Finally, in Chapter 7, we delve deeper into the opportunities available from outsourcing your print work.



01 | Understanding your Customers and the Market

This first chapter will help you understand the print industry and your current customers, to create the framework necessary before you start to grow your business.

1. What's your USP?

Having a unique selling point is extremely important in a competitive industry like print. You need to identify what makes you stand out from everyone else, whether that's specialising in one field or industry, or having a unique set of add on services. This should be the first thing you tell potential new clients as this is the reason they will choose you over everyone else.

2. Know your competition

As a retail unit, you have online businesses to contend with as well as the other shops in your area. Create a list of everyone your customers might choose over you,



and look at their USP, pricing, marketing... how do you compare? Know what you do best, and focus on the areas you need to improve.

3. Know your customers

You can't be everything to everyone, so start small and choose just one target audience. It can be small businesses in your immediate area, or a specific industry such as sports clubs. Do your research and find out what they need in terms of print, and why, and create a proposition that gives them exactly that.

Start small and choose just one target audience.

Create a persona for the target audience which outlines everything you know about them: from their print needs, to their demographics, what media they consume and how they spend their free time. This will help you create marketing which is fit for purpose, as well as help you decide where to position that marketing. Once you are up and running with that audience, move on to another and grow your customer base.



4. Measure their happiness

Unhappy customers won't hang around. In this tough industry, you're only as good as your last job and we all know it.

Find out what makes your customers unhappy by running regular surveys and action every piece of feedback you get. [Survey Monkey](#) is a popular resource which allows you to easily set up a survey and send to your mailing list – plus they have a free option!

Turn those detractors into promoters!

Remember: every piece of negative feedback is an opportunity to improve.

Turning those detractors into promoters is a powerful way to connect with the best customers and gain referrals!

5. Review your prices

Your prices need to be competitive, so regularly look at your competitors pricing to ensure you're not pricing yourself out of sales. But you also need to make a good profit too. In Chapter 5 you'll learn how to sell based on your service, so you can ensure you're making money too.

6. Form an alliance

Ensure your operational costs are as low as possible by partnering up with suppliers. Take advantage of any loyalty or preferred customer discounts on offer, and consider moving more business to them in exchange for better rates. The lower your operating costs, the more profits you'll make.

Remember: take advantage of [Tradeprint Rewards](#) and receive a discount on all our print products – the more you spend, the more you save!



02 | Gaining New Customers

In this chapter, we'll help you find a steady stream of new customers to keep your presses busy!

7. Local businesses

Take advantage of your retail location and target the businesses around you. Local businesses often support each other, and they are likely to need a regular stock of leaflets, business cards, posters... why not visit them and ask for a meeting?

8. New businesses

Get a head start and visit brand new businesses too! They are likely to have a launch or opening event, and will need your help to promote this. Local business events and newspapers are likely to announce new businesses opening, so keep your eyes open for opportunities.

9. Networking events

Find out about local business networking events in your area. These are a great way to meet local business owners and get your business (and your business cards!) out there. Lots of UK based networking events are listed [here](#). Alternatively, look out for local business networks and associations, such as Chamber of Commerce groups.

*Colin McDermott, one of our local expert Print Coaches, says always be prepared when you attend networking events!
Review your elevator pitch, ensure you have sample packs and business cards, and research who will be in attendance so you know who you'd like to talk to.*



10. Exhibitions

Exhibiting at trade shows and exhibitions is not only a great way to meet potential new customers, but you can use it as an excuse to mingle with your current customers too! If the cost is outside your budget, try contacting the organisers and offer to print their programmes in exchange for a place at the show. If they already have a print partner, then attend as a visitor. This is often free or inexpensive, and you meet the same people. Either way, just remember to bring lots of samples and business cards!

11. Local events

Business events in your area are always a perfect opportunity to raise awareness of your print shop to local business owners. So try where you can to head along! Keep a calendar of events taking place in your local area, from general elections to gala weeks and small business events. Approach the organisers in advance of the event and ask if you can provide any print work they need, from banners to flyers. Plus, make sure to attend these events and bring your business cards, as it's a great way to meet other local business owners who will keep you in mind when they next need some print!

