

The How and Why of Creating a Road Map for Your Print Business

Have you ever gone on a road trip without a plan?

I'm talking no destination, no starting place, no clothes for any particular climate... really, no plan at all. The kind of road trip where you get in the car and start driving, figuring out which direction to head as you go.

Unless you are a true "free spirit," I imagine this would be pretty unusual. Yet more and more, I meet business owners with no idea where they're heading with their business.

Instead of having a plan, these business owners keep coming into the office and putting out fires, doing whatever they do every day, hoping for new orders and new customers to come in.

Busy vs. productive: There's a difference

If I'm being honest, and I am, this describes how my dad and I ran our business in the early days of Brandywine Printing.



We were super busy all the time, but we weren't always happy with the work we were doing. We didn't realize that if we could just get organized, we would be able to accomplish more with less effort, and our "busyness" would be productive and, therefore, more profitable.

But as the saying goes, "You don't know what you don't know."

I was aware that there were companies that had their act together more than we did, but I just assumed that they had

more employees or their style of planning didn't apply to our tiny company. At some point in my entrepreneurial journey, I realized that a company is never too small to plan.

One of the most important things that I learned along the way is you need a map. Here's how you draw one.

How to create a map for your print business

Laying out a road map for your business

is easier than you might think. In fact, you can break it down into four steps:

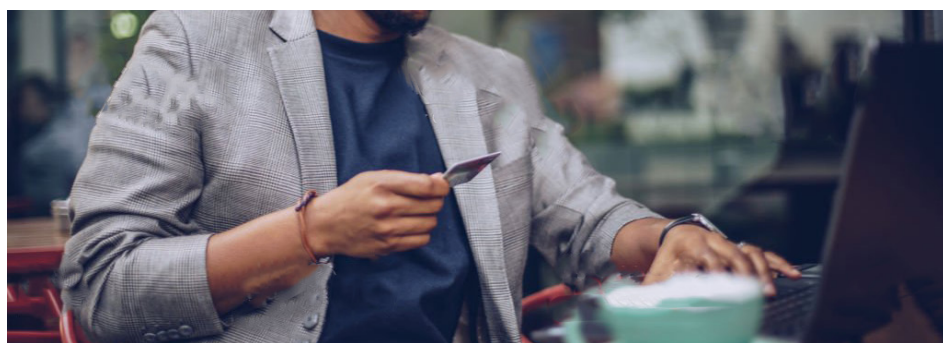
1. First, identify your most profitable, easiest-to-produce product or service.
2. Then, identify who needs that product or service and what type of customer you enjoy doing business with.
3. Next, identify the type of customer you want to avoid doing business with and determine if there is a product or service you can eliminate to avoid doing business with those customers.
4. Lastly, identify the pros and cons that you may encounter when selling your product or service to both of these types of customers.

Once you have figured all of this out, the hard work starts. You've got to figure out how to say all of this in the shortest possible way.

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BUSINESS MANAGEMENT

Choosing Your Payment Processor



Select a Partner, Not a Vendor

If you intend to run an eCommerce website, one of the most important decisions you'll have to make is selecting your payment processor. Payment processing gives your customers the option to pay by debit or credit card, authorizes their payments and manages their payments for your store. As a result, payment processing is an essential part of doing business online. The big question here is: Which payment processor should you choose? To answer that, let's go over four key factors you need to consider.

1. Processing costs

When deciding between various payment processors, it's tempting to opt for the one offering the lowest prices. However, there's more to processing costs than just the monthly fee. Be sure to look at:

- **Interchange:** The fee charged by your customer's bank
- **Markup:** The percentage charged by the merchant bank

- **Processing:** The transaction fee charged by the payment processor
- **Assessment:** The pre-negotiated percentage charged by the credit card association

Before choosing your processor, keep all of the above fees in mind. Then base your decision on the value and volume of your transactions. For instance, if you're processing many high-value transactions, opt for a processor that charges a low transaction fee.

