SECRETS
& CHANDELIERS

Inside the *secret system* powering the world's largest design studio network

"I've learned that people will forget what you *said*, people will forget what you *did*, but people will never forget how you made them *feel*."

Maya Angelou

FOREWORD

by PETER GUNNING
CEO of Grafenia plc

"Hello Nettl, Tom speaking".

This book was inspired by a conversation I overheard at one of our Nettl studios in the south of England.

As I was leaving, the phone rang.

"Yep, I've found you on our system."

I'm a bit nosey. Earwigging is a splendid opportunity to learn what clients are asking.

"Sure, let me see. Yes the appointment cards. Got them."

"Ok, you last ordered in April. The orange ones, yeh? No changes?"

Peering over his shoulder, I could see this was a local salon who'd placed quite a few orders with us.

"You went through that thousand quickly. You know, they're on offer at the moment. Sure. Let me give you a price for two and five thousand."

Tom hit the re-order button and read out some prices.

This is Tom

"Actually, since you last ordered, we've switched to a biodegradable lamination. Yeh, David Attenborough!"

Nice touch, I thought.

"Ok, great. Shall I use the Visa you've saved on your account? Splendid. That's gone through. I've just emailed you a confirmation. They'll be with you Friday. Thanks!"

Tom had been speaking for about 90 seconds. I congratulated him on the quality of the call and dashed out the door.

On the way to the station, it occurred to me how many different things had to be in place, for that call to have gone the way it did.

To recognise the caller, find the order they were talking about. Look at the artwork, get a price, set up an order and take payment. Finally, to send into production and give an estimated delivery date.

All those things have their own challenges. But to do them all, live and in front of the client, was astonishing.

Astonishing.

When we opened our very first printing.com studio in Edinburgh, more than twenty years ago, we'd be waiting for a MS-DOS system to keep up with keystrokes, faxing order forms, hunting for artwork on CD-ROM archives. Unzipping. Re-installing fonts. Wrestling with dodgy ISDN lines and transmitting files.

Over those years, we've developed a secret system.

It's used in all Nettl and printing.com studios. In hundreds of design studios around the world. From Norfolk to New Zealand. Florida to Folkestone. Belgium to Bristol.

It runs every part of our operation. From preflighting to proofing. Billing to brand management. Payments to production. Templates to telephone routing. Subscriptions to shipping. It powers our websites. It routes cartons and moves conveyor belts in our factories.

It's our brain.

We call it w3p.

Delivering a better service for clients is hard. In tech startups, you read about minimum viable products *(or MVPs)*.

As customers, we've become truly spoilt.

Our expectations of a *minimum viable service* has intensified as each year has passed.

Think back less than a decade. To a time before you could see your taxi really was round the next corner. When you dreamed of having a cyclist bring you a Tuna Poke Bowl in twenty minutes. To a time when you'd have to travel to a computer shop for a new keyboard, after spilling water on your last one *(true story)*, rather than getting it delivered in an hour.

You hear about businesses trying to differentiate themselves with better *client experience*.

But it's much easier to say than do.

It needs attention to detail. A desire to do the right thing. And, most importantly, a system which increases the likelihood of delivering a better service.

We wrote this book to help our teams, franchisees and partners to understand where we're aiming and, more importantly, why.

It explains the different parts of w3p, which work together to create a better client experience. With each one, we explain what it's for, why it's there and then how to get started.
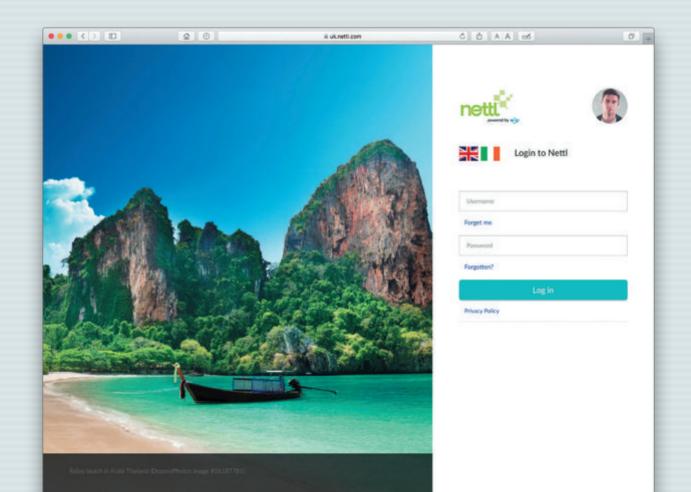
You'll see URLs at the start of each chapter. These link to pages on nettl.com. You'll find step-by-step guides, videos and downloads. For our Nettl and printing.com studios, there's also a private global community sharing ideas and peer-to-peer support.

For the first time, we've decided to pull back the curtain and show what goes on in our Nettl company studios. To reveal the systems still working, even when the *chandeliers are turned off* for the night.

Could those systems help you grow your business? We partner with graphics businesses like yours – more in the last chapter.

Let's get started!

Peter

ceo@grafenia.com   @petergunning

A PICTURE A DAY

We're a creative business. We work in a visual industry. That's why every day, the sign-in screen of w3p has a new beautiful splash image. *How do you like your jpegs in the morning?*

As graphic businesses, we know the quality of photography or illustrations can make or break a project. *"Jazz it up a bit".*

So we hooked the DepositPhotos library into w3p. Nettl studios have access to over 100 million **royalty-free stock photos**, illustrations and vectors. *That's, like, a tenth of a billion.*
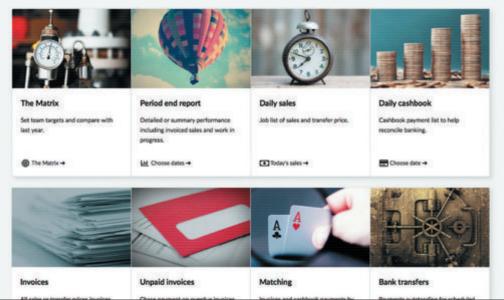
They find images in w3p, buy and download without leaving the system. For use in client projects and websites. All properly licenced. *No waiting for a knock on the door from the copyright feds.*

There's also a shared **Lightbox** built-in. A way for studios and clients to collaborate and share ideas. Clients search for images in their account area and add favourites to their lightbox. Studios can add suggestions too. When they've made up their mind, clients *flick a switch* which notifies the studio. They buy and download in seconds. *"Now make it* pop *a bit more?"*

Tom Ray, Nettl Business Store

Recent Calls

Search

Reports & Analytics

Get detailed reports, understand trends and see how your business is performing

Financial ⌄ · Operations ⌄ · Marketing ⌄ · Opportunities ⌄ · KPIs ⌄

Financial

The Matrix

Set team targets and compare with last year.