12. Conferences

Contact local business conferences and offer your expertise. Give a presentation or sit on a panel as an expert in print, or as a local business owner. Not only does this raise awareness of your business to all attendees, but it positions you as a local source of knowledge.

13. Become a writer!

Contact local publications, such as magazines and newspapers, and offer to write an article for them on issues surrounding either the print industry or being a business owner in the local area. For no cost at all, your name and business will appear in the press, and this will also help to position you and your company as an expert.

Position yourself as a local source of knowledge.

14. Partner with educational institutions

Create a partnership with your local universities and colleges. Not only do these institutions have thousands of student dissertations to print and bind every year, they also have hundreds of graphic design students who are potential customers. Get in early with these new professionals and keep their business for years to come.

Offer to give a presentation to their creative students on a print related topic, such as the difference between paper stocks or how to set up artwork for various print finishes, and leave each student with a sample pack containing your contact details.

Consider giving a student discount on print work too, encouraging these students to choose you over competitors.



15. Run a competition

Further your relationship with these educational institutions by offering to sponsor a student project with the winner receiving a voucher for their print work, or offer a work placement to give them a head start in the industry.

16. Explore new markets

Look at the current demographics and industries of your customers. Focussing on one area at a time, work on expanding your market share of each. For example, if you have a doctors' surgery on your customer list, look in detail and understand their requirements, then target other surgeries in the area. Send them a sample pack and ask to talk to them about their print goals.

17. Win a government contract

With regular elections for local councillors, local government as well as the general election, there is a constant need for print in government. Follow our guidelines [here](#) to help secure those contracts!

Selling online through your website opens up your customer base.

18. Sell online

Open your business to new customers by selling online through your website. This opens your customer base from the local area to the whole world! [Shopify](#) is a relatively inexpensive shop front for websites, and consider using a local marketing business to build your website, as they may remember you when they have client work to print!

19. Merge with another business

Spotted a competitor doing really well in area you'd like to excel at? Perhaps they have a reputation for the best



large format around. Consider making them an offer and integrating the two companies. By bringing both sets of expertise under one roof, you're better able to serve your current customers while appealing to potential new customers.

20. Open another location

If your business is thriving and you think there are little avenues to grow your business in the local area, consider opening another shop in a new area. Ensure you complete thorough market research to ensure you choose a suitable area for the new shop.

03 | Increase your Offering

This chapter looks at ways you can increase the number of products you sell, and the services you offer, to ensure you can fulfil 100% of your customers' print needs, therefore increasing your revenue from your existing customers.

21. Focus on a niche

First of all, much like when finding your target audience, you should start small. Begin with the one thing you are really good at, whether that's bespoke banners, luxury business cards or basic business stationery. Know that product completely, and then look to expand your range only when you feel ready.

22. Increase revenue from business cards

If you already sell standard business cards, adding a range of new finishes can increase your order value and offers your customers something new. Introduce

a premium range comprising rounded corners, thicker paper stocks and luxury finishes such as spot UV, hot foiling and glitter varnish.

23. Add large format

If you currently focus on small format items, such as flyers and letterheads, expand your range by introducing large format items. Roller banners, PVC banners, and foamex and correx boards are ideal for events, trade shows and general promotion, so ensure your customers come to you when they need these essential items. Alternatively, if you already provide large format, introduce more small format products to your offering.

24. Faster turnaround times

When you have a customer looking for a job quickly, offer a premium one day service and allow their job to skip the queue. Charge a higher rate for the service, or offer for free to your top clients as an incentive for their loyalty. Either way, you will be seen as reliable to your customers, and they won't take their rush jobs to your competitors.

25. Design



04 | Your Retail Space

Next, we'll advise on how you can make your retail space more appealing to passing trade, and how to take advantage of your physical location and your status as a local business owner.



If you don't already, offering a design service can bring in extra revenue. If you don't have the skills within the team, hire a designer and offer a design service for a fee, and of course take care of their printing too! If hiring a designer is too much of a commitment, outsource it! Find a reliable, freelance designer and send artwork briefs to them.

