



be
you

to convert browsers
into customers

with



PARTNER
nettl



Remember your first time?

Think back. To the first person who said yes. The day you took your first booking. Or the moment you rung up your first sale. The very first contract you signed.

Picture the moment. And the person.

At the time, you were probably so grateful, maybe you never stopped to ask them "why?"

Why did they choose you? Why did they decide to do business with you? Why did they trust you?

Something made them.



Did their brain make them do it?

Our brains need to process so much data just to keep us functioning. To stop us overloading, our automatic or 'system 1' mind quickly sorts information. It's fast, instinctive and emotional. And quite often its unconscious.

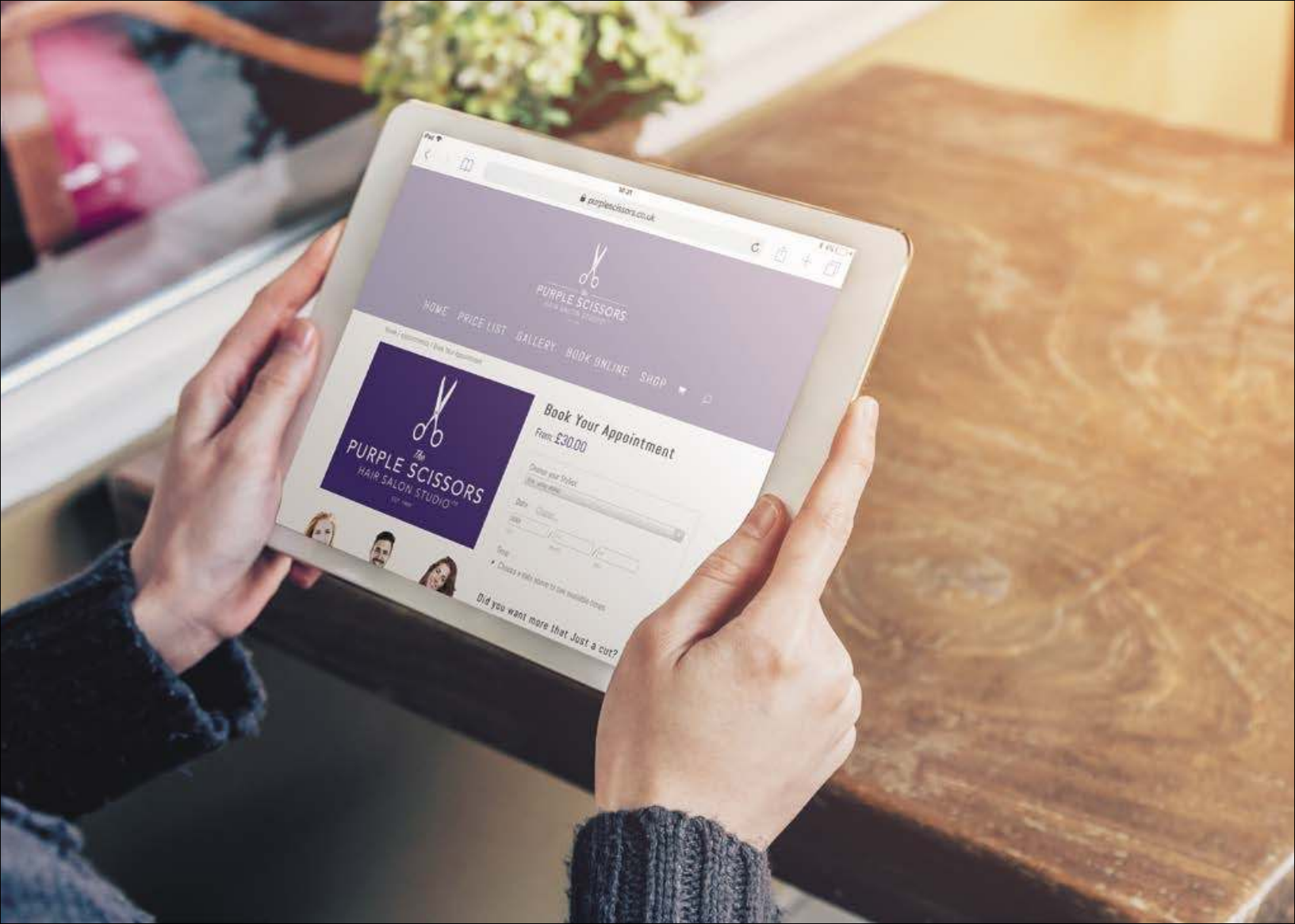
That leaves us to focus on the 'system 2' stuff – the things we need to logically and slowly work out. Decisions we have to concentrate on.

