

[INTRODUCTION]

**[0:00:02] DC:** Print Buying UKvUSA is a series dedicated to helping printers create stronger, more meaningful, and more profitable relationships with print customers on both sides of the pond. I'm Deborah Corn, founder of Project Peacock and Principal at Print Media Centr.

**[0:00:20] MP:** And I'm Matthew Parker, the Champion of Print at profitableprintrelationships.com.

**[0:00:26] DC:** We may not always agree, but that's when it gets interesting. So, turn up the volume, get out your notepad, and welcome to the program.

[EPISODE]

**[0:00:40] DC:** Hey everybody, welcome to Podcasts From the Printerverse. This is Deborah Corn, your Intergalactic Ambassador. More specifically, we are here with another year of UKv-USA, which means that Matthew Parker is on the other end of this microphone. Hello, Matthew Parker. Happy New Year.

**[0:01:00] MP:** Happy New Year, Deborah. I dare to ask how you are after your recent accident, but I'm glad to see that you're on the meds.

**[0:01:06] DC:** Thank you so much. Yeah, I fractured my arm on New Year's Day. Wee! Happy New Year, everybody.

**[0:01:13] MP:** What a way to start the year.

**[0:01:15] DC:** Yes, it was definitely an experience, but let's hope that it can only go up from here.

**[0:01:21] MP:** Not an experience to be repeated.

**[0:01:23] DC:** No. So, at this time of year, everybody's thinking about the upcoming year, what they're going to do. Hopefully, they've started thinking about it towards the end of next year. But a lot of things are going on in the world. There's a lot of uncertainty. There's a lot of people pulling back on spending. And whenever we speak, and whenever I speak to printers, and even when you hear the analysts and the new business experts speak, the low-hanging fruit is doing more with your current customers.

So, I have been thinking about collaboration as my theme for 2026 because I truly believe we're all in that same pot or in that same barrel of fish, right? And there's bigger fish, and there's little fish. But sometimes like if you think about a pilot fish and a shark, right? A pilot fish is supporting that shark by doing what it does, and it cleans the shark, and it benefits from the scraps that the shark leaves. So they have a relationship. They need each other. But yeah, the shark could eat the little fish anytime it wants. It just chooses not to because it's helpful, and it makes its existence better. Weird example.

But I also read that recently, M&M's and Marvel now have a collaboration. And they've turned the M&M's characters into Marvel characters. The M&M's spokespeople. And I thought that was really interesting. Now, in that case, it's just a matter of people. Yeah, you could say, well, people who see Marvel movies at the theater might buy Marvel M&M's, but it's not even that. It doesn't matter if you see a movie or not. Fans of Marvel are going to buy those M&M's because they're collector's editions or special promotions and all that thing. And I'm sure it will become a fan thing or a stand thing.

So, putting brands to the side, I just started thinking about how business collaborations could be a new opportunity for printers. And it's need-based collaboration versus just "Hey, look at us" collaboration. The reason why I think printers have a real opportunity here is because, first of all, they might already have customers that could be working with each other without breaching confidentiality. They might know that they're sending mail to the same people from all their different customers. They might have a lot of data about people in the neighborhood and what types of marketing and promotions they're getting. But they also have the ability to just go out in the world and look and see where there could be possible collaborations, whether they are doing any work for these businesses or not.

So, the example that I came up with is actually something that's in my own little strip of shops that I always talk about, and my dry cleaner is there, and a new little clothing boutique opened up. And I was like, "You know, if I buy something in the clothing store, there's a good chance I might need it dry-cleaned. And what an opportunity, somehow, for the dry cleaner and the clothing shop in the same place to work together and help drive traffic to each store.

So, you know, if you think about it, they're both part of the same customer journey because one sells items, clothing items that people care about, and the other store helps those items last longer, look better, and is always ready for them when they need it. So, it's the same customer, but you're getting them at different moments of their life cycle, so to speak. And you're not interfering with revenue from either of the businesses. So, that's the kind of collaboration I want to focus on. And printers have a real opportunity to recognize the connections and help bring them to life through print and promotion.