2. Customer service

Between POS terminals, credit card software and transfers of funds, payment processing contains a lot of moving parts. It's reasonable to assume that some things may go wrong.

If that happens, you'll want a good customer service team on your side. They need to be accessible, friendly and helpful. For every payment processor you consider, check their reviews and testimonials to find out more about their customer support. You can test them out

as well – find out how easy it is to get in touch with them and how efficient their service is.

3. Payment options

Many people don't have a credit card or don't want to use it online. In this situation, having the option of bank or debit transfer will increase the chance of them completing an order.

This is why you should find a payment processor that lets you pick the types of services you can offer to your customers without any restrictions. By providing multiple payment options, you allow every customer to find one that matches their preference. Having several payment options also helps you extend your reach and provides a boost to your customer interactions.

4. Future-proofing

Credit card processing is a fast-changing industry. Over the next five years, there's a good chance you'll need to adapt your payment methods to create a better customer experience.

For example, let's say you have the standard in-store payment experience where customers pay at the counter. In the near future, you may want to incorporate online shopping, curbside pickup, telephone orders and more. A good payment processor will allow you to stay current with new technologies while keeping the payment processes simple for your staff.

Source: MONA Solutions

MEMBER NEWS

O'Neil Printing is Expanding

O'Neil Printing, a 114-year-old print solutions organization based in Phoenix, Arizona, is excited to announce the acquisition of two marketing and promotional product companies. Effective July 2022, Typography Unlimited (TUI) and Artcraft are now O'Neil companies. TUI focuses on print, marketing and promotional products, while Artcraft (previously acquired by TUI) is a leading promotional products consulting firm.

"I look forward to creating new value for all of our O'Neil, TUI and Artcraft clients," says Simon Beltran, O'Neil Printing's President and Chief Revenue Officer, pointing out that all three businesses share the same core values of Collaboration, Service, Trust, Enthusiasm and Integrity.

For more information about O'Neil Printing visit www.oneilprint.com.



PIASC SILVER, GOLD & PLATINUM AWARDS

Every year PIASC honors businesses which have been members for 25 years with a Silver Award, those that have been members for 50 years with a Gold Award, and those that have been members for 75 years with a Platinum

Award. Unfortunately, for the third year in a row we have had to put on hold the awards ceremony due to the need to keep everyone safe during the COVID-19 pandemic.

SILVER

25 YEARS

- Acuprint
- Advantage Mailing LLC
- Allegra Marketing
- Business Data Incorporated
- Cinegraph Communications, Inc.
- Coffey Communications, Inc.
- Comprehensive Print Group dba Kenny the Printer dba Westprint
- Edwards Label
- Fineline Printing
- Goodway Print & Copy, Inc.
- G&V Printing
- Hannan Products Corporation
- Imperial Printing & Paper Box Mfg. Co.
- Kain Printing
- Markzware Software, Inc.
- McGee Technologies Inc. dba OptifiNow
- Nonstop Printing, Inc.
- PGI Pacific Graphics, Inc.
- Premier Press
- Print Trade Publishing, Inc.

Printing Trade / The Paper Spot
The Johnston Group
Unique Image, Inc.
Victory Web & Graphics
Vision Graphics, Inc.

GOLD

50 YEARS

- Color Incorporated
- GraphicType, Inc.
- Printco Graphics, Inc.

PLATINUM

75 YEARS

- Brunette's Printing Service, Inc.
- Taycal
- Typecraft, Inc.
- Typographic Service Co.

UPCOMING WEBINAR

WEBINAR

Maximize Sales & Profits with Cost Rates Advisor Software

WED., AUGUST 31 • 10:00-11:00 AM • ONLINE



DATE: Wednesday, August 31, 2022

TIME: 10:00 -11:00 am PT

LOCATION: Via Zoom

Free for PIASC members

Producing accurate cost rates is vitally important for your printing organization. After all, if your cost rates are wrong, your estimates, price markups, job cost reports, commission calculations and job profitability reports are wrong, too.