But here's the thing.

Even if you asked that customer why they chose you, they might not know. Because maybe their subconscious mind made them do it.

And maybe they didn't realise their brain automatically chose you.

Say what?



purple scissors.co.uk

PURPLE SCISSORS
HAIR SALON STUDIO

HOME

PRICE LIST

GALLERY

BOOK ONLINE

SHOP

PURPLE SCISSORS
HAIR SALON STUDIO

Book Your Appointment
From £30.00

Choose your stylist
(by name)

Date

Time

Book

Choose a valid name to see available times

Did you want more than just a cut?

There's nothing wrong with shortcuts

The key to turning browsers into customers, is to make their decisions automatic.

Research shows people are willing to pay more for better service. Time and again, they rank convenience and reliability over price.

Often that just means making it easier than they thought it would be.

Cut the number of times they have to stop and think. Take away the friction points. Build unconscious trust.

Make them feel like they should buy from you. How?

Be you.



The

PURPLE SCISSORS

HAIR SALON STUDIO^{LTD}

EST. 1999

What makes them trust you?

There's a famous study which shows the more someone sees a picture or name, the more likely they are to pick it. Familiarity leads to trust. And subconsciously, when faced with a choice, we choose the more familiar name. It's automatic.

That's how branding works.

It's not that the Mona Lisa is the best picture in the world. It's just that we've seen it the most times. It's familiar.

And this logic applies to your brand.

Your logo is a visual shortcut which reminds people who you are.

Is it time to update your logo and corporate identity? We can help.

Present your booklets, price lists and catalogues in cardboard literature stands. Supplied flat and assembled in seconds.



A HOLDS A4 5 for £125 Product code IGLHA4

B HOLDS A5 5 for £109 Product code IGLHA5

C HOLDS DL 5 for £99 Product code IGLHDL

Be you, everywhere you are

Let's think about your logo for a moment. You should be proud of it. And liberally plaster it everywhere.

You'll definitely use it on your website, your business cards and your stationery. You'll use it on your brochures, folders and price lists.

You might even use it on billboards, signage, vehicles or uniforms.

Over its life, how many times will it be seen? How many people drive past your premises each hour? How many visit your website each day? How many punters do you serve each week? How many mailers do you post each month?

Your logo could be seen MILLIONS of times each year.



Life size cardboard cut
outs are a low cost way to
signpost visitors

from **£77.40 each** Product code IGC0FV12

Got a logo, that's me done, no?

Some people think a "brand" is just a logo.

But it's much more than that. Your brand is how customers describe you to their friends. It's the way you answer your phone. The way your website reads. The language in that handwritten sign in your reception. How your team react when a customer walks into your place.

People are terrified of breaking social norms. They want to know how they're expected to behave when they enter your premises.

Use navigation to instantly make folk less anxious. Like these cut-out cardboard characters. They're great for greeting or pointing to the right direction.

Make them feel welcome.



Just look at yourself

Where to start? Sometimes it takes a fresh pair of eyes to look at your business in a new way. To look at it like a customer does.

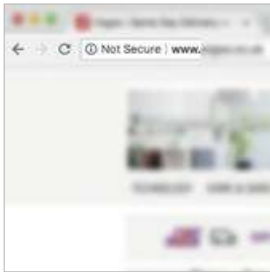
But that's hard for us to do ourselves. Remember, our automatic mind blanks out details we see every day. We become blind to the way our business looks. It's dangerous.