▶ The Matrix →

Period end report

Detailed or summary performance including invoiced sales and work in progress.

📊 Choose dates →

Daily sales

Job list of sales and transfer price.

▶ Today's sales →

Daily cashbook

Cashbook payment list to help reconcile banking.

▦ Choose date →

Invoices

All sales or transfer prices invoices.

Unpaid invoices

Chase payment on overdue invoices.

Matching

Invoices and cashbook payments by

Bank transfers

Payments outstanding for scheduled

WHAT DOES IT ALL DO?

We've divided this book into sections:

DESIGN 23 Working with client design files, automatic file checks, online proofing and client templates.

WEBSITES 41 Creating proposals, project management, building websites and managing hosting, deployment and security.

PRODUCTION 63 Managing in-house production, plugging in your own products and third party suppliers.
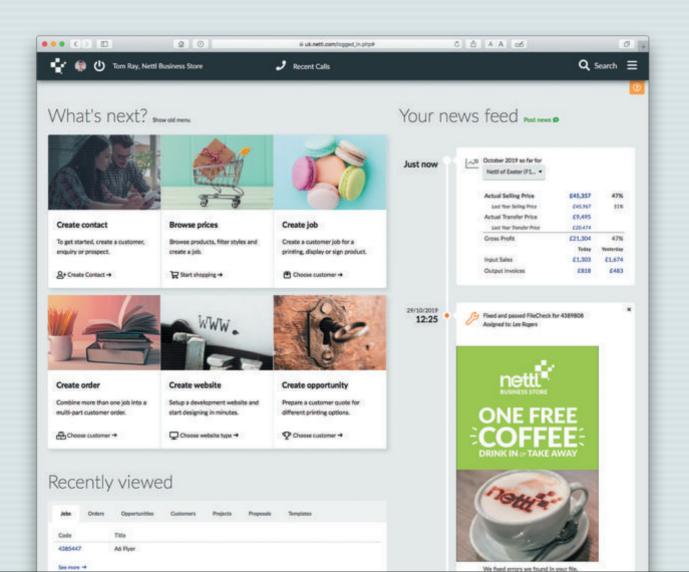
MARKETING 79 Automatic emails, managing relationships, customer profiling and industry insights.

SALES 91 Online orders, private client portals, opportunity management and expert product help from Personal Shopper.

FINANCE 111 Recurring subscriptions, getting paid, nudging, invoicing, statements, reporting and accounting integration.

SUPPORT 129 You're not in this alone. Learn about Nettl Geek channel, w3pedia, industry insights and community discussion.

READ MORE AT www.nettl.com/secrets

HOME AND OUR INTERFACE DESIGN LANGUAGE

Although w3p is an insanely powerful management information system, we didn't want it to *feel* intimidating.
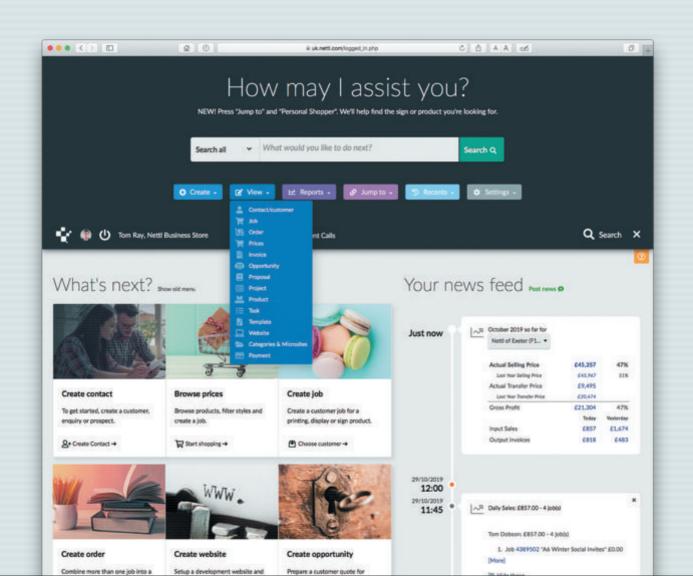
The first time you sign in, you'd notice that it feels more like a modern website. We've organised topics into landing pages, with common tasks logically grouped together.

We use lots of pictures and images. Studios spend a lot of their day navigating around here, so we want it to feel like home.

On the homepage, you'll see tiles and quick links to those landing pages. And on the right, you'll see the News Feed.

The **News Feed** is unique to each user. It's a timeline of things happening live, which *may* need dealing with. It's less *cat GIFs* and more about relevant activity going on in the studio. Teams see things clients are doing, like making payments, approving proofs or placing online orders.

Each news topic type can be turned off, if it's really boring you. *Imagine if you could do that in real life. Looking at you, Brexit.*

uk.nettl.com/logged_in.php

How may I assist you?

NEW! Press "Jump to" and "Personal Shopper". We'll help find the sign or product you're looking for.

Search all | What would you like to do next? | Search

Create ▾ | View ▾ | Reports ▾ | Jump to ▾ | Recents ▾ | Settings ▾

- Contact/customer
- Job
- Order
- Prices
- Invoice
- Opportunity
- Proposal
- Project
- Product
- Task
- Template
- Website
- Categories & Microsites
- Payment

Tom Ray, Nettl Business Store   ent Calls   🔍 Search ✕

What's next? Show old menu

Create contact

To get started, create a customer, enquiry or prospect.

👤 Create Contact →

Browse prices

Browse products, filter styles and create a job.

🛒 Start shopping →

Create job

Create a customer job for a printing, display or sign product.

🖨 Choose customer →

Create order

Combine more than one job into a

Create website

Setup a development website and

Create opportunity

Prepare a customer quote for

Your news feed Post news ⊕

Just now

October 2019 so far for
Nettl of Exeter (F1... ▾

	Today	
Actual Selling Price	£45,357	47%
Last Year Selling Price	£45,967	51%
Actual Transfer Price	£9,495	
Last Year Transfer Price	£20,474	
Gross Profit	£21,304	47%

	Today	Yesterday
Input Sales	£857	£1,674
Output invoices	£818	£483

29/10/2019
12:00

29/10/2019
11:45

Daily Sales: £857.00 - 4 job(s) ✕

Tom Dobson: £857.00 - 4 job(s)

1. Job 4389502 "A6 Winter Social invites" £0.00
[More]

GETTING AROUND WITH SMART MENU

"Right, will everyone just stop *interrupting me for like one minute?!"*

We know what it's like in a busy studio. You're in the middle of something, the phone goes and you need to switch task.

