



BIG MIKE'S

"Southern Style Cooking"

CATERING TOO!

OPEN 7 DAYS-A-WEEK

10:00AM - 9:00PM - SUN 10:00AM - 5:00PM

Signtronix
c/o Jim Callahan
1445 W. Sepulveda Blvd.
Torrance, CA 90501

Dear Jim:

I'm writing this letter to let you know that the new IS-LED window sign I purchased for my business is working great! **I have noticed at least a 40% increase in NEW walk-in business.**

The survey I conducted with 30 new customers was a real eye opener! **20 out of 30 new customers came in as a direct result of the sign.** The large graphic catches their attention along with the super-bright LED. Many come in asking for the special I advertise. They **ARE** looking!

I also use the programmable LED to thank my customers for their business. They appreciate it and call to tell me so.

I have received 3 new catering jobs since putting the sign in my window just three weeks ago by programming the message that we do catering. That resulted in over \$7,000 of new business in catering jobs. "I never knew you did catering," was one customer's comments.

After seven years in business, I would highly recommend anyone interested in increasing their business and improving their image to get one of these powerful signs.

It has been HANDS DOWN the best form of advertising I have ever done. It made a believer out of my wife, too! (She was against it when I first bought it.)

My sign has paid for itself in less than a month and is now working for me for FREE!

Thanks again,
BIG MIKE

P.S. - I can't wait to get my outdoor sign!