

# PROFITABLE PRINT RELATIONSHIPS

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## The Successful Print Sales Circle

### Print Product Inspiration Podcast 5:

#### Design and Copywriting

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Hello, and welcome to episode five of the Print Product Inspiration Podcast. And this month we are going to talk about design and copywriting and the best ways to sell these. Again, you may have similar services that aren't design and copywriting. If you're selling add-ons to your print services, then you should listen to this podcast. You will get some great ideas from it. We need to remember that these days, the average piece of print is a commodity. There's a lot of online printers and a lot of trade printers, all selling brochures, business cards, leaflets, all the standard print products. There's lots of prices for all these products online. So people are used to buying online. They're used to searching for the best deal and they've become conditioned to buy on price.

And sadly, that's also spreads to many other areas in print now, because people have been price checking online, thinking of their print as a commodity. Even when there's a product that isn't available online, people are still conditioned to shop around and try and get the best price. So how do we change this? One of the best ways to do this is to sell add on services. And today I'm going to focus on design and on copywriting. Often when we sell services like these, particularly creative services, we change the relationship. It becomes stronger. People become more loyal when they think they're buying something that isn't a commodity. And design copywriting that still felt to be a creative service where the person behind that design or those words matters and not everyone is equal.

So therefore it is possible to achieve better profit margins. I will see that as I take you through the podcast. So why should people pay more for a designer or for a copywriter? Well, it is all about trusting that individual and thinking that they are worth more than some of the other people that are around. Of course, these days, it's very easy to go to a site like Fiverr and find a cheap designer, a cheap copywriter, but will they be any good? Do they really understand your needs and your requirements? Because it's a totally online transaction. It's very hard to get an insight into the person who is offering those services and to get a fair idea of whether they're going to be right for you. Sure, they may do some great services, but are they right for you, your company and your company's culture.

So how do you get people to trust the individual when you're selling design and copywriting services? I think there's three ways to achieve this. The first is all about the process of design or copywriting. What is it that your designers and copywriters do that other people don't? And actually remember that they may be doing something that's completely different to other people in the marketplace. It's just that you're going to shout about these processes and persuade your prospects and customers to trust them and want to use you, because they know about this process that you've told them about. So ideas for this, maybe in terms of design, it may be the fact that the designer has a call with you first to understand your company culture, or does a certain number of looks.

And it may be just a standard mood board that is supplied free of charge, where people go, "This is what I like. This is what I don't like." And the designer immediately gets off to a much better start and understanding what's right for you or your company. Another way to look at it in copywriting is that I actually write my copy along some psychological lines of reading. So I understand the different learning styles that are there, and I understand what copy triggers each of those learning styles. And I make sure that all my copy actually covers all those learning styles. And that's something that many copywriters don't understand they're not able to offer, or if they do, they just don't talk about it.

So think about the process, talk to your copywriters and designers, ask them what they do. And together come up with something that it's worth really talking to prospects and customers about. The second reason why people might pay more and trust that designer and copywriter is because they've got market knowledge. Which would you sooner have? A copywriter who understands the printing industry or a copywriter who's just a generic copywriter? I think most of you will be prepared to pay a little more for the former. And it's the same with your customers as well. If they are an estate agents and you can go, I've got a designer, who's worked with 10 different estate agents, or I've got a copywriter who really understands your state agency industry. Then suddenly you have a massive advantage and you are able to charge more.

And finally people like to hear about results. So if you can say, "The last time I designed a leaflet," or, "The last time I wrote some copy, here are the results my customer had." That's much more powerful than just offering generic copywriting or design. So think about what you have done in the past. Talk to your customers about the results that they saw in their business. Once they'd used your copywriting or design services, and you can use those to make a case study, but certainly to talk about in your sales. So the second strategy that I'm going to talk about when we're looking at selling these types of services is to go back to what we were recovering in last month. And again, it's really important to productize. In this case, it's not so much about a lack of understanding of what people are buying as it was last month in the software solutions.

Instead, it's the hourly rates, which doesn't really work for anyone. And if the hourly rate goes wrong, there's one of two results. Either there's a client that's annoyed because you took longer than you said you would and therefore they feel they have to pay more than they were expecting. Or alternatively, you spent longer, but you stick to your initial quotes and you're making much less of a profit if any profits, because the customer changed the goalposts. And neither of those outcomes is good. So if we set up a product, we're able to set some clear boundaries and help people understand what they're getting, what they should expect and when it's time to pay more. So for example, when I create an article for a client, I will tell them that they will get an article and it will be

for instance, between six to 800 words. That I will have a brainstorming call with them first for 20 minutes, that I will provide them with an outline that they sign off or they can change the outline.