26. Marketing

Similar to design, offer more than just print by providing a marketing service too. If your client is going through a rebrand and enquiring into printing new business cards and letterheads, offer to announce the rebrand to the press, or run a re-brand launch event at their premises. They may also be looking at redesigning their website and creating some videos explaining the changes to share with their customers and stakeholders. If you can identify these skills within your team already, great! If not, work with freelancers to help you provide these extra services.

27. Look for opportunities

You know your customers better than anyone else, so what extra benefits can you offer them? Do you regularly get asked for a service or product you don't currently offer? Keep an open mind, and experiment with freelancers to increase your offering.

28. Sponsor a local event

Offer to print any promotional materials for a local event free of charge, in return for some prominent advertising in their literature. Plus, make sure to publicise your involvement within your business and offer to distribute literature from your shop, too.

29. Sponsor a roundabout

Tip from Colin McDermott, one of our local expert Print Coaches:

“Many councils now allow local businesses to sponsor a roundabout. Find one near your business and ensure your sign is of a high standard – especially if you sell signs!”

Ensure your roundabout sign is of a high standard – especially if you sell signs!

30. Work with a local charity

Help maintain a stellar reputation by helping a local charity. Either select a featured charity for each year, for whom you offer free or discounted print materials, set up an in-house donation box and host fundraisers. Alternatively, offer a special discount for charitable organisations within your area.

31. Donate a prize

Offer a voucher to win some print materials as a prize at a local business event. Similarly to a sponsorship, ask for free advertising in return to ensure your business is front and centre to your new and existing customer base.

32. Run a competition

Run a competition on Facebook or in your shop to help raise awareness of your company. Ensure it is open only to your target audience, such as a business card raffle, or use Facebook's audience manager to target local business owners in your area.

33. Become a thought leader

Position yourself as a thought leader in the local area by offering your expert print knowledge to anyone who needs it! Whether that's writing for local publications as outlined in Chapter 2, or creating a print blog (we'll discuss that in Chapter 5).

34. Host a networking event

Colin McDermott, one of our local expert Print Coaches, says:

“Invite your customers and prospects along to your shop for a networking event! Provide some wine and nibbles, and invite a couple of them to talk for 10 minutes on their business, and ensure you do too! This is a great opportunity to talk about your company, inform them of any new products, and to tell them the USPs you've been working on.”



35. Exclusive events

Host an exclusive event for your most loyal customers. Ask them to take part in an advisory panel to discuss how you can improve your company, comment on new product ideas and discuss generally the direction of the business. Make a day of it, and introduce them to the team and give them a tour of your facilities, too.

36. Local radio

Local radio stations remain a popular choice for playing within local businesses. Contact your local radio presenters and offer some free work in return for a mention on air, or run a competition with them for local business owners. Either way, a mention on air is sure to get you noticed.

37. Decorate your window

Keep everyone who passes your window updated with your latest business information. Use your window to proudly display your products, and print some promotional messages or eye-catching designs to attract their attention.

Colin McDermott, one of our local expert Print Coaches, says: When decorating your windows, remember [Tradeprint](#) offer a 50% discount on all items for self-promotion! Choose a roller banner, or examples of di-bond, to ensure your window stands out.

05 | Sales Technique

Now, we'll look at how you talk about your products, and the difference between selling a commodity and selling your service.

38. Don't sell on price

We mentioned earlier the importance of pricing yourself competitively. But this doesn't mean simply lowering prices until you're the cheapest around. If you do that, customers will assume you are selling lower quality print, and their trust in you will drop. After all, there will always be someone priced lower than you, and those customers looking for a cheap deal will disappear very quickly. Most customers want a fair price, so be competitive, but most importantly, make sure you're gaining a good profit.

39. Sell your service

So if you're not talking price, what are you talking about? Remember in Chapter 1 when you created your USP? That is what you sell. You sell that you provide every luxury finish for business cards, or that you have every product they need. You sell your relationship with them: your trustworthiness, your reliability. Leverage how you make their lives easier, and they will pay a higher cost. After all, they want a good product first and foremost.

40. Know your customers

Use every sale as an opportunity to get to know your customers better. Grow your relationship with them and better understand their challenges to ensure you continue to meet their print needs.