That's why at the top of every page we plonked our powerful, multi-purpose dropdown **smart menu**.

Studios find quick links to tasks they do all day, every day. *There may be six degrees of Kevin Bacon.* But in w3p, there's only *one click of separation* from every other screen, or place they've recently been. *Pull me off of my knees.*

Now draw your eye to the middle. That's the smart search bar. As you'd expect, from here they can quickly find customers, websites and orders.

But what makes it *really* smart, is studios can use it to start tasks. For instance, start typing *"Create o..."* and the first link will jump straight into creating a new order.

When they need some help, every *how-to article* is available here too. Instant suggestions pop-up as they start typing.

CHAPTER ONE

DESIGN
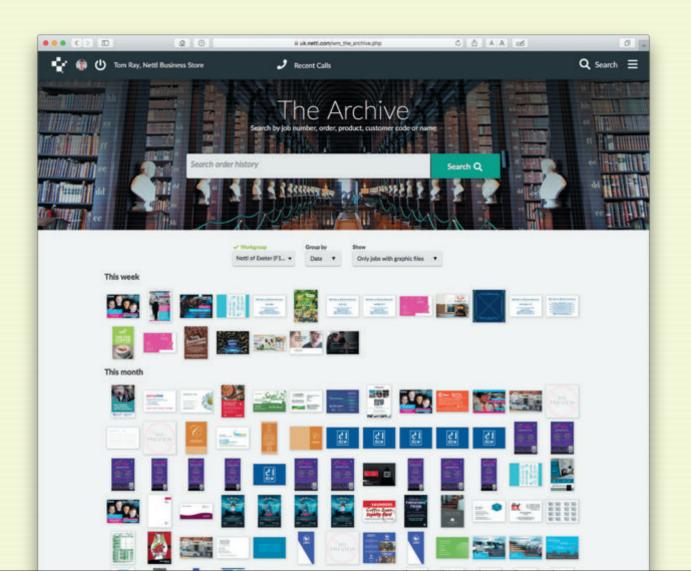
It's what we do. We work with client files.
For print, for signs, for textiles, for web.

Learn how we automate touch points and
reduce steps, so our designers spend more time
on billable creative and less time on admin.

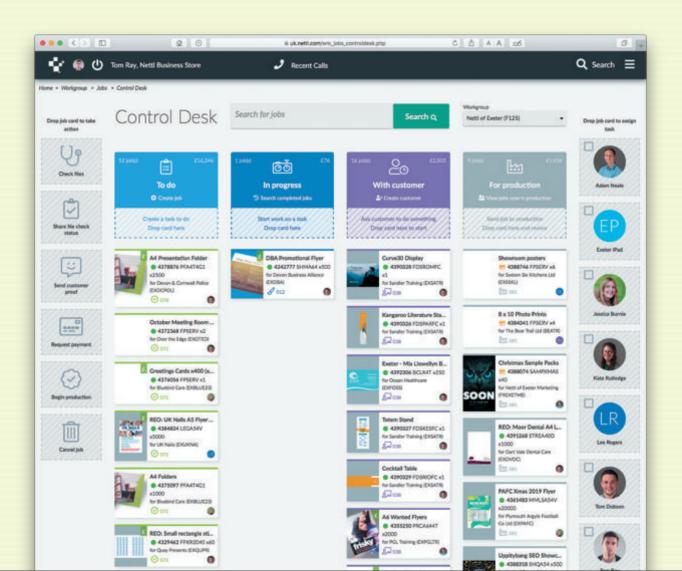READ MORE AT **www.nettl.com/design**

DELVE BACK INTO THE ARCHIVE

Everything a client has *ever* ordered is stored forever in **The Archive**. It's like some mad scene from an *Indiana Jones* movie, except with *files* instead of *skulls*. *And fewer snakes.*

It doesn't matter if the client bought online or if the order was processed for them. Artwork files for every job are thumbnailed automatically and indexed, to make future re-ordering easy, for client and studio alike.

Clients have their own private vault. Think about the times they phone to re-order and describe the leaflet they're holding. There's no need to rely on your team naming orders properly. *We know how copy_of_final-terrible-they-are@that_v6.pdf* Just scroll back in time to find the design they're talking about.

Nettl studios can also see their entire order history, month by month. Useful when you recall what something looked like, but can't remember which account ordered it.

To create a re-order, they click the thumbnail. w3p duplicates the print-ready files to a new job, ready to edit. *Fortune and glory, kid. Fortune and glory.*

Tom Ray, Nettl Business Store

Recent Calls

Search

Home > Workgroup > Jobs > Control Desk

Control Desk

Search for jobs

Search

Workgroup
Nettl of Exeter (F125)

Drop job card to take action

Check files

Share file check status

Send customer proof

Request payment

Begin production

Cancel job

Drop job card to assign task

To do
52 job(s)   £16,246
⊕ Create job

Create a task to do
Drop card here

In progress
1 job(s)   £76
↺ Search completed jobs

Start work on a task
Drop card here

With customer
16 jobs   £2,500
⊕ Create customer

Ask customer to do something
Drop card here to start

For production
9 jobs   £1,434
⊞ View jobs now in production

Send job to production
Drop card here and review

A4 Presentation Folder
● 4378876 PFA4T4G1 x2500
for Devon & Cornwall Police (EXDCPOL)
✓ 071

October Meeting Room ...
● 4372368 FPSERV x2
for Over the Edge (EXOTED)
✓ 071

Greetings Cards x400 (x...
● 4376056 FPSERV x1
for Bluebird Care (EXBLUE23)
✓ 071

REO: UK Nails A5 Flyer ...
● 4384824 LEGA54V x5000
for UK Nails (EXUKNA)
✓ 071

A4 Folders
● 4375097 PFA4T4G1 x1000
for Bluebird Care (EXBLUE23)
✓ 071

REO: Small rectangle sti...
● 4329462 FFKR2040 x60
for Quay Presents (EXQUPR)

DBA Promotional Flyer
● 4242777 SHMA64 x500
for Devon Business Alliance (EXDBA)
🔗 012

Curve30 Display
● 4390328 FDSROMFC x1
for Sandler Training (EXSATR)
⊡ 038

Kangaroo Literature Sta...
● 4390326 FDSPARFC x1
for Sandler Training (EXSATR)
⊡ 038