So, Matthew, what is the first step to recognizing a need-based collaboration? And how would you define need-based?

**[0:05:57] MP:** I am going to slightly rephrase your question. Because if we take your example, the clothing store doesn't need the dry cleaner. The dry cleaner doesn't need the clothing store, but there's a great opportunity to bring the two together. Rather than saying a need-based collaboration, I like the idea of an opportunity-based collaboration.

**[0:06:20] DC:** Okay. But I just want to interject one thing. It's the human, the customer. It's their needs, not the stores. The stores just want customers. But in this case, the collaboration, the needs base is focused on the customer, not the businesses. But I accept what you're saying.

**[0:06:36] MP:** Okay. Again, with the customer, I think it's still an opportunity-based collaboration. I go into your clothing store. Let's say the clothing store have done an arrangement with the dry cleaners, and you buy a piece of clothing from that store. And, hey, it's a piece of dry clean clothing. You get 15% off your first dry clean as long as you go to the people down the mall. Brilliant piece there. There's an extra bonus if you buy that piece of clothing. You get a discount on its care, and all three people benefit. The clothing store is able to offer something extra. The dry cleaners gets business that might have gone elsewhere. And the customer feels they're getting

a great deal because they're getting some money off the future keeping of that clothing or the future upkeep of that clothing. I think it's all opportunity-based.

I think that in order to spot those collaborations requires quite a creative mind because many people are siloed in their business, and they go, "How, do I sell more?" But they don't think about those collaboration opportunities. I think it requires people with the right mindset, or at least one person with that right mindset. And it could be as simple as you going down the mall and going to the clothing store, "Hey, you need the dry cleaners. Here's my idea." I'm going to the dry cleaners and go, "Hey, you could benefit from the new clothing store. Here's my idea." It doesn't have to be someone within those businesses, but it has to be someone who enjoys putting together those ideas and going, "How can one build on the other?"

And I love doing that sort of thing personally. I'm always kind of trying to look out – and actually, some of my supplier relationships were what can we do that isn't in the really obvious specification of what we're doing. What can we do to create a more profitable relationship for both of us if we both start thinking along some lines, which aren't necessarily defined by what our current relationship is?

And I think that's where people have to start with. And maybe it's as much as two people having a chat and just going, "Hey, we're both in the clothing business. How can we help each other?" And a lot of the time, I reach out to people on LinkedIn or people in my network, and I go, "Let's have a chat. It might not come to anything, but maybe there's some ideas on how we can help each other."

**[0:08:56] DC:** Yeah. So, I agree with what you're saying, but I would just say that I don't think it's an exploratory conversation to have with any of those businesses. I think you really have to have a structured idea to bring to them and create a collaboration package that can work for everybody. And it has to be simple to understand, structured through using print, obviously. And also, there is going to be some education that is required in order to let everybody know that these two businesses are working together.

In still using the example that I gave of a clothing store and a dry cleaner. So not only does the person who bought the item is told by the retailer that they can go to the store, but there's also a

poster up in the store that makes the offer visible to people. And there's an opportunity to put a little card in the bag from the dry cleaner that's a loyalty card. You said get 15% off your first dry cleaning. And then here's a little stamp. And maybe then you get a discount on buying another item from the clothing store. Whatever it might be, those businesses have to work out what is most valuable. But I think bringing the examples to the businesses is really important. And obviously, you don't want to freak people out and bring a million-dollar idea. I think that there's a ramp-up to it, but we'll get to that next.

So, one other example I do want to bring into this conversation is something that allows you to already bring something more to the table than anyone is doing, and basically get more print business out of those conversations. If we take the same example, we could still leave the clothing store in the mix, but now I want to add a shoe store into it.