41. Give your customers what they want

The wants of your customers aren't complicated: they want you to make their lives easier, to save them money, to save them time and to make them more money. So

make it easy for them. Use the surveys we suggested in Chapter 1 to find out where the pain points are in their buying journey, and sort it out.

42. But don't just give your customers what they want...

When your customer buys print from you, they aren't simply purchasing business cards or flyers. They are looking to raise awareness of their business, gain new customers, make some sales, perform well at a trade show, or improve customer loyalty. So when they come to you with an order, discuss their goals. Ask them what they want to achieve. And if you have a more suitable product - tell them! Maybe it would cost next to nothing to double their order or use a higher paper stock - tell them! Your customers rely on your knowledge, and they won't always be aware of everything you can do. Plus, they will always appreciate any supplier who genuinely cares for them and their business.



43. Know your products

How well do you know the products you sell? Make sure you are up to speed on every product you sell, and the industry in general. Practice your talking points to ensure you can talk confidently to your customers. Be able to creatively demonstrate the quality and value of each product, and how they can help your customers achieve their business goals. If you appear confident, your customers will trust you, your advice and the print work you provide.

44. Under commit and over deliver

Advice that's been around longer than we have – under commit to your customers to ensure you always over deliver. You are selling print, which they can easily order online or from a competitor, but they choose to buy from you. That's because you add value – you take the hassle away from them, and that is worth paying for. So tell them when you notice an error on their artwork, make sure the work is delivered when they need it, and most importantly, keep in touch with them if something does go wrong.

45. Upselling

In Chapter 3 we spoke about broadening your range of products. When you talk to your customers, inform them of any new products or finishes you offer, and ask confidently if they have a need for these. Their next business card could include some hot foil and they might move their large format business over to you, both of which will increase their order value. Just make sure to tell them!

46. Samples

Use a sample pack to demonstrate the quality of your print to new and potential customers. Tradeprint offer a [white label sample pack](#), perfect for presenting to your customers. Alternatively, create your own sample packs made specifically for each customer, or target audience. For example, new businesses opening in the area will appreciate samples of business cards, letterheads, folders and wall calendars.

Use a sample pack to demonstrate the quality of your print.



Alternatively, pop free samples of your new products in with your customer orders. Show them how their new business card would look with embossed lettering, or on a transparent PVC card.

47. Tailor your offering

Presenting every product you have to every customer is time consuming and costly, especially if you provide free samples. Instead, tailor your products to suit the customer. Their industry and market will determine their print needs, and once identified, you can save money and time by presenting a selection of products that best meet their needs.

Tailor your products to suit the customer.

48. Brush up on your sales technique

There are 8 key steps to follow when selling. Do your research, be on time, be likeable, understand their needs, tell them the benefits of working with you, establish their objections, close the sale and do any follow up tasks. Find out more about sales technique [here](#).

49. Build loyalty

Offer a loyalty card or discount scheme to your most valued customers to reward their loyal custom. If the loyalty card is one of your products, make that clear on the card by describing how your customers can create their own.

50. Follow up

Follow up with your customers to check they received their order on time and the quality was as expected. Ask them if the products helped to achieve their goals: did the trade show go well? Did they increase sales to the extent they wanted? Did they gain new customers? Show you care about their business, and they'll care about your business.

06 | Marketing

Next up we tackle your marketing: from setting up a marketing plan and setting objectives to practical tips for SEO, e-mail marketing and social media.

51. Goal Setting

First of all, decide what you want to achieve from your marketing efforts. Are you looking to raise brand awareness, to gain new customers, to increase sales to current customers, to lower your customer acquisition cost? Decide what results you want to achieve and set SMART goals. These are goals which are specific, measurable, achievable, realistic and timely. An example is: to gain 50 new customers every month for 12 months, or, to increase brand awareness among business owners in Newcastle by 50% within 4 months. Most importantly, you need to understand where you are now and how you will measure whether you achieved those goals.



52. Marketing Plan

Now that you have your goals and you know what you want to achieve, you have to figure out how you will achieve these goals. Will you use social media? Print advertising? Update your website? Start a blog? Decide on the channels you will use, and create a Gantt chart of deadlines, tasks and milestones to help keep you on track. [Here](#) is really easy to follow guide to creating a Gantt chart in Excel.



