

• Where Do Signs Go Horribly Wrong?

Where Do Business Signs Go Horribly Wrong?

How to avoid the 3 most costly and potentially embarrassing sign mistakes

Choosing signage that's just right for your business can be tricky.
Especially when you're shopping for custom signs and banners over the internet.
For starters, you're all alone with no clear-cut guidance.
Just look behind you - *nobody's there to watch your back!*

Why would you need someone to watch your back anyway?
(What is there to be concerned about?)

In a word, *mistakes*.

Certain sign mistakes **can cost you a small fortune** in potential business!
Far more than the price of the sign itself.
So which sign mistakes are we referring to exactly?

Let's start with the big 3

The 3 core ingredients you shouldn't take for granted, *not even for a second*

It's all too easy to take the basics for granted because they seem, *so terribly basic*.
However, there's a bit more to getting the right signage than meets the eye.
It's a balance of both **art & science**.

The science has been instrumental in developing some exceptionally durable sign materials

Over the last 23 years, I've worked with hundreds of different sign materials.
I've studied them up close and personal.
So I know the properties of these materials like the back of my hand.
Their good points *and yes*, their limitations too.

I've seen first hand which sign materials **fade** entirely too quick.
And which ones have withstood the test of time.
Certain sign materials can withstand these harsh conditions for up to 20 years:

- ✓ **The damaging UV rays of the sun**
- ✓ Sub-freezing temperatures
- ✓ **Scorching heat**
- ✓ Snow & ice
- ✓ **Heavy rain**
- ✓ Saltwater conditions
- ✓ **Strong winds**
- ✓ And even the occasional hurricane here on the coast.

Plus, we know which materials are ideal for corporate quality, **interior signage**.

How can YOU put my 23 years of specialized knowledge and real-world sign experience to practical use though?

Here's how ...
We are truly fortunate to have an unusually bright programmer on staff.
Plus, he's one heck of a nice guy with a surprisingly funny & quirky sense of humor!
A genuine pleasure to work with.

One day, he was showing me a new gizmo on the computer.
And this question suddenly popped up in my head ...

“ *I wonder if we could create an automated program that would help our clients select the right type of sign material, for their particular situation?* ”

So I asked our resident computer wizard if he could develop such a program.

“Yeah man, of course! No problem!”

And the idea to develop an automated, [sign material selection guide](#) was born.

So what exactly can this Sign Material Selection Guide do for you?

Unfortunately, choosing the right sign material is *no easy task*.

There are literally hundreds of options to choose from.

And it's pretty likely you don't have direct experience with the majority of them.

As a result, you have **no way of knowing** how durable they are, *over time*.

The sole purpose of this automated guide is to help you **simplify** your sign decisions.

To give you **solid recommendations** based on my cumulative insight & experience.

And to help you **pinpoint** the best type of material to use for your particular project.

(Even though I'm not there with you, in person).

How does the automated, Sign Material Selection Guide work?

The sign selection wizard starts by asking you a couple of questions.

Absolutely no personal information is required though.

The questions are super quick n' easy to answer from the drop down list.

So quick in fact, most people are done in **under** 33 seconds!

These questions are identical to the questions I would ask you in person.

By answering the questions, the wizard will automatically generate my top recommendations.

Plus, you'll see detailed information about the recommended materials so you can reach your own conclusions, *easier and faster than ever before*.

Where is the Sign Selection Wizard?

You can [Click Here](#) to navigate to the Sign Selection Wizard on our website.

For now though, ***let's avoid the 2nd biggest mistake in signage ...***

Choosing the wrong size!

How to avoid choosing the wrong sizes for your new signage

When it comes to choosing sizes, most people seem a bit lost.

I can see it in their faces.

They just don't know how to go about it mathematically.

So they take their best guess and hope the sign will turn out okay.

However, hope is not a strategy.

Here's a strategy you can use right now to properly size your new signage

Think backwards!

That's right.

If you want to size your new signage properly, it should be "reverse engineered".

Don't worry, it's easy to do, once you learn this simple secret.

The secret is to size your letters first, *BEFORE* you size your sign

After all, people don't read signs.

They read the words displayed on signs.

But only if the words are easy enough to read at a glance.

If the letters are too small or too difficult to read, most people just won't bother.

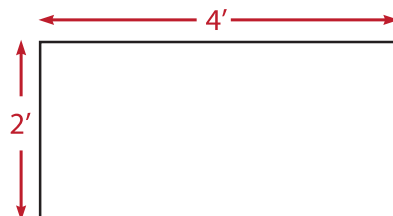
So focus on choosing the size of your lettering, *first*. And then fit the sign - to the size of the letters.