This may sound obvious, but considering the industry's competitive environment, cost rates that are off by just a few dollars can have a substantial impact on both sales and profit margins.

This webinar will demonstrate how you can leverage the Cost Rates Advisor software to determine your costs, increase your sales, and maximize your profits.

Join us to learn how to:

- Determine the fixed costs, variable costs, labor costs and contribution

margin of your equipment and services

- Produce accurate estimates that reflect your true out-of-pocket costs
- Improve your pricing strategy by avoiding low-margin orders and winning high-profit orders instead
- Make use of best practices for updating your cost rates as expenses, employees, wages, workloads, equipment and revenues change
- Reconcile your estimating and costing rates with your company's financials
- Forecast the cost of prospective equipment investments, acquisitions, labor fluctuations or other changes
- Benchmark your labor, manufacturing and overhead costs and rates against other organizations
- Implement new rates without jeopardizing existing pricing and sales
- Receive a 25% discount as a PIASC member

Register at <https://bit.ly/CostAdvisor>.

Continued from front

Below is how we did it at Brandywine Printing.

Step & How To	Brandywine Printing's Example
1. Identify your most profitable, easiest-to-produce product or service.	<i>High-quality marketing materials printed on paper or any type of wide format. Business Cards, Business Forms</i>
2. Identify who needs it and what type of customer you enjoy doing business with.	<i>Businesses, Churches, Nonprofits, Schools, Sports Booster Clubs, etc.</i>
3. Identify the type of customer you want to avoid doing business with and determine if there is a product or service you can eliminate to avoid doing business with those customers.	Brides: Wedding Invitations Parents: Birthday Party Invitations Expecting Mothers: Birth Announcements & Baby Shower Invitations Individual Real-Estate Agents: (they usually want the cheapest option for their marketing materials)
4. Identify the pros and cons that you may encounter when selling your product or service to both of these types of customers.	<i>The customers that we enjoy tend to have a marketing budget and spend a lot more on printing than the individual consumer. They also generally have a graphic designer create print-ready files before they come to us, versus the consumers who just have an idea but no print files. Lastly, the organizations we serve will do a great deal of repeat business with us, resulting in long-term relationships, whereas the consumer-level customers are usually one and done. (Even if consumers referred their friends, it just bred more of the same type of business with the same issues.)</i>

Putting it all together

Once you've taken the time to map out your answers using the table above, you'll want to put it all together and make a paragraph out of your answers, like this:

We print high-quality marketing materials printed on paper or any type of wide format. We also print business cards and business forms for businesses, churches, nonprofits, schools, sports booster clubs, etc. We do not print for brides (wedding invitations), parents (birthday party invitations), expecting mothers (birth announcements and baby shower invitations), or individual real-estate agents (because they usually want the cheapest option for their marketing material). The customers that we enjoy tend to have a marketing budget, and therefore spend a lot more on printing than the individual consumer. They also generally have a graphic designer create print-ready files before they come to us, versus the consumers who just have an idea, but no print files. Lastly, the organizations that we serve do a great deal of repeat business with us, resulting in long-term relationships, whereas the consumer-level customers are usually one and done. (Even if the consumers referred their friends, it just bred more of the same type of business with the same issues.)

Prune and adjust

When a map is too complicated, it's hard to follow. So next, you'll need to prune and adjust your paragraph until you can make it one tight sentence.

We print high-quality marketing materials and business forms for businesses, schools and non-profits. We don't print for consumers at all.

Add your why

In his book *Start with Why*, Simon Sinek says, "Working hard for something we don't care about is called stress; working hard for something we love is called passion."

Your last step is to remember your why. What drives you to accomplish the statement above?

Here is our final version:

Brandywine Printing exists to help organizations succeed by providing them with printed materials that either improve their image or make them more efficient.