Exeter - Mia Llewellyn B...
● 4392306 BCLX4T x250
for Ocean Healthcare (EXFOSS)
⊡ 038

Totem Stand
● 4390327 FDSKE3FC x1
for Sandler Training (EXSATR)
⊡ 038

Cocktail Table
● 4390329 FDSRIOFC x1
for Sandler Training (EXSATR)
⊡ 038

A6 Wanted Flyers
● 4355250 PRCA644T x2000
for PGL Training (EXPGLTR)

Showroom posters
🗓 4388746 FPSDRV x6
for System Six Kitchens Ltd (EXSSKL)

8 x 10 Photo Prints
🗓 4384341 FPSDRV x4
for The Bear Trail Ltd (BEATR)
⊡ 081

Christmas Sample Packs
🗓 4388074 SAMPXMAS x40
for Nettl of Exeter Marketing (FREXETME)

REO: Moor Dental A4 L...
● 4391268 STREA40D x3000
for Dart Vale Dental Care (EXDVDC)
⊡ 081

PAFC Xmas 2019 Flyer
● 4361483 MMLSA54V x20000
for Plymouth Argyle Football Co Ltd (EXPAFC)
⊡ 081

Uppitybang SEO Showr...
● 4388318 SHQA54 x500

Adam Neale

EP — Exeter iPad

Jessica Burnie

Kate Rutledge

LR — Lee Rogers

Tom Dobson

JUGGLE STUDIO WORK IN PROGRESS

Nettl studios might have hundreds of jobs on the go. Some need design. Others need files checked. We'll be waiting for proof sign offs. And there will be PDFs to send to production.

w3p has a clever way of juggling all these jobs. The Japanese call it *Kanban*. We call it **Control Desk**. *(But we still like sashimi).*

It's the workflow. *Visually*. On one screen. Every job has its own little card, with key details. There's a thumbnail of artwork, or a product image if that's still to be uploaded.

Cards are sorted into columns. Stuff the studio needs *To do* in the first column. *In progress* is what the team's working on now. *With customer* cards are waiting for the client to do something. And *For production* shows jobs sent, waiting to be started.

Drag a card to another column to change its status. Assign it to someone by *dropping in on their face* to the right. Drag to the special drop zones on the left to do a task automatically.

Click to expand the card. Everything you would need to know about the job is there, from product spec. to delivery details.

nettl

Search your account 🔍   🛒 0 items   My account ▾

Navigation

- 🖥 Dashboard
- 🛒 Place an order
- ☰ Your orders ▾
- ◉ Your website
- 🗔 Saved quotes
- ✉ Messages ▾
- 🖼 Your images ▾
- 📷 Images to buy ▾
- ⚙ Settings ▾

Review Your Design

Page 1

Page 2

Page 1 Preview

NEW!
CLICK&COLLECT
save time, order online at
www.foodonthird.com

Lunch Club   FOOD ON THIRD

🔍 Hover or click to zoom   ☁ Download Proof

Top ⬆

Page 2 Preview

Collect 10 stamps and get a **FREE** sandwich,
hot special or jacket potato on your 10th visit

| 1st visit | 2nd visit | 3rd visit | 4th visit | 5th visit | FREE proper coffee on us |
| 6th visit | 7th visit | 8th visit | 9th visit | 10th visit | FREE sandwich or hot special |

This cashmeans the property of Food On Limited who reserve the right to decline to issue, accept or withdraw the cards at any time. One stamp per visit, per customer per day with purchase of any lunch sandwich, lunch hamer, jacket potato, hot special or salad. This card is subject to guarantee, credit or debit card.

FOOD ON THIRD · 378 Third Avenue · Trafford Park · Manchester · M17 1JE
foodonthird.com · 061 873 7885 · hello@foodonthird.com

🔍 Hover or click to zoom   ☁ Download Proof

🔍 **Your Proof**

Please check it **carefully** (especially numbers and words and names and dates). Check them all. And again.

Your screen does a pretty rubbish impression of printed paper, so don't rely on the colours you see - they'll print differently, trust us. So check the content, ignore the colours, and then choose an option below...

◉ Approve with no changes

☐ I've carefully checked all the details included, telephone numbers, email addresses, prices, dates, times, and spelling. I understand that if I spot any errors later, it will be too late to correct them.

○ Send to a colleague for approval

○ Request changes

☑ **Approve with no changes**

Design & Print
Signs Product Picker Grid

Help & Support
Find a studio

Legal
Terms & Conditions Privacy Policy
Email Policy Refund Policy Terms of use

Useful Links
Become a Partner

PROOF IT AND THEY WILL APPROVE

Cehkcing fnisihed pirnting for spleling erorrs is no fun. Best to ask clients to approve a proof *before* print. We all know this.

It's *dead easy* to email PDFs to clients isn't it?

Well, obviously big files bounce. So send a low-res version then?

Well, now you have to explain to the client why printed images won't look *quite* as bad. *How much less badder e x a c t l y ?*

Right, yes, well use *WeTransfer* or something?
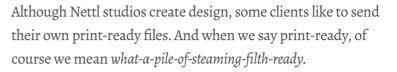
Well, now the client has the print-ready file. They could send it to another printer! And there's still no version control. *Janice, is this what you want Janice?!*

That's why Nettl studios use **BulletProof**. They email an online proof. Just a link. No files attached. Clients don't even need to remember a password – a clever *token* securely signs them in.

Then they approve or request changes. Studios get a news feed and an email when they're done. If the client has paid, the job could automatically go to print. *Perfect for late-night proofers.*

Tom Ray, Nettl Business Store   Recent Calls   Search

Home › Workgroup › Orders › View/Amend XBKWL › Files for Production

Pages for production

All order XBKWL | 4282377 | 4282378 | 4282379 | 4282380 | 4282381

Regular Business Card - 4x4
● 4282377 BCRG4T x500
for Food on Third (FOODON)
Title: Test 1
🗐 026

Page size: 58 x 88mm
(Including 1.5mm bleed)
Trim size: 55 x 85mm
Supply: **One file with 2 pages**

Download a template to start from:
Business Card.indt

FRONT   REVERSE
⚠ 4282377.PDF   ⚠ 4282377.PDF

Regular Business Card - 4x4
● 4282378 BCRG4T x500
for Food on Third (FOODON)
Title: Test 1
🗐 026

Page size: 58 x 88mm
(Including 1.5mm bleed)
Trim size: 55 x 85mm
Supply: **One file with 2 pages**

Download a template to start from:
Business Card.indt

FRONT   REVERSE
⚠ 4282378.PDF   ⚠ 4282378.PDF

Regular Business Card - 4x4
● 4282379 BCRG4T x500
for Food on Third (FOODON)
Title: Test 1
🗐 000

Page size: 58 x 88mm
(Including 1.5mm bleed)
Trim size: 55 x 85mm
Supply: **One file with 2 pages**

Download a template to start from:
Business Card.indt

FRONT   REVERSE
Drag page here or upload using filename.
4282379.PDF   4282379.PDF

Customer supplied files

All files for XBKWL | Job 4282379

OrderOnlineA6.pdf
📄 2 pages

Add files

Upload your files

Drag files here to upload
or
Choose files...