Now, a shoe store doesn't really need dry cleaning. But if somebody buys a pair of shoes and those shoes require maybe a new pair of pants, or maybe a shirt, or maybe vice versa, there's a way to bring another business into it. And once you start –

**[0:11:17] MP:** Can I just interject here and just say for the British listeners, the pants in American is trousers, just before we kind of got some really weird ideas of what people might be wearing out on the street.

**[0:11:28] DC:** Okay. What is pants for you?

**[0:11:30] MP:** Well, they're underpants.

**[0:11:31] DC:** Oh, yes. I did not mean that. Thank you for the clarification. Trousers.

**[0:11:37] MP:** Yes, that's the one.

**[0:11:37] DC:** Okay. Thank you, sir. Okay. And now I'm laughing. So, now that we're talking about shoes and trousers, or shoes and shorts, or shoes and a fancy outfit to go out to a banquet to, we're also talking seasonal. Because clothes and shoes are seasonal. So now there's an opportunity to bring a subscription model into these businesses where not only do you help

them just cross-promote, but you help them cross-promote seasonally. More customized, more personalized, certainly knowing about the clothing store being sort of the ground zero of all of this, because they have a lot of information about the clothes that people are buying.

Collaboration packages can be as big and small as you want. Can bring in as many relevant partners as you need. I just think you start slow and start bringing things to the table. But it's got to work for everybody. In my opinion, has to be customer journey-focused, not just that the printer wants to sell to five businesses.

[BREAK]

**[0:12:48] DC:** Get ready to turn up the volume on print. PrintFM is a global internet radio station dedicated exclusively to print and graphic communications, accessible around the clock in every time zone. No more searching across channels and apps. PrintFM brings relevant topical programming from Print Media Centr, Girls Who Print, and an array of industry contributors who bring their own perspectives, guests, and conversations to the mix. PrintFM also broadcasts from industry events, with live shows being scheduled throughout the year. Visit [printfm.com](http://printfm.com) to explore our daily programming, event schedules, and opportunities to share your content or sponsor our shows. Expert discussions, real-world insight, and industry voices are just a click away. Listen long and prosper.

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**[0:13:47] MP:** I totally agree. A couple of points I want to add to this is, first of all, the businesses really have to complement each other. So, I'm assuming that the clothing store that you're referring to is a relatively upmarket clothing store selling some nice, expensive clothes that you're going to keep for a little while.

If you're at the bargain basement end, then that collaboration isn't going to work because, actually, the clothing store is selling clothing for a few dollars that is probably not worth dry cleaning. And the clothing store doesn't want you to hang on to it. It wants you to come in and buy a whole new outfit next time. So, it has to be the right fit.

The other thing I want to say is, so far, we've stuck to Deborah's mall, which I think is a really good example of how collaborations can come together. But for those of our listeners who are working in a wider marketplace with bigger customers, I've done some really interesting collaborations with national newspapers. And they have had subscription models, and then you get a voucher book, and you take your voucher into whichever news agent you want to collect your copy of the newspaper that day.

But there's so much that you can do with that voucher book at that point. Not only does the newspaper get some really interesting data on how their customers behave, but the opportunity for lots of tie-ups there to go on the back of that. And today's offer is, or this week's offer is, you can get your newspaper, and you can get a cheaper coffee at the coffee chain, or you can get some candy or chocolate from a particular brand as well. Don't assume that this is just for the smaller businesses. Those opportunities exist for the bigger businesses as well.

**[0:15:26] DC:** Yeah. I mean, electronically, you can send daily deal emails. I mean, if you've signed up for a daily deal email, you're going to open that email, Matthew, because you want the deals. You've given your contact information freely because you believe there's a benefit. And as long as there's a benefit, you're going to keep opening up those emails, which is another opportunity to tell everybody about the partners that you're working with and provide more information about the businesses.

**[0:15:58] MP:** And the other thing is a lot of people go, "Oh, we should just put this on the app." App development, the cost of app development, making it complicated.