You could ask a friend to review their experience, as if they were a client. But an alternative technique is to take photographs of the journey a customer would take and print them out. You'll be surprised at the results and the insights you get from looking at your business through a lens. The same applies to your website. Print out the flow.

Then let's get to work improving each bit at a time.



Is Google telling people you're dodgy?



Before someone has decided to visit you, what's the first thing they'll do? Probably Google you, then visit your website.

You know the little padlock symbol you see in your browser bar? That shows whether a website is secure. It means it has a "SSL certificate".

Did you know that last year Google started warning people that sites without an SSL certificate were not secure?

It's like putting a metal shutter over your door during business hours.

Even if your site only has a contact form, unless it has an SSL certificate, your visitors will get an unsettling warning if they're using certain browsers.

We can add an SSL certificate from as little as £29 per year if we host your site, or £99 per year if we don't.



Can they do what they want?

It's insane to think of all the tech brands that didn't even exist a decade ago. Things we never thought possible, we now take for granted.

Want a burger delivered by a bike in 20 mins? On its way. Take a limo to the pub? K, np. Get a new outfit delivered for tonight? Done.

These days customers expect more. Yesterday's cutting-edge is today's minimum standard.

Your customers want to do more online. Shop, buy, book. Review, learn, get help.

Is your 'online' you as good as the real you? And is it ready to exploit Black Friday, Cyber Monday and the frenzy of spending up til Christmas? Every year online spending has increased and that shows absolutely no signs of changing.

Ask us to take a look at your site. You'll be surprised at what's now possible for your budget.



The ceremony that starts something special

Isn't it weird? Most meetings start with the same ceremony. We present our business cards and we accept them from others. And that's the start of the relationship.

Everyone wants their relationships to go well. You might as well stack the cards in your favour. And make them look exceptional. We know just the way.

All our business cards are double sided as standard. Put a map on the back, or a photograph of your premises or products. Or even just add a simple accent colour.

Order cards frequently? Have more than ten employees? Let's setup a private online store for you. It's fast and it's easy. Ask for a demo.

BUSINESS CARDS



Regular

Simple, elegant and thick
400gsm silk artboard. Same day
despatch available. Delivered in
48 hours as standard.

250 from **£32.40** BCRG4T



LUXURY^{bio}

Our number one best seller.
400gsm matt laminated
board on both sides for a
sophisticated finish.

250 from **£38.70** BCLX4T



STARMARQUE^{bio}

Spot gloss highlights on top
of matt lamination which
shimmer in the light and look
absolutely delicious.

250 from **£56.70** BCSM4T

FANCY OPTIONS

 DELIVERY INCLUDED*



Smooth Wave

Crisp uncoated 300gsm board, like classic business cards.

250 from **£36** BCSW4T



GRANDSUEDE

An ultra smooth lamination on both sides, feels soft to touch.

250 from **£41.40** BCGU4T



EMBOSSINI

Add texture with simple embossing on these uncoated beauties.

250 from **£145.80** BCEM4T



Opuleaf Foil

Choose copper, gold or silver foil highlights to shine.

250 from **£145.80** BCO24T



XO 600gsm thick

Show who's the boss, with our thickest 600gsm uncoated cards.

250 from **£107.10** BCXQ4T



Folding

Double or triple the space, with creases to fold to regular size.

250 from **£102.60** BCRG4F?



Get them in with a postcard or leaflet

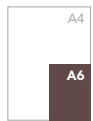
You say pamphlet, we say leaflet. You call it a flyer, we call it a postcard. They're all just rectangles and squares. So we've organised them together, by size.

Whether you want to hand out things at an event, post them through mailboxes or create stunning direct mail pieces, we've got all the options covered. From thin paper to ultra thick board.

On the grids see which paper can be optionally laminated, embossed or die-cut. To add foil accents or spot gloss highlights. To crease. To fold.

Our most popular sizes and paper types are listed on the next few pages, starting from lightest to thickest. These are the best sellers. If you want a paper or size not listed, please ask.