📋 Clipboard of unused pages

DRAG TO PAGES FOR PRODUCTION

bac2k.jpg
📄 page 1 of 1

✎ SmartFill blank pages

CHECK FILES WITH EYES SHUT

Although Nettl studios create design, some clients like to send their own print-ready files. And when we say print-ready, of course we mean *what-a-pile-of-steaming-filth-ready.*
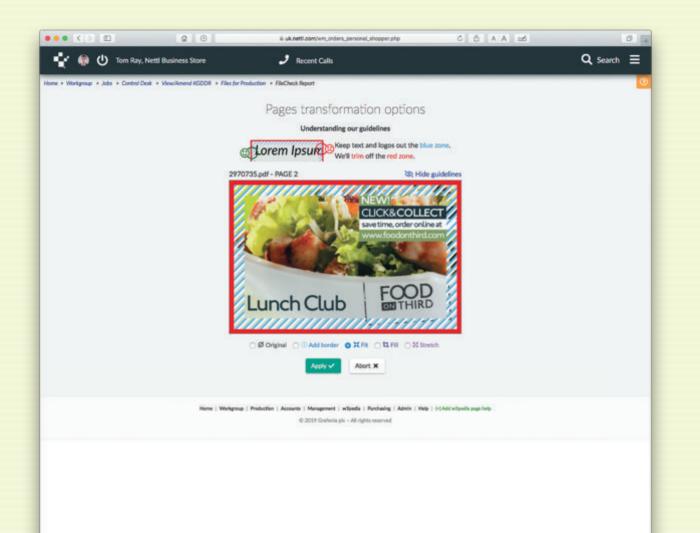
We've seamlessly integrated **Enfocus Switch** and **Callas pdfToolbox** into w3p. Nettl studios don't have to pay any additional user licences, click charges or usage fees – it's all included in the subscription.

Checking client files is really easy. In *Files for Production* designers see sizes and pages we're expecting. They drag pages to slots and press *Check Files*. We intelligently choose a preflight profile, depending on paper type and product finishes. They can carry on with their work. *Or look at Instagram.* A few minutes later, a print-ready file is uploaded to the job with a **FileCheck report**.

If we find errors in the file, we'll fix the ones we can and tell them what we did. If we find unfixable problems *(hey we're only human),* we'll let them replace the files. *And roll the FileCheck dice again.*

FIX FILES ON THE FLY

"Yes, I've got the design ready in Microsoft Word"

Makes your skin *tingle*, doesn't it?
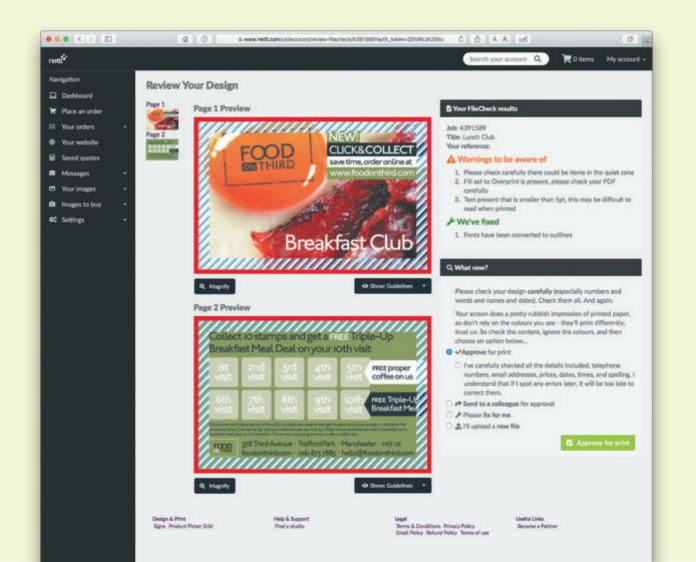
There are times though, when there's no budget *or enough time* to redesign. When it just needs printed. *Right now*. As it is. Including a clip-art handshake. *<Shivers>*

What would you do? Open the PDF in Illustrator or InDesign and manipulate it there? Or mess around in Acrobat? What if it's a 64 page training manual? *Oh please, taser me now.*

Is there an easier way? Well, Nettl studios just upload to w3p and choose one of the **Page Transformation** options.

Add a border keeps everything inside the quiet zone. *Fit* the design to the smallest edge. *Fill* to crop and preserve aspect ratio. Or, if they *really hate* the artwork, they can *Stretch* proportions to fit the canvas. *The monsters.*

Save, and a few minutes later, w3p will upload a print-ready PDF to the job, with transformations applied.

netti

Search your account 🔍   🛒 0 items   My account ▾

Navigation

- 🖥 Dashboard
- 🛒 Place an order
- ☰ Your orders ▾
- 🌐 Your website
- 🏷 Saved quotes
- ✉ Messages ▾
- 🖼 Your images ▾
- 🖼 Images to buy ▾
- ⚙ Settings ▾

Review Your Design

Page 1
Page 2

Page 1 Preview

NEW! CLICK&COLLECT
save time, order online at
www.foodonthird.com

FOOD ON THIRD

Breakfast Club

🔍 Magnify   👁 Show: Guidelines ▾

Page 2 Preview

Collect 10 stamps and get a FREE Triple-Up Breakfast Meal Deal on your 10th visit

| 1st visit | 2nd visit | 3rd visit | 4th visit | 5th visit | FREE proper coffee on us |
| 6th visit | 7th visit | 8th visit | 9th visit | 10th visit | FREE Triple-Up Breakfast Meal |

378 Third Avenue · Trafford Park · Manchester · M17 1JE
foodonthird.com · 0161 873 7885 · hello@foodonthird.com

🔍 Magnify   👁 Show: Guidelines ▾

🗎 **Your FileCheck results**

Job: 4391589
Title: Lunch Club
Your reference:

⚠ **Warnings to be aware of**

1. Please check carefully there could be items in the quiet zone
2. Fill set to Overprint is present, please check your PDF carefully
3. Text present that is smaller than 5pt, this may be difficult to read when printed

🔧 **We've fixed**

1. Fonts have been converted to outlines

🔍 **What now?**

Please check your design **carefully** (especially numbers and words and names and dates). Check them all. And again.