53. Print

As a print business, we at [Tradeprint](#) believe we should use only the best materials to promote our business. After all, if we don't value a 3D spot UV varnish with metallic paper and matt soft touch lamination business card - then why should our customers? Plus, it's a great way to show off the high-end products you provide. So think long and hard before sending your promotional materials to print. Is there a more creative way, or a more luxe product you can use?

54. Website

If you haven't already created a website, it's time to seriously think about setting one up. It's the perfect location to gather all your business information, your contact details, product descriptions and samples of work. With a simple but well-designed web page, you are easier to find by prospective customers.

For those of you with a website already, evaluate its performance using a tool like Hubspot's [website grader](#). Your website should be visually appealing, easy to navigate, it should be mobile friendly, and load quickly.

55. Local SEO

Searchers no longer need to include a geographical location in their local search queries, as Google, Bing and other search engines now automatically show results near their locations. That means it's easier than ever for local people to find local businesses online. So you should ensure your website is easy to find by optimising for local search. Here are two ways to improve your search engine ranking locally:

- Ensure you utilise and optimise local business listings like G+, Bing Places and Yelp.
- Encourage your best customers to review your company on websites like Trustpilot and Facebook reviews.

It's easier than ever for local people to find local businesses.

56. Growing your mailing list

A mailing list is a valuable tool for marketers. It contains the contact details of people who have opted to receive information from you: they are engaged and they want information! To grow your mailing list, ensure there is a sign-up button on your website and promote your e-mail marketing on your social media channels and your promotional literature. However, make sure you follow the law and only contact people who have opted in, only send them what they signed up for and never pass their details on to third parties.

57. E-mail marketing

A monthly newsletter is a great starting point. A monthly round up of your business news is perfect for sending to those dedicated fans who have opted in. Inform them of any business news, staff changes, new products, and link to any new blog content or videos you've created.

Keep them visually appealing with a consistent design to complement your branding. Include your contact details so your readers can provide feedback and comments.

Once you have this running consistently, think about introducing a new series. Maybe a monthly product focus, suggestions on how to use your products, an alert when you post a new blog, whatever will work for your business and interest your customers. Just keep them consistent in terms of design and the times when you send them.

58. Blogging

If you have your own website, a great way to boost your Search Rankings and keep your visitors on your website is to add a blog. You can set one up for free using [Wordpress](#) and host it on your current website.

Post once a fortnight at least, and more if you can. Start by posting general business and product news, then branch into other topics. Talk about business news in your local area, discuss developments in the printing world, evaluate new print products, and show off your more impressive work. There are heaps of things you can talk about, and if you do some keyword analysis first, you can make some serious gains in your SERPs (search engine results pages).

59. Social Media

Before you join any social media channels as a business, you should first evaluate whether it will bring any value to you. Check if your customers and competitors use that channel, and if not, you might be wasting your time. Once you've decided which channels to join, choose a handle wisely and as closely to your business name as you can. Use your branding consistently across all channels, so followers are clear they are on the correct page.



Try to stick to a consistent post plan, posting at least a few times per week, but as often as your time allows. Don't focus on sales messages, as people generally won't choose to follow you to receive a stream of advertisements. Instead, bring value and engage with your followers. Create a personality for your social voice to ensure you talk to your followers like real people. Grow that trust and engagement and your customer base will grow with it. And remember to follow relevant people who may be interested in your services too!

60. Social Media Advertising

To ensure your social media posts are reaching their intended audience, and to help you reach new audiences, you can promote your posts. This is a fairly inexpensive form of advertising compared with traditional print and other forms of online ads. Plus it's highly targeted and easy to measure, unlike its traditional counterparts.

Generally, regardless of which channel you choose to advertise on, you can completely customise the type of ad you want to run. You can increase followers, gain reach to raise brand awareness or measure engagement. Choose an appropriate message and

accompanying image, then use the audience targeting to ensure you only target potential customers. For example, you can choose to target people who live in your area who own their own businesses, or who work as graphic designers. You can also choose a budget, so your advertisement costs no more than you'd like it to.

Find out which hashtags your customers and competitors use and use them too.