"Size the letters, first"



"And then see what size the sign should be"



"Instead of guessing what size the sign should be"



"And then force fitting the letters to fit within the edges of the sign"

Which factors determine how big the letters should be?

There are **two primary factors** that determine what size the letters should be. Of course, there are important secondary factors to consider too. And you'll have the opportunity to learn about those in our advanced guide. But to keep things simple and on point, here are the two primary factors:

1. Distance
2. And speed (for signs to be viewed by passing motorists).

First, you need to know the viewing distance

The viewing distance equals **how far away** you want your sign to be readable. Yes, I know it may take you a few minutes to determine the distance. But guessing is outright gambling. And there's no point in taking an unnecessary risk here.

Once you know the distance, we have a new type of calculator you can use. Specifically, it's a **Letter Sizing Calculator**. (Another handy tool thanks to our computer wizard!)

This Letter Sizing Calculator is based on a joint research project regarding letter visibility by:

- The Pennsylvania Transportation Institute
- Penn State University,
- And the United States Sign Council (USSC).



In other words, there's no need to guess at sizes anymore!

The Letter Sizing Calculator simplifies the math for you

Here's an example. Let's suppose you need a new sign for your business. And you are going to be placing this sign directly on the building. How far away do you want potential clients to be able to read your message?

For this example, let's assume you need the sign to be readable at least **60' away**. The Letter Sizing Calculator will automatically show you 2 sizes:

1. The **minimum size** the letters have to be to be readable
2. Plus the size **recommended** for optimal visibility.

In this case, the minimum readable size is a 3" tall letter. And the size recommended for optimal visibility is a 6" tall letter. *(For added advertising impact, businesses often go even larger!)*

This is the first Letter Sizing Calculator

[Click here to calculate your text size](#)

All you do is put in the viewing distance. And the calculator will automatically show you how big your letters should be.

The speed of oncoming traffic is another factor that affects letter size

So here's another example.

Let's suppose the speed limit on your street is 45 MPH.

And you want your message to be readable for 3 full seconds by passing motorists.

A car traveling at **45 MPH** for **3 seconds** equals a viewing distance of **198 feet**.

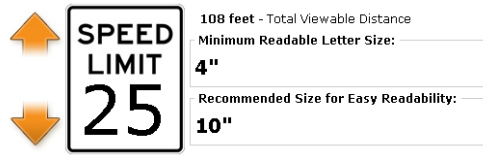
Again, the Letter Sizing Calculator will automatically give me 2 sizes:

1. The **minimum size** the letters have to be to be readable
2. Plus the size **recommended** for optimal visibility.

In this case, the minimum readable size is a 6" tall letter.

And the size recommended for easy readability is a 19" tall letter.

Here's another Letter Sizing Calculator which takes *speed* into account



[Click here to calculate your text size](#)

All you do is choose the Speed Limit on your road.

Plus, how many seconds of visibility you want.

And the Letter Sizing Calculator will do all of the math for you!

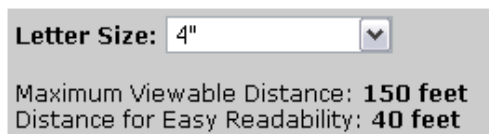
How far can you read a 4" tall letter?

Or any other size letter for that matter?

To find out the answer, just select the size from the drop down list below.

This 3rd version of our Letter Sizing Calculator will show you 2 things:

1. The maximum readable distance of that letter
2. And the size recommended for easy readability.



[Click here to calculate your text size](#)

How do you use this letter size information to design your sign?

For the main text, consider using the size recommended for easy readability.

(Or larger). And then you can go as low as the smallest size recommended for the rest. It's all according to the purpose of the sign. And what you want it to look like.

Our SignMagic Online Design Center shows sizes, automatically.

Or we can create a design for you based on your size requirements, *complimentary*.

And that brings us straight to the 3rd most costly area where sign mistakes are made ...

The area of Design.

I have a confession to make.

Even though I've been in the sign business for 23 years, I'm **not** a great designer.

In fact, I can barely draw a straight line with a ruler!

However, I've become an *excellent critic*.

I can look at almost any design and tell you *exactly* what's wrong with it.

And then what needs to be done to fix it.

Fortunately, you don't need a "*trained eye*" to spot these design mistakes.