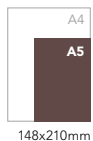
A6



105x148mm

	FRONT	REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		LECA64?	£27	£31	£39	£54	○	○	6	—	—	—	—	—	—	—
150gsm gloss art paper		LEGA64?	£36	£41	£45	£81	○	○	4	—	—	—	—	—	—	—
160gsm uncoated paper		LERA64?	£41	£51	£62	£109	—	—	10	—	—	—	—	—	—	—
170gsm silk art paper		LESA64?	£36	£41	£51	£86	○	○	6	—	—	—	—	—	—	—
280gsm artboard		PRCA644?	£38	£43	£51	£98	○	○	4	—	○	—	—	—	—	—
300gsm wove uncoated board		SHWA64?	£39	£49	£80	£191	—	—	10	—	○	—	—	—	○	○
400gsm silk artboard		SHSA64?	£53	£55	£65	£139	○	○	6	—	○	○	○	○	○	○

A5



	FRONT	REVERSE		250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		LECA54?		£31	£39	£51	£80	○	○	6	○	○	—	—	—	—	—
150gsm gloss art paper		LECA54?		£45	£49	£54	£99	○	○	4	○	—	—	—	—	—	—
160gsm uncoated paper		LERA54?		£66	£71	£79	£152	—	—	10	○	—	—	—	—	—	—
170gsm silk art paper		LESA54?		£53	£57	£63	£115	○	○	6	○	—	—	—	—	—	—
280gsm artboard		PRCA544?		£54	£59	£76	£193	○	○	4	○	○	—	—	—	—	—
300gsm wove uncoated board		SHWA54?		£65	£80	£135	£327	—	—	10	—	○	—	—	—	○	○
400gsm silk artboard		SHSA54?		£72	£73	£99	£286	○	○	6	—	○	○	○	○	○	○



with Blowout 35
Long Treatment 300
Blowout 150
275.

40
20
25
complimentary

85
95
45
85
105
55
+20
+5 /color
+10

consultation

35
300
150
275

95

45
30
30
18

All prices determined by length & texture of hair. Prices subject to change.

Prices

CUTTING
Women's Haircut 40
Men's Haircut 20
Child's Haircut 25
Bang Trim complimentary

COLORING
New growth Retouch 85
Single Process Application with gloss 95
Sun-Kissed Highlights around the face 45
Partial Highlights 85
Full Highlights 105
Glossing to seal, tone and enhance color 55
New growth Retouch with Highlights +20
Dimensional Color & Low-lights +5 /color
Gloss added to a color service +10
Color Correction based upon consultation
Balayage Color Technique based upon consultation
Includes Color & Gender Test

TREATMENT
Moisturizing Treatment with Blowout 35
Keratin Complex Smoothing Treatment 300
Keratin Complex Express Blowout 150
Brazilian Blowout 275

CHEMICAL
Permanent Straightening 95
Permanent Waving & Curling based upon consultation

NAILS
Majolica Spa Pedicure 45
Majolica Signature Pedicure 30
Majolica Signature Manicure 30
Majolica Signature Manicure 18

All prices determined by length & texture of hair. Prices subject to change.

Popular folds...



ROLL



CROSS



Z



3 PANEL A5



4 PANEL DL

Folded leaflets, brochures, price lists and menus

It makes sense to fold larger leaflets down to smaller sizes.

Breaking information down into smaller pages – or panels – makes it easier to digest. And brochures which are C5 or below also qualify for Royal Mail's lowest postage rate.

We've put together our most popular folding styles, along with our bestselling paper types.

But. And it's a big but. There are far too many sizes and styles to list on these couple of pages.

If you don't see the shape, size or fold style you'd like, please ask.

FOLDED LEAFLETS



Roll Fold

Makes three panels or more, which are rolled into one another. Available on A4 and bigger leaflets.



Z Fold

A bit like a concertina. Have three or more folds on pieces A4 or larger really good for odd sizes.



