

# “Signage: Your Voice on the Street”

## U.S. Chamber of Commerce

You've probably received a lot of helpful advice on writing your business plan, getting a loan, how to comply with the law, and even how to handle customer relations. But, until now, you probably haven't received any information about why you need a sign for your business or how to get the sign you need.

Surprisingly, the value of on-premise signage has not been fully realized by the small business community. Most owners barely think of signs at all. If they do, they are an afterthought, a necessary expense but one that is rarely part of the budget.

By contrast, merchants who do understand the value of signage view it as an investment that will pay a return many times over. They know that a well-designed, well-placed sign can generate huge profits. And when signage is part of an overall marketing strategy, the increase in revenue is even more profound.

In fact, the U.S. Small Business Administration says signage is the least expensive, yet most effective form of advertising available to you. It can be responsible for half of your customers - that's right 50%. And many loan companies think signage is so important that if they don't see it included in the budget, they won't issue a loan.

So, what are the elements of good signage? What do you need to know before buying a sign? Where do you get one? How can you reap the benefits signage offers? Most importantly, how can you maximize those benefits for your business?

First and foremost, signage can no longer be an afterthought. Businesses can't afford to just “hang up a shingle” or throw up some plywood with painted letters. In order to compete in today's competitive marketplace, you must think of your sign as a sophisticated, powerful marketing tool. It should work for you 24 hours a day, 7 days a week, 365 days a year, creating the first impression of your business, telling people who you are, where you are and what you offer.

In short, your sign is your voice on the street, communicating with passing motorists, convincing them to come through your doors and do business with you.”

**THE POWERFUL INFORMATION ABOVE WAS QUOTED AS A TESTIMONIAL  
CONFIRMED BY INDEPENDENT U.S. SBA, AND U.S. CHAMBER OF COMMERCE  
DOCUMENTED STUDIES.**

**The SBA suggests that up to 50% of sales come from signage and 85% of sales come from within a five mile radius. It also states that 89% of businesses fail due to improper signage.**

Copied from [http://www.factorydirectled.com/led\\_reports.html](http://www.factorydirectled.com/led_reports.html)

8-9-10 By ScullyDesign.com