**[0:16:07] DC:** What app? Who has an app?

**[0:16:08] MP:** Lots of people go, "We should make an app for that." But, actually, print keeps it nice and simple, and you don't have to go down the app route. I think sometimes people are trying to make these collaborations too complicated, too clever, and they're putting people off because there's a big journey to be done in app development. And people just don't even want to think about that.

You go in, your example of the clothing store, it's very simple. It's posters in the window. It's some vouchers and maybe some loyalty cards. And everyone can understand that. And you know what? You may be going to those bigger brands, but they like simple as well because they can get their heads around it, and they can deploy it quickly, and they can deploy it cost-effectively onto a small portion to begin with to test it if they want as well.

So, I kind of just wanted to deal with that digital bit because most people go, "Why are you going to do this when you've got your loyalty app and all the rest of it?" A lot of people don't want that yet.

**[0:17:02] DC:** I completely agree with you. I mean, the reason I just mentioned the daily deals email is because I thought that that was a great idea, but –

**[0:17:09] MP:** But that's a lot simpler than an app as well.

**[0:17:11] DC:** No app. I mean, certainly no app. I mean, this is a perfect opportunity for direct mail because, first of all, you're already dealing with people who are physically going to a store. They're doing it already. Or you're trying to entice them to come into a store. So, sending them a postcard, letting them know, "Here's the businesses that are working together. Scan this QR code if you want an email for daily deals." And then either keep mailing or keep emailing, whatever the customer wants to do.

We're not here to shove print down people's throat. But when random people walk in there, you want them to be aware of what is going on. Certainly, there could be signage, there could be a little table tent by the cash register. Obviously, all the employees have to be educated in the partnerships that are going on. And they should be responsible for making sure everybody knows about that opportunity.

Okay, this also enables print businesses to position themselves as connectors versus vendors, which I also think is really important this year. I don't know how many cold sales calls I'm going to be open to this year. Not that I'm ever really open to them. But sometimes I'm like, "Okay, that sounds a little interesting." Now, for me, for sure, I'm just aligning with the people I want to align

with and seeing how we can complement and work together with smaller marketing budgets. And what do I bring to the table? And what do you bring to the table?

So, printers, they become connectors when they bring ideas to align businesses to help their customers and attract new ones. And they can provide easy-to-understand, affordable packages that grow and expand with the needs of the businesses, the needs of the customers, and the results of those campaigns. This is squarely in your lane. So, I'm going to ask you, how can printers plan for these conversations?

**[0:19:29] MP:** I'm going to come back to the age-old thing that I think a lot of printers don't do enough of, and that is have a customer event that isn't about showing people around your plant. It isn't about trying to sell people print and force print down their throats, but it is about saying, "We've got a community of customers here. Let's all go out for a drink together."

And during that time, you can say, "You know what? I'm so glad you two have met because you're in the same area." And then maybe say, "Why don't us three get together because I've got some ideas how you could maybe co-promote and get some good ideas together?" But it becomes a much softer sale. Also, you'll begin to see the dynamics in your community.

If you are the local printer and you manage to get, say, 50% of the people in your mall to come along to a customer event, and I'm not suggesting that they take a day out, come to your plant. I'm suggesting that you go to the local bar in town and go, "There's a free soda or a free beer as a first drink. Come along, we'll have a chat together," then it becomes a much easier thing for people to go along to at the end of the day, and they want to do it.

And some of my clients have had huge success with this. But you can also then see the dynamics of the room. Who's talking to whom? And you're suddenly going, "Oh, I didn't know you two knew each other." And then your idea gets going, "How can I get these people to help each other's businesses?" And you can also see that, actually, maybe the clothing store and the dry cleaners actually hate each other for some reason. We don't know why. But let's then not waste time trying to sell that collaboration at that point because you can see that through that social interaction.

Make it a social event. Maybe get someone interesting to speak along who's not talking particularly about print, but make it a worthwhile event for them to come along. And you start having a very different level of conversation. And people see you as that connector at that point. They see you as not just the printer, but someone who's actually helping the local business community or, if you're going up the chain, the printer who's really involved in the charity sector, or in retail chains, or whatever it is where you can get people in together and talk with a community of people who've all got that same interest.