Once you know what to look for, they stand out like a **throbbing red, sore thumb!**

Here's a handy resource so you'll know exactly what to look for

It's called the "*12 Secrets of Highly Effective Business Signs*".

The "*12 Secrets*" addresses the 12 most common design mistakes, head on.

And in the very back, you'll find a handy 12-point checklist.

Use this checklist to make sure your design is just right.

Before your sign is made.

A **\$49.95 Value**, the "*12 Secrets of Highly Effective Business Signs*" is yours free.

With our compliments!

Get your own advance copy today, while this guide is still free!

Warm regards from the south,



Tim Harrelson

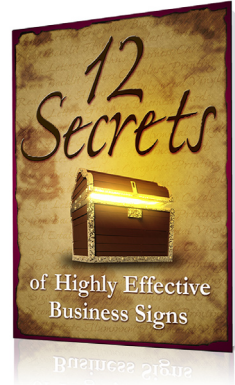
Head SignChef

www.TheSignChef.com

1-800-899-6272

P.S.

Forwarding this report to other business professionals you know is a thoughtful gesture. They'll be grateful you cared enough to take a moment and send it to them!

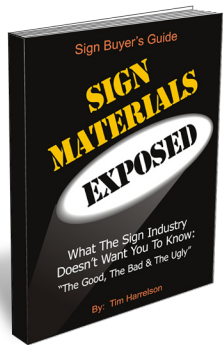


[Download](#)
["12 Secrets of Highly Effective
Sign Design"](#)

Free Bonuses

Yes, practically everyone likes getting something for free.
Especially when that something has real value.
Inside these special reports, you'll discover valuable information.
Information that can help you avoid making expensive sign mistakes.
And give your business a sharper, competitive edge for years to come.

I've also included marketing reports exclusively designed for small businesses.
One of these reports actually turned my thinking about marketing **upside down!**
This key insight made a profound difference in my own small business.
I hope it does the same for you too.



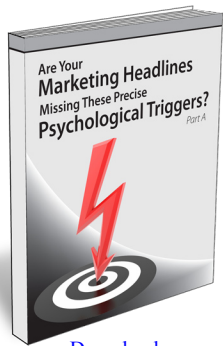
[Download](#)
["Sign Materials Exposed"](#)

Why Do Sign Companies Only Tell You The "Good Stuff" About Signs?

How can you make an informed decision with only half the facts? This Sign Buyer's Guide will open your eyes with insider information never before revealed.

You'll see *"the good, the bad & the ugly"* about all the popular sign materials. Armed with this knowledge, you'll be able to confidently decide which type of sign material is best suited to meet your unique, individual needs.

A **\$29.95 value**, download your own copy of the [Sign Buyer's Guide](#) free for a limited time, with our compliments.



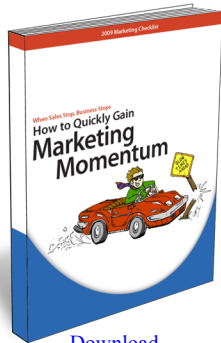
[Download](#)
["Marketing Headline Report"](#)

Are Your Marketing Headlines Missing These Precise Psychological Triggers?

How to write compelling headlines that will grab your clients' attention every time.

"Why should I care about writing headlines?", you ask. Headlines aren't just for newspapers and *CNN Headline News* anymore. You can put the power of headlines to use right away in all of your marketing pieces including your website, brochures, advertisements, e-mail correspondence and yes, *even your signs*.

If you download only one report, this is it. A **\$59.95 value**, these secrets to writing [Attention Grabbing Headlines](#) are available free, with our compliments!



[Download](#)
"Marketing Momentum"

How To Quickly Gain Marketing Momentum

When Sales Stop, Business Stops!

So keeping your marketing engine humming along is kind of important. Let your foot off the gas for even a second and you could lose momentum. And that can be dangerous. Especially during these times of economic uncertainty.

So here's a list of marketing options and ideas to ponder. This list is a great brainstorming and goal planning tool. It can help you clarify how you want to promote and grow your business. You can [download](#) it now, with our compliments.



[Download](#)
"Biggest Marketing Problem"

Are Your Business Solutions Your BIGGEST Marketing Problem?

Sales and marketing professionals are often taught to emphasize the features, benefits and solutions their product or service provides. But how and when should you address your clients' most pressing problems?

This eye-opening report turned my thinking about marketing **upside down**. And it's yours now just for the [clicking](#). So clickity clack and e-mail me back with your feedback. I'd love to hear from you!

This Report Courtesy of



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