

AUGUST 2022

npsoaTM magazine

Do/Don't Leave a Voice Mail

Page 5

THE PRINT & SIGN OWNER'S MAGAZINE OF
INDUSTRY NEWS & UPDATES



KONICA MINOLTA

RETHINK WIDE FORMAT

SUPERIOR IMAGE QUALITY AND HIGH PRODUCTIVITY **WIDEN YOUR BUSINESS OPPORTUNITIES**

At Konica Minolta, we are constantly looking for ways to help you expand your offerings. Our AccurioWide Hybrid UV LED Wide Format Inkjet Printers are built for reliability and productivity, with superior image quality for outdoor and indoor jobs. It's the versatile printer that helps you increase your job applications — and fuel your business's growth.

FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

hoeyp@kmbs.konicaminolta.us | 978-760-2472

**RETHINK
PRINT**

Learn more at
ReThinkPrint.com

ACCURIOWIDE



COLEX CUTTERS



Inside

| | |
|---|----|
| Do/Don't Leave a Voice Mail | 5 |
| 3 Ways to Use Social Media to Increase Your Print Sales – Why You Should Think Different | 8 |
| Participationem | 9 |
| Online Storefronts for Printers Increase Opportunity | 10 |
| Preparing for Transitioning Your Business | 12 |
| You Can't Fix Stupid | 14 |
| Direct Mail & Digital Marketing – The Peanut Butter & Jelly of Advertising Success | 16 |
| Three Big Problems in Justifying Equipment Purchases | 18 |
| Web-to-Print Marketing: Strategies for Enhancing Value and Driving Revenue Growth | 21 |
| Upcoming NPSOA Webinars | 25 |
| Creating the Ultimate Buyers' Journey for Your Print Buyers (Part 2) | 26 |
| Don't Miss Out: SECURE Act Tax Credits & 401(k) Plan Features | 28 |
| It's Not Always the Money | 30 |
| How you Say It Part Two: Over the Top | 32 |
| NPSOA Quick Web Links | 35 |
| 5 Steps to Effectively Marketing Your Business | 37 |



45969 Nokes Boulevard, Suite 120, Sterling VA 20166
1.888.316.2040 • www.npsoa.org



NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donate funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer an opinion of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2022 National Print & Sign Owners Association.

Board of Directors

Nathaniel Grant, *Chairman*

GAM Graphics and Marketing

45969 Nokes Boulevard, Sterling, VA 20166

703-450-4121

nathaniel@gamweregood.com

Kevin Hebert, *Vice Chairman*

Education and Events Committee Chair

St. Charles Printing / FASTSIGNS

Boutte, LA

985-785-0727

kevin@stcharlesprinting.com

Daniel Flatt, *Secretary/Treasurer*

Listserve Committee Chair

Multi-Media Services

Corning, NY

607-936-3186

danf@mmsny.com

K. Scott Schoppert, *Director*

Membership Committee Chair

Printing Impressions

Martinsburg, WV

304-267-7327

scott@printing-impressions.com

Randy Herron

Immediate Past Chairman

Herron Printing & Graphics

Gaithersburg, MD

301-990-3100

randy@herronprinting.com

Board of Advisors

Deborah Corn

Intergalactic Ambassador to

The Printerverse

Print Media Centr

o. 727-329-8520

m. 917-673-0918

deborah@printmediacentr.com

View the rest of this magazine by becoming
an NPSOA member.

JOIN HERE!