And then you're beginning to position yourself as the connector, and people think of that without you actually having to go along and do a PowerPoint presentation or whatever you do, going, "And by the way, we're a connector," which nobody believes anyhow at that point.

[BREAK]

**[0:21:48] MP:** Are you fed up that all your conversations with customers seem to focus around price? Struggling to stand out from the competition? Or maybe you're just frustrated at trying to put together a realistic sales plan or make the most of social media? I'm Matthew Parker, the Champion of Print, and I help printing companies with all these sorts of issues. What makes me different is that I've been sold to by over 1,400 different printing companies. So, I know what works, and I know what doesn't. Visit [www.profitableprintsrelationships.com](http://www.profitableprintsrelationships.com) to find out more and download free resources.

[EPISODE CONTINUED]

**[0:22:26] MP:** I don't know. How does that sound to you, Deborah?

**[0:22:27] DC:** I mean, that is definitely cool. And the thing also is that there becomes another opportunity here. And a lot of my ideas – and I'm not saying this is a unique original idea. It just sparked me thinking about this in this year because I think it's a good idea for this year. And since I'm really focused on collaboration this year, I actually wrote a post for my newsletter this month that would take this idea to the next step, which is printers positioning themselves as creative hubs. Because they sit in the middle of everybody, Matthew. They sit in the middle of all

the printing technology, the software, the AI technology. They sit with all the customers and their needs.

So, let's just say that you have your local event, even if it's at your print shop, and it's a show and tell. It's not a show and sell.

**[0:23:24] MP:** Yeah. Absolutely.

**[0:23:25] DC:** But the next step would be to say, let's bring that clothing store, the shoe store, the dry cleaner, and maybe let's throw a restaurant in it if you're going to wear your fancy clothes out to a nice dinner, right? And you invite those four businesses to your conference room, and you have a creative conversation with them. You say, "Okay, we're not telling you what – we want to first tell you everything that can be done here. There's every door direct mail. There's personalized marketing, data-driven marketing based on things you know about your customers." Again, it's just an educational thing to get them excited about all the possibilities.

And then based upon the budget – and the best thing about it is that everybody's chipping in for this promotion. Nobody's owning it themselves, but you still want these businesses to know if they do want to, "Okay, the restaurant is doing great with this promotion. There's people coming in and mentioning that they are wearing the shirt or they have something that they show, and they get a free appetizer." I mean, I know we don't want to give things away, but you know what I'm saying. There's some recognition. There's some value for the customer to go.

**[0:24:43] MP:** You know what? If you come in on the Monday evening, a free appetizer is probably great.

**[0:24:46] DC:** Exactly.

**[0:24:47] MP:** You come in on the Friday nights, then you don't want to give it away.

**[0:24:50] DC:** Exactly. So, that's the point. You can look at the business needs. And if Wednesday lunch, nobody's going into that restaurant, then that's where you target these people to

come to help the businesses. But then these businesses also understand all the other things that you can do for their own personal needs.

And I will say this, I don't think I have ever in my life taken one item to a dry cleaner except if it was I specifically bought something to wear to a wedding, and I have to go to the dry cleaner because they're also going to hem the trousers. But otherwise, I wait till I have a couple of items, and I go.

If I'm going to switch a dry cleaner or you just use the one that's next to this clothing store, more than likely I'm not just going to bring that one item that I'm going to get the discount for. I'm going to bring more items. And as long as this dry cleaner doesn't mess up, it's like, "Why wouldn't I use them?" We say that all the time about printers. If a printer brings you a great idea and they can do everything that your current printer, who gives you no new ideas, can do, why wouldn't you put everything where the new idea is?