Your screen does a pretty rubbish impression of printed paper, so don't rely on the colours you see - they'll print differently, trust us. So check the content, ignore the colours, and then choose an option below...

- ● ✔ **Approve for print**
- ○ I've carefully checked all the details included, telephone numbers, email addresses, prices, dates, times, and spelling. I understand that if I spot any errors later, it will be too late to correct them.
- ○ ↪ Send to a colleague for approval
- ○ 🔧 Please fix for me
- ○ ⬆ I'll upload a new file

☑ Approve for print

Design & Print
Signs Product Picker Grid

Help & Support
Find a studio

Legal
Terms & Conditions Privacy Policy
Email Policy Refund Policy Terms of use

Useful Links
Become a Partner

GIVING THEM THEIR TEST RESULTS

Sharing's caring.

And it's easy to share **FileCheck** results directly with clients. Automatically check their uploaded files and share results *without doing anything.*

Or you might only want to share if there are errors.

Or if you're a *control freak*, review results first, then share later. It's possible to set those rules for each client individually.

Just like *Bulletproof,* email clients a secure link to view online. There they'll see large previews of their fixed files, together with a list of issues found.

We show bleed and quiet zones with easy-to-understand guidelines. They can toggle them on and off to make sure text isn't at risk of being *truncat*

Then, they approve for print, or upload new files to roll the dice again. The team is notified however they roll.

Tom Ray, Nettl Business Store   Recent Calls   Search

Template Status

✓   1. Template details and product options have been entered.

✓   2. InDesign file has been uploaded. You can replace it in the files section.

✓   3. A Template has been built.

🔴   4. Press 'Try Template' to make sure it's working as expected and create a test PDF.

🔴   5. Add tags to your template so people can find it.

🔴   6. Choose which customers have permission to use this Template.

🔴   7. Template is not live yet. Complete all the steps above to continue.

Template Details

⊕ Create Duplicate Template

GIVE YOUR TEMPLATE A NAME:	Revive template
CHOOSE YOUR TEMPLATE SIZE:	A5 (210 x 148mm + 1.5mm bleed) (Replace InDesign File to change)
CHOOSE YOUR COLOUR TYPE:	Full colour front (Replace InDesign File to change)
CLICK CHARGE:	Template Pdf Click Charge :: Transfer Price £0.00
TEMPLATE FEE:	Design Fee : Band E :: Selling Price £5.00 1 stock image
INCREASE ROYALTY?:	☐
STATUS:	Building
CREATED IN FLYERLINK BY:	Tom Ray (F125) on 06/11/2019 at 13:32
SETTINGS:	☐ Defunct? ⦿ Editable INDT/IDML ◯ Uneditable PDF ☑ Fill Active Content? ☐ Allow Active Content Upload? – Download sample CSV file ☑ Allow Stock Image Search? ☐ Allow objects to be added, deleted and transformed? ☐ DesignRank Promotion?

Products which can be ordered with this template

PRODUCT ZONE:	All products of matching size and colour type have been added.
PRODUCT CATEGORY:	
PRODUCT GROUP:	
PRODUCTS:	

All products of matching size and colour type (97 products) Remove

Save Template   *Changes have been made!*

BUILD ONLINE EDITABLE TEMPLATES DIRECTLY FROM INDESIGN

Clients want to do more things *self-service*. That might include personalising stationery and marketing material online. Multi-site businesses and franchise networks also want to control their brand, so *Jonny from Falkirk* can't print yellow leaflets with cyan "*50% aff*" in all caps *Papyrus*.

It's easy to build **online editable templates** in w3p.

In other systems, programming templates is left to developers. In w3p, it's done by designers. They simply create an InDesign file. No plug-ins are needed. They just name layers, swatches and paragraph styles our special, *secret* way. Upload the InDesign file to w3p and watch it build a template automatically.

Licencing fonts for online template use is expensive and a legal headache. We've integrated thousands of fonts from *Linotype, Monotype, ITC* and *Google* libraries. When designers upload a file, we scan for fonts. They choose alternatives from the list and w3p substitutes properly licenced versions. *But not Comic Sans. Nope. Don't you even dare. We mean it.*

orderlink.co.uk

when

Helvetica Neue LT Pro 77 Bold Condensed

Helvetica Neue LT Pro 87 Heavy Condensed

Helvetica Neue LT Pro 87 Medium Condensed

Helvetica Neue LT Pro 45 Light

Export Technicians have been using the latest mobile body shop technology

- Key vandal scratches
- Alloy wheel scrapes
- The latest body shop systems, and finally at a fraction of the cost
- Professional, courteous service fully guaranteed
- Rapid, punctual response

[[100 000 0000]]
[[yourname@email.com]]
www.revive-uk.com

revive!

LET CLIENTS EDIT DESIGN ONLINE

When Nettl designers set up a template, they decide which clients have permission to use it. Maybe, a single client. Everyone? Or maybe, a group of branches with the same brand. We call that a *customer category*. Clients sign-in to their private portal and choose a template. They're arranged in folders, *just the way they like it.*

Templates get edited in any modern browser. *No plug-ins needed, no Flash, no downloads and no extensions.* Clients can even edit on a touch device, like an iPad.

Designers have complete control over which text and images are editable and which are locked. They can choose to make certain content replaceable, but lock fonts or styles. Other objects can be *freestyled* in a choice of fonts.

Active Content fields are *cool*. They populate the user's contact details in the template, as it loads. Great for clumsy fingers and avoiding *tran5cr1pt1on err0r5*. A popular time-saver.

When the client finishes their masterpiece, a print-ready PDF is uploaded to a job and *the studio got mail*.

www.
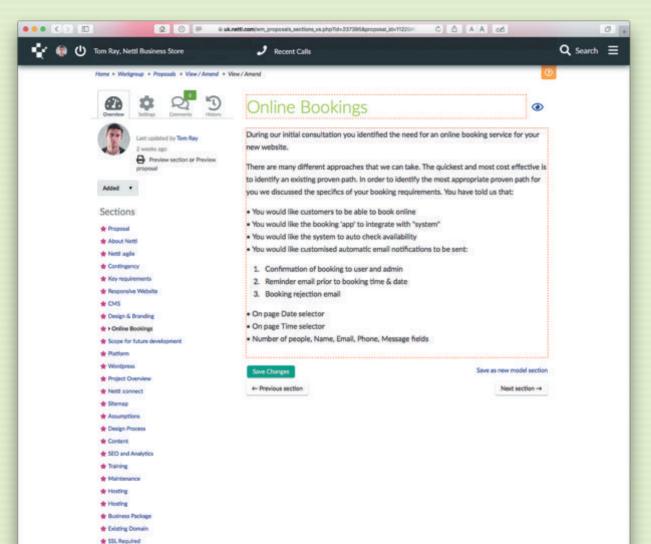
CHAPTER TWO

WEBSITES

Nettl studios can build beautiful mobile websites, ecommerce web shops and interactive booking systems.