61. Using LinkedIn Groups

LinkedIn Groups offer a fast way to source potential new customers. Search by industry and location to find suitable groups, then start networking. This is the perfect forum to share your blog posts, ask market research questions and provide answers to print related questions.

62. Twitter Hashtags

Hashtags are used to categorise tweets, and it is recommended you use just one or two per tweet – so use them wisely! Find out which hashtags your customers and competitors use and use them too. Find out if any Twitter groups are live in your area and which hashtags they use. There are “Twitter Hours” where likeminded people have a discussion at a set day and time each week using a hashtag to follow the conversation. And if there aren't any in your area, then set one up!

63. Evaluation

With all the hours you've been putting in to your marketing efforts, it's important you see progress. So make sure you track those goals you set up at the beginning of this chapter. Whether it's weekly or monthly, make sure you congratulate yourself when you discover something that works. And when you discover something that doesn't work, move your efforts elsewhere.



07 | Outsourcing

In this final chapter, we explore how outsourcing work to freelancers and trade printers can help grow your business without adding any additional costs.

64. Working with freelancers

Expand your product range by offering add-on services, such as design, marketing and direct mailing. To hire a team to complete this work would be a large investment, so hire freelancers to take on the work until you've built up enough demand.

65. Sourcing freelancers

Freelancers often advertise their services online. Try a website such as [Fiverr](#), where freelance creatives offer their services for \$5. Or alternatively, source a freelancer from your local area. However you source your freelancers, build a relationship with them so you can rely on them to complete your work within the specified timeframe. Make sure to work with more than one person, so you have a trusted supplier when you are particularly busy or to cover holiday periods.



66. Working with trade printers

Similarly with having adequate reliable freelancers, it's sensible to have adequate print support too. If you are going through a particularly busy period, if you receive an unusually large order, or if your customer asks for a special finish you can't provide, do you turn away the business? Not if you have a reliable trade print partner. Being a reliable printer for your clients will help to gain their trust, so don't let them down.

Do they try to sell directly to your customers?

Not only that, but outsourcing provides you with instant access and a minimal risk option to grow your business. Place the print responsibility over to a hired printer, and free up your time to focus on other things, like growing your business, sales, and customer care.

67. Sourcing a trade printer

Choosing a trade printer doesn't have to be difficult. Ask yourself these questions to ensure a lasting and beneficial relationship:

Pricing: Are they giving you a good price to ensure you can still profit from the job?

Turnaround times: Do they turnaround work quickly enough so you don't let down your customers?

Packaging: Can you save time by sending direct to your customer? Do they use white label packaging so your customer won't know you outsourced the work?

Customer service: Will they provide you with regular updates on your orders, so you can feedback to your clients?

Customers: Who do they sell to? Do they try to undercut you and sell directly to your customers?

Relationship: Can you build a meaningful relationship with them?

How Can Tradeprint Help?

We pride ourselves in being the best choice for high street printers to outsource their print work.

- We offer a next day service on most products, and we can send directly to your customers in our white label packaging – they'll never know the job came from us!
- You can try new products without any risk. Try new finishes, folds, or completely new products without paying set up costs or investing in new machines. You'll only pay to print the orders you receive.
- Our prices are among the lowest in the industry, and printing with us might actually be less expensive than printing the work yourself, especially if you would need to invest in new equipment.
- We specifically target print resellers, never the general public, and we actively support the industry.
- With a Customer Success Team and local Print Coach available by direct dial, you talk to the same people every time who know you, your business and your industry.

Visit Tradeprint now

And finally...

68. Celebrate and say thanks

When you hit an important business milestone, or hit those goals you've been working hard at, reward yourself, your team and your customers. Host a party at your office for your top clients and use the opportunity to maintain their loyalty.



Conclusion

We hope you are now equipped with all the advice you need to start growing your print business.

We would love to hear how you're progressing, so please send us any questions, feedback and details of your success!

If you have any feedback on this e-book, we would love to hear it! Please contact the Tradeprint Marketing team on marketing@tradeprint.co.uk.

If you'd like support from your Print Coach to action any of the advice in this e-book, please contact them directly on:

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*You'll find practical advice
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customers, improve your
sales techniques, maximise
marketing opportunities and
outsource for success in this
comprehensive guide.*

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