**[0:26:09] MP:** Yeah, I totally agree with all those points. I think when you come back to getting everyone together to have that initial meeting, more than telling them about the every door mail that you have in the US or different opportunities like that, kick people off with case studies if you can, and go, "This is what happened when we got together. I know you're a shoe shop and a dry cleaners and a clothing store, but this is what happened when we got the plant shop and the pizza place together. And here's what we did." And I think people get that much more than they get the tools.

Tell them the tools afterwards if they want to know, but actually go, "This is the offer we did. We kept it really simple. And here's the results they got from it." Prove it works as well. People like to hear a success story that they can understand. A case study of other similar businesses to them or other businesses in their area, and how they've built their businesses from it, is a great way to kick off.

Now, if you haven't got that, then create a case study to begin with, or take one from the press, and go, "This is what happened. I've been reading this is what happened over in another area. And I saw these two businesses got together and did this. Why don't we try this out over here as well? And this is how I can help you do it."

[BREAK]

**[0:27:26] DC:** News from the Printerverse delivers topical sales and marketing insight, along with plenty of inspiration, one time a month to inboxes everywhere. Our contributors cover the industry and the future of print media and marketing with strategy for strengthening your customer relationships, better targeting of your prospects, and practical advice for helping your business grow. Printspiration is just a click away. Subscribe to News from the Printerverse at [printmediacentr.com](http://printmediacentr.com). Print long and prosper.

[EPISODE CONTINUED]

**[0:28:03] DC:** All right. I don't necessarily agree with that because I don't think anyone's really going to have case studies for this. And talking about M&M's and Marvel, no, that's not reachable to anybody. That is not the example. It just sparked this conversation. I would say that case studies are great. And I'm not talking about diving into the tools. I'm talking about making stores aware that they can strategically target potential customers within a mile of their business. And that becomes a, "Wow, I didn't know I can do that. And this is amazing. I don't need to have a mailing list."

And so it just sparks ideas in people and certainly sets up a printer as a thought leader, especially if these businesses have no idea that these things are available to them. If you do want to have a case study, you got to get high on your own supply. So, what other businesses could a printer create a cross-promotion with?

I mean, in New York, when I lived there, there was a place called JAM Paper. And you could go in there and buy the coolest paper that you wanted. It was your own paper. I mean, you know what I'm saying? It was just beautiful paper. Maybe there's a cross promotion with JAM Paper for your next invitations or something that you know the printers know can go through their machine. A certain thing.

A paper, a really bespoke design hub hangout. I mean, who's in there? Who's in JAM Paper? Creative people are in Jam Paper. Right? Maybe JAM Paper then says, "Hey, if you're in here, and you're not a designer, and you might need somebody to help you create whatever it is

you're here buying paper for, we're working with this local designer. And then that local designer is working with that printer."

If you really want to have a case study, I would say do it with your own business. Otherwise, I think the opportunity here is this is a new idea. You're going to be first doing this, which is why we're all going to share in the costs of this. And then the printer starts getting the case studies from there. Maybe the printer, the first people that take advantage of it, or the first three groups that take advantage of it, the printer is printing at cost. The printer is doing something so that they have skin in the game.

And then they get the case studies from there. But I think they have to be authentic to drill down to the neighborhood that people are in. And I think it's very important that there is a non-compete in that. Yes, you can do it for another dry cleaner, and you could do it for another clothing store, but it has to be an agreed upon certain miles away from where you're doing it so that you're not creating competition with your own ecosystem.

**[0:31:18] MP:** Yeah, I totally agree with that last point. I think what people buy is stories in this particular instance. Even if you haven't got the case study, create a story around it rather than making it a technical cell to begin with, because I don't think people always get that. Inspire, but have the story behind it as well. Personally, I think that's really important to go for. And it will depend on the type of customer you have.

I think the non-compete clause is vital. And I think that is important because you need to give people that reassurance that you've thought about this and that you're not going to create unnecessary competition for them, and that they can be reassured in the case of what you're doing.