Half Fold

Simplest and most popular. Folded in half, either from the short edge or the long edge. Any size from A5 up.



Cross Fold

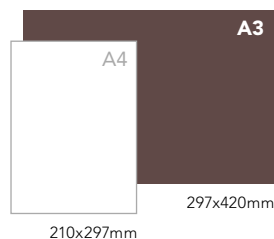
Folded in half, then half again, to make the leaflet a quarter its original size. Available on A4 and larger.

PAPER CHOICES

Our most popular papers and sizes are listed.

Please ask for other sizes, no matter how weird they may be.

We promise we won't judge you.



DELIVERY INCLUDED*

A4 folded

	FRONT	REVERSE	250	500	1,000	5,000
100gsm bond paper		MBCA44?	£79	£94	£104	£245
150gsm gloss art paper		MBGA44?	£92	£103	£118	£235
160gsm uncoated paper		MBRA44?	£126	£134	£153	£311
170gsm silk art paper		MBSA44?	£100	£112	£128	£257

A3 folded

	FRONT	REVERSE	250	500	1,000	5,000
100gsm bond paper		MBCA34?	£115	£141	£191	£478
150gsm gloss art paper		MBGA34?	£133	£163	£224	£432
160gsm uncoated paper		MBRA34?	£176	£218	£297	£618
170gsm silk art paper		MBSA34?	£144	£179	£245	£500



Tell them your story

It costs the same to post a book like this as it does to send a postcard. Waaaat? Really? Royal Mail charge the same rate up to 100g, as long as the piece is less than C5 size. You might as well make the most of their generosity.

Take time to explain. Let your story unfold. With a persuasive booklet or eyecatching catalogue.

It's easy to throw lots of messages at people. And overwhelm. And confuse.

Give them space.

Let them breathe.

Use full page photography, not tiny thumbnails. Say fewer words. Illustrate more. Be clear. Sell more.

BOOKLETS

These are our most popular sizes for booklets, but other possibilities are available – please ask.



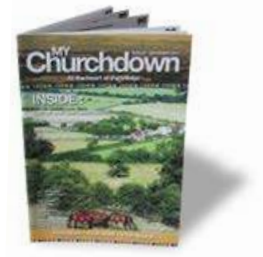
A6
105x148mm pages



DL
99x210mm pages



Landscape A5
210x148mm pages



Portrait A5
148x210mm pages



Small Square
148x148mm pages



Large Square
210x210mm pages



Landscape A4
297x210mm pages



Portrait A4
210x297mm pages

HOW TO CREATE BOOKLETS

1 Choose a paper

Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options.

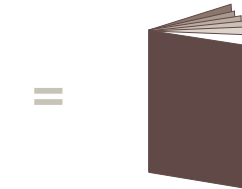


Most people choose these papers for inside pages:

- 100gsm** silk art paper
- 100gsm** uncoated paper
- 150gsm** gloss art paper
- 160gsm** uncoated paper
- 170gsm** silk art paper

2 Choose a cover

Some people are happy with all pages in the booklet being the same paper. However, most opt to put a thicker cover on the outside.



There are loads of options available, but our best sellers are:

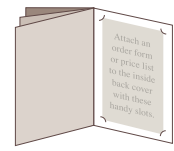
- 250gsm** gloss or matt laminated
- 280gsm** silk
- 300gsm** uncoated
- 350gsm** matt or gloss laminated
- 350gsm** starmarque spot gloss

3 Pimp your cover

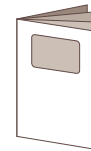
Choose a 250gsm laminated cover and optionally add extra features to make your booklet even more useful. Ask for a price.



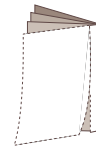
Business card slots



Insert holder slots



Windowed front cover



Perforated back cover



 **DELIVERY INCLUDED***

The small print: *Prices shown include delivery to one UK mainland address.
They exclude VAT and design. Unless stated, prices shown are for standby service.
Faster turnaround upgrades are available – ask for a price.
Prices correct as at 01/10/18. Price point may not represent products in photos.



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