This is our Mission Statement.

- It's our road map.
- It's the filter that we use to make daily decisions.
- It constantly reminds us who we serve (and who we don't serve).
- It defines the type of products that we produce, and keeps us away from the products we've decided we don't want to deal with.

Creating a road map for your business is not hard work, but it does take some intentional time and energy. If you do the work of defining these things for yourself and your team, I assure you that you will enjoy your work more than when you had no plan.

By Derek Brooks of Brandywine Printers. Source: marketingideasforprinters.com

CONTACT US

Address:
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040

P.O. Box 910936
Los Angeles, CA 90091

Phone: 323.728.9500
www.piasc.org

Key Contacts

- Lou Caron, President
Ext. 274, lou@piasc.org
- Dennis Bernstein, Commercial Insurance
Ext. 222, dennis@piascins.com
- Evie Bañaga, Employee Benefits
Ext. 224, evie@pibt.org
- Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org
- Rodney Bolton, Human Resources
Ext 218, piasc@hrbizz.com

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HUMAN RESOURCES

Invest Time in Onboarding!



There's nothing like a bad onboarding experience to make a new hire regret accepting a job offer. It'll take a lot of work to restore the employee's trust, if you're lucky enough to keep them.

A good onboarding process provides new employees with everything they need to be successful. They receive whatever tools, equipment and instruction they'll need to do their job. They're given time to read and reflect on company policies. They're given time to get acclimated to the new environment. They're introduced to members of

their team and given time to connect with people in the company they'll be working with closely. Remember that the experience should be reciprocal—onboarding is a time for the company to get to know the new hire better, too. In short, they're given a warm welcome!

As with hiring, always look for ways to improve the onboarding process. Establish a way for newly onboarded employees to provide feedback anonymously.

Source: HR|BIZZ

CLASSIFIEDS

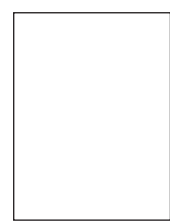
SELLING: 7 boxes Reincarnation 100 Matte Blue White 120# Cover, 300 sheets per box, 26.00 x 40.00, 100% recycled paper; US Paper Counters Bantam-1 with tabber, 2004 model in good condition; Mini Max Oval Strapping machine in good condition. Pictures are available upon request. Call Lane at Wilcox Foil in Portland, Oregon, 503-239-4443.

SELLING: 37-inch Cutter Challenger, Baum Folder, Heidelberg Windmill Press Original Classic. Call Eric at 310-649-5855.

SELLING: Vutek HS100 Digital Press Email Vaz at vkharhayan@justmanpackaging.com.

SELLING: Presstek 34 DI 4-Color Offset Press, Direct Press 5634 DI. Call Cari at 310-787-7774.

Want to place a classified ad? Contact Kristy Villanueva at 323.728.9500, Ext. 215, Kristy@piasc.org.



PIASC
5800 S. Eastern Ave., # 400
Los Angeles, CA 90040

PIASC Events Calendar

AUG 17-19	Americas Print Show 2022 Wednesday-Friday, August 17-19 Columbus, OH www.americasprintshow22.com
AUG 31	Maximize Sales & Profits with Cost Rates Advisor Software Wednesday August 31st Online Webinar https://bit.ly/CostAdvisor
SEP 13-15	Labelexpo Americas 2022 Tuesday-Thursday, September 13-15 Chicago, IL www.labelexpo-americas.com
OCT 18-20	Mail Design Certification Tuesday-Thursday October 18-20 Online Webinar https://bit.ly/MailDesign
OCT 19-21	PRINTING United Expo Wednesday-Friday, October 19-21 Las Vegas, NV https://www.printingunited.com/
OCT 22-23	LA Printers Fair Saturday-Sunday, October 22-23 Carson, CA www.printmuseum.org/los-angeles-printers-fair

For full list of events, please visit www.piasc.org/events

PIASC Native.news

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