From proposal, to project planning and deployment, find out how our systems make the process smarter.

READ MORE AT | www.nettl.com/websites

Tom Ray, Nettl Business Store   Recent Calls   Search

Overview   Settings   Comments   History

Last updated by **Tom Ray**
2 weeks ago
🖶 Preview section or Preview proposal

Added ▾

Sections

⭐ Proposal
⭐ About Nettl
⭐ Nettl :agile
⭐ Contingency
⭐ Key requirements
⭐ Responsive Website
⭐ CMS
⭐ Design & Branding
⭐ › Online Bookings
⭐ Scope for future development
⭐ Platform
⭐ Wordpress
⭐ Project Overview
⭐ Nettl :connect
⭐ Sitemap
⭐ Assumptions
⭐ Design Process
⭐ Content
⭐ SEO and Analytics
⭐ Training
⭐ Maintenance
⭐ Hosting
⭐ Hosting
⭐ Business Package
⭐ Existing Domain
⭐ SSL Required
⭐ Financials

Online Bookings

During our initial consultation you identified the need for an online booking service for your new website.

There are many different approaches that we can take. The quickest and most cost effective is to identify an existing proven path. In order to identify the most appropriate proven path for you we discussed the specifics of your booking requirements. You have told us that:

• You would like customers to be able to book online
• You would like the booking 'app' to integrate with "system"
• You would like the system to auto check availability
• You would like customised automatic email notifications to be sent:

 1. Confirmation of booking to user and admin
 2. Reminder email prior to booking time & date
 3. Booking rejection email

• On page Date selector
• On page Time selector
• Number of people, Name, Email, Phone, Message fields

Save Changes   Save as new model section

← Previous section   Next section →

A VERY DECENT PROPOSAL

When it comes to web projects, it's easy to get sucked into a black hole. If a client expects one thing and you deliver another, chances are, *one of you* will be crying. *Pass me that box of Autumnal shades.*

Agreeing what you're going to do is critical. And that starts with a decent, written proposal – not just a quote.

There's definitely a fine balance to strike when putting a proposal together. Clients don't want to be bamboozled with jargon. But they need to know what's included and what's not.

Nettl studios usually start from a **model proposal**. We have models for common types of site we build. Each is divided into sections, updated regularly, so they know current best practice. They edit the wording to suit, delete sections or add more detail. Diagrams. Pictures. Then a breakdown of financials, payment milestones and any schedule agreed.

They share the proposal when finished. Clients can approve online and pay a deposit by credit card in their private portal. *Perfect projects are spawned from perfect proposals.*

Home > Workgroup > Projects > Tasks > View/Amend

Projects > OC Spas

Overview   Members   Milestones   Settings

OC Spas Website Design

Re-Design of OC Spas Website.

Assigned to nobody ▾
Created by **Tom Ray**
From **OC Spas Website Design**
5 hours ago
📄 **Duplicate Project**
For **OC Spas**

Status: New ▾

☑ COMPLETED TASKS: 0
☰ TASKS TO DO: 6
⚠ LATE TASKS: 0
📎 ATTACHMENTS: 0

➕ Add new task

Tasks

[Active] [Completed]   Priority: All ▾   Status: All ▾   👤 Assignee: All ▾   Trending ▾

#76174   In progress ▾   **Home page Design**   ⚠ IMMEDIATE ▾
Assigned to 🏴 Tom Ray ▾   due date 31/10/2019 ▾

#76175   New ▾   **Subpage Design and Setup**   ❗ HIGH ▾
Assigned to 🏴 Jessica Burnie ▾   due date ▾

#76176   New ▾   **Spa Listing Design**   NORMAL ▾
Assigned to 🏴 Adam Neale ▾   due date ▾

#76177   On hold ▾   **Mobile optimisation and responsive fixes**   NORMAL ▾
Assigned to nobody ▾   due date ▾

#76178   On hold ▾   **Pre-launch checklist**   NORMAL ▾
Assigned to nobody ▾   due date ▾

#76179   On hold ▾   **Launch site**   NORMAL ▾
Assigned to nobody ▾   due date ▾

➕ Add new task

PLAN PERFECT PROJECTS

Nettl studios tend to be small teams of fewer than ten people. Managing multiple web projects at the same time can be tricky, especially when they're all at different stages. As a team gets bigger, complexity multiplies. With every new team member added, the lines of communication increase exponentially, *because maths.*

Teams use w3p's built in **Projects** tool. A project is simply a series of steps, or tasks, which need to be done, in the right order, to deliver a finished website.
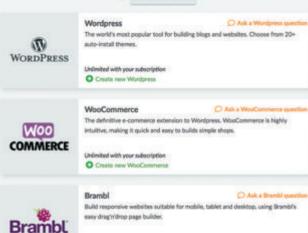
Tasks can be prioritised, assigned to team members and set target completion dates. Each team member gets an overview of their outstanding tasks, to help plan their day.

Some tasks might need Nettl Geek or community help. Studios simply flick a *Help Wanted* switch, and the task is opened on *The Geek Channel.* More on that in chapter seven.

As project milestones are completed, invoices can be automatically generated and payment collected. *Perfect projects become even more perfect when paid.*

Tom Ray, Nettl Business Store

Recent Calls

Search

Create website

Choose a type below or search existing sites 🔍

For Nettl of Exeter (F1... ▾

Wordpress
Ask a Wordpress question

The world's most popular tool for building blogs and websites. Choose from 20+ auto-install themes.

Unlimited with your subscription

➕ Create new Wordpress

WooCommerce
Ask a WooCommerce question

The definitive e-commerce extension to Wordpress. WooCommerce is highly intuitive, making it quick and easy to builds simple shops.

Unlimited with your subscription

➕ Create new WooCommerce

Brambl
Ask a Brambl question

Build responsive websites suitable for mobile, tablet and desktop, using Brambl's easy drag'n'drop page builder.