And then I'll write the article for them. At that point, they are able to have one round of input or amendments and then they get the article. I also cover clearly that, that is unique copy for them to use as they wish and they own the copyright to it. So you can see how I've managed expectations here. First of all, I'm telling people what to expect from my service. And often, they're very reassured by that process. And it's another part in the sales process that helps them decide that they are going to use me and that they are going to pay more in order to use me. Next, I'm actually building in the checks as I go. So if something's going wrong, I'm not finding that I've spent a long time writing an article only to realize that the customer wanted a focus on something completely different than what I'd done.

That's why I have the brainstorming call, that's why I write the outline as well. It means that I can have a sense check with the clients before we go too far down the road. And I've wasted a lot of time doing the wrong thing, but equally I'm letting the client know that they can't expect to come back to me four or five times with amendments. Is once and then it becomes chargeable. Now, it may be that what I offer the client isn't quite what they want. They may want two rounds of amendments. They may want an article of a slightly different length. They may have a slightly different process that they need to go to. And that's fine. The process and what's on offer is always negotiable. But at that point, potentially the price changes as well because the amount of time involved will change.

So having that discussion upfront prevents misunderstandings and prevents that dreaded project creep. And in addition, I always make it very clear that if the client goes outside that scope, I will charge more. And I will warn them if they are going outside that scope and explain to them that they risk having extra charges if they carry on working in the way that they are working. The third strategy I want to talk to you today is all about partnerization. Partnerization may seem a very grand word, but actually all it is, is about using the right partners and being prepared to outsource when the time is right. Now, some of you will have an in-house designer and that's great, but many of you won't have in-house resources, particularly for copywriting. And we should also remember that you may have someone who's very good at taking a client's word documents and scrap of paper and turning it into a piece of artwork, but that doesn't necessarily make them a designer.

There is a difference between an art worker and a designer. And you need to understand and the client needs to understand what you're offering for each project. So probably at some point you will need to outsource for certain projects. And that's great. It's really good. A healthy thing to outsource. What you should be thinking about is building your network and making sure that you have the right partners in place. So if you are going to focus on estate agents or real estate, then have you got some partners in place who understand that marketplace? Because that will make your offering so much more powerful. And guess what? Designers, copywriters and printing companies all need each other. So it's very likely that if you partner with the right copywriters and the right designers, there'll be bringing you new clients and new print work as well. It's a win-win situation for everyone.

The three things I'd like you to think about as a result of this episode of the podcast is how you can persuade people to pay more for this sort of service. The fact that you need to productize. And the

fact that partnerizing can be very helpful as well. So if you liked the idea of selling more copywriting and design services, and I'd strongly recommend it, I think these days many prospects out there don't just want a printer. They want someone who can give them a complete finished item, a piece of marketing, a piece of signage, whatever it is that they're looking for. They want it done completely for them. They don't want to have to juggle more than one resource. They want a one stop shop. So I think that offering that creates a very powerful proposition for your prospects and your clients.

So if you do want to get going with this, I have three action points for you. Number one, it's time to start networking. It's time to start looking for the right partners for you. Even if you have in-house resource, you really should be thinking about broadening your net a little bit and having other people as well. If this really takes off, you may need to outsource because you're too busy. That'd be a great situation to be in. Number two, start creating your products. What are you going to offer your prospects and clients? And if you're focusing on specific markets, then you'll get a sense of what they're buying. Real estate people will need a brochure to show people a property. Retail may need particular signage offerings or leaflet offerings. So start thinking about what's right for the types of clients that you are going to focus on and make sure that you're creating products with a specification that work for you and work for your clients.

And then finally start creating those reasons why people should use you. Start thinking about your processes, your market knowledge, and start thinking about the results that you get for businesses. Because once you have all those reasons ready to roll out for when you're talking to people, again your sales will become much easier and your sales message will become so much more powerful. Now, it may be that this is a new service that you'll be launching to your client base. And we will cover how to launch new services in the most effective way as a sales task later on in the circle. But right now, get going and try selling it anyway. Have fun with it. And I think you'll find that actually, you will begin creating more revenues and more profit margins as a result of this.

I wish you great success with this. I'll be back next month with episode six. We're going to talk about selling change then. Change is a very powerful product to be selling. May seem a strange one, but it's very powerful. So I'll tell you more about that and how to benefit from it next time. I look forward to seeing you then.