And I think the other thing is trying to make sure that you're ahead of the game in terms of what people are doing. Now, my gut feeling is that we'll get people listening to this podcast. And 80% will go, "Yes, this is a brilliant idea." And maybe only 10% will do something about it. But if you are in that 10%, just make sure that some of the rest of the 10% that you're ahead of the game in that, that you're leading those conversations, that there aren't going to be people trying to copy you too close to where you're at. Because this is a really good opportunity now. And it's

also a good way to sell because it becomes part of your selling message that you are helping your local business community or a particular sector, and that you've been the first people in here doing this, driving these ideas through.

It should become part of your general sales approach, going, "Not only can we print from you, but we are the supplier around here who's actually tried to help the local business community. Has actually driven performance in the hotel sector." Whatever it is that you're doing, that you bring that out.

**[0:33:08] MP:** Yeah. And in my little row of shops, as you say, or strip mall, as we say in the United States, the dry cleaner I'm referring to is a franchise. Now, I don't know what the marketing rules are about that, but let's just say that in this case that the dry cleaner has a regional budget that comes out from whatever franchise fees that they pay, but they also have an opportunity to do local advertising that they decide that they want to do. Well, there's at least 10 of these dry cleaners that I pass as I'm driving around my area.

One fantastic result from one location could result in that business talking to a location 10 miles away, which, by the way, I'm not driving 10 miles to go to a dry cleaner. That's not how it works. That is something that can strengthen those franchises. And perhaps if enough of them start doing it, the big chain goes, "Hey, what's going on around here?" And maybe we can adopt this nationally. Look and see the surrounding areas of where those locations are and who potential partners for them can be.

It's just it could be a domino effect. But I don't know why you keep bringing up technical sell because, you know, I'm not a technical sell person. So, I am not saying that at all. I am saying we do this together. You share the cost. If you did this by yourself, it would have cost you \$4,000. Now, it's only going to cost you \$1,200. I'm just making up numbers. And you're going to be first. And we're going to have skin in the game here because we're all trying this together to help us all improve because we care about this community. We care about businesses staying around. In that same strip mall that I always talk about, another business just closed in there. So, there's constant movement in my little strip mall, and I say, "Let's keep more of these stores around."

Okay, Matthew, we're going to wind up this podcast. It's a new year. You have any promotions going on before we close down for now?

**[0:35:31] MP:** Okay. I didn't, but I do now, now that you've encouraged me to have one. I'm doing one, especially on the spur of the moment. So, if you're going to do this, it's really important you have the right approach to going into clients and being able to write an email, or have a call, or write a sales letter with a message that actually gets people wanting to have that conversation.

And I wrote a book about this called *How To Stop Buyers Choosing On Price*. And the premium version comes with a complete action plan with all the tools that I use when I'm working with my clients to help them create their own messages. The deal is buy the premium version or the platinum version, and I will – if you mention this podcast after you've bought it, I will then review the first message that you've done from it and give you personal feedback via email on this.

So, buy the product. Go, "Hey, Matthew, I listened to the first episode of the collaboration episode of UK versus USA. Here's my message. Please, could you give me some feedback on it?" And I'd be delighted to do that.

**[0:36:31] DC:** I love it. I call them Printerverse Partnerships. I've created many. But look at us. We've created our own little collaboration.

**[0:36:38] MP:** I was going to say we're just practicing what we preach. We've just put it into action straight away.

**[0:36:41] DC:** Here we go. Okay. Well, I'd be very interested in getting some numbers on that. A link to that information is in the show notes. Everybody, click. And I am really interested to see what the results are. And I hope everybody takes advantage of it. Until next time, print long and prosper.

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back on our shows and topics that are of interest for future broadcasts. Until next time, thanks for joining us. Print long and prosper.

[END]

**Mentioned in This Episode:**

*How To Stop Buyers Choosing On Price:* <https://www.profitableprintrelationships.com/pages/how-to-stop-print-buyers-choosing-on-price>

Matthew Parker: <https://www.linkedin.com/in/profitableprintrelationships/>

Profitable Print Relationships: <https://profitableprintrelationships.com>

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