Unlimited with your subscription

➕ Create new Brambl

Prestashop
Ask a Prestashop question

Popular opensource e-commerce platform for building advance webshops.

INSTANTLY INSTALL WEBSITES

When it comes to choosing a website platform, *one size certainly does not fit all*. We say Nettl is *platform-agnostic*. That means we don't try to *shoe-horn* a client into the wrong website platform, just because it suits us. *Lady, those shoes do* not *go with that dress.*

We've configured w3p with the most popular platforms we build. If you're not sure which platform is best, Nettl training helps identify the right one. Once chosen, assign a client, then optionally choose a design theme framework to start from.

In the background, w3p creates a website and hosts it in the AWS cloud. It installs the latest safe version of the chosen platform and then shares a link to a development site.

There's no need to get *down and dirty* with server configurations. w3p takes care of the setup and the site will be ready to start designing in just a couple of minutes.

Studios can also choose an empty AWS Linux container if they want to install a different platform. *Show-offs.*

Tom Ray, Nettl Business Store   Recent Calls   Search

Home ▸ Workgroup ▸ Projects ▸ Tasks ▸ Create Task ▸ View Task

Projects ▸ Fast Path ▸ Getting Started ▸ #21 Putting website live (DNS settings & Flyerlink changes) ▸ #16 Create Wordpress site on w3pcloud

Change DNS Settings for 1&1 IONOS

FAST PATH taken 947 times

Task #1154 – Subtask of #21 Putting website live (DNS settings & Flyerlink changes)

To make the required DNS changes for 1&1 IONOS, complete the following steps:

> Please note IONOS are currently changing their control panel so parts of this article may need updating (again) soon

Log in to IONOS Control Panel

Head to Domains on the left hand side **OR Manage Domains** in the middle

Press the cog and click DNS

b) Add an A record to another IP address

Choose your Domain's custom IP address

Overview

Assigned to nobody
Created by 🇬🇧 Alistair Wilson

STATUS: ⭐ New
PRIORITY: Normal
TASKS TO DO: 1

TAKE THE FAST PATH

When you think about the number of websites we build every year in our studios, surely there must be *common* steps? Things teams do every day? *Common* problems they run into?

You're right.

Almost everything you think of can be achieved in software. The trick is knowing which path to choose. Will you take the path that solves the problem? Or the one that leads to a dead end. *In real life, there's no crackling lightning and skull signs to guide you.*

That's where **Fast Paths** come in. The Nettl Geeks create *digital recipes* for common tasks and problems. Maybe, entire project plans for something like an EPOS website integration. Or a single task to configure a line of code.

Studios search and then simply *take* a Fast Path. Doing that adds the task to their project, as if they'd written it themself. They edit instructions and assign to one of the team.

Fast Paths are a way for us to solve it once. So that our teams can follow the right path, time and time again. *And not end up, rolling their eyes, in a witch's cauldron.*

BUILD A SITE IN AN HOUR

You may be familiar with *Wordpress*, the most popular website platform. We use it lots. It's widely used for a reason: flexibility.

However, such flexibility adds *complexity*. And complexity requires maintenance and *care*.

If a client needs a simple, yet beautiful site, then **Brambl** might be an appropriate choice. Particularly if the client wants to edit the content of the site later. *And most do.*
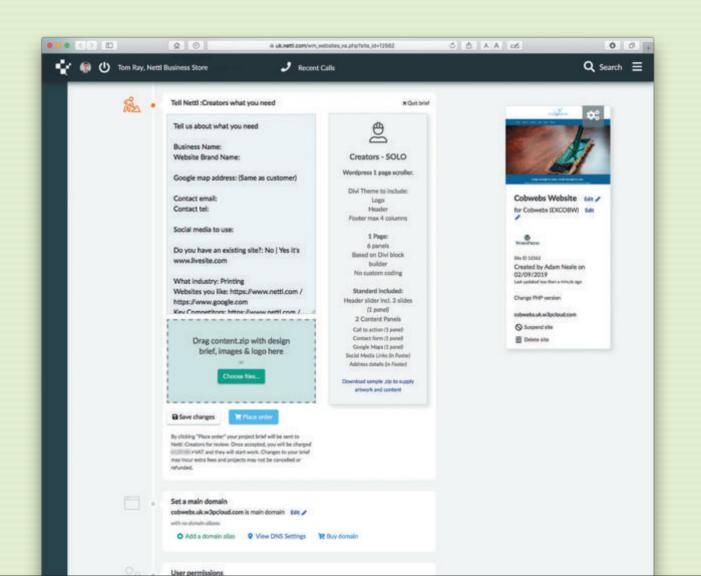
Brambl was built for designers. If you can *Photoshop*, you can Brambl. There's no code to learn. Studios choose a theme, then start assembling web pages using pre-designed panels. They just drag 'n' drop panels and blocks to build a layout.

Text is edited live, on page "wysiwyg" and in the right fonts the site uses. No more guessing what it might look like.

We can allow clients to edit content themselves, give them full design rights like the studio, or lock down the site entirely.

It's genuinely possible to build beautifully simple sites *in an hour.*

Brambl®

Tom Ray, Nettl Business Store

Recent Calls

Search

Tell Nettl :Creators what you need

✖ Quit brief

Tell us about what you need

Business Name:
Website Brand Name:

Google map address: (Same as customer)

Contact email:
Contact tel:

Social media to use:

Do you have an existing site?: No | Yes it's
www.livesite.com

What industry: Printing
Websites you like: https://www.nettl.com /
https://www.google.com
Key Competitors: https://www.nettl.com /

Drag content.zip with design
brief, images & logo here
—or—
Choose files...

🏗 Save changes   🛒 Place order

By clicking "Place order" your project brief will be sent to
Nettl :Creators for review. Once accepted, you will be charged
▓▓▓▓▓ +VAT and they will start work. Changes to your brief
may incur extra fees and projects may not be cancelled or
refunded.

Creators - SOLO

Wordpress 1 page scroller.

Divi Theme to include:
Logo
Header
Footer max 4 columns

1 Page:
6 panels
Based on Divi block
builder
No custom coding

Standard included:
Header slider incl. 3 slides
(1 panel)
2 Content Panels
Call to action (1 panel)
Contact form (1 panel)
Google Maps (1 panel)
Social Media Links (in Footer)
Address details (in Footer)

Download sample .zip to supply
artwork and content

Cobwebs Website Edit ✏
for Cobwebs (EXCOBW) Edit
✏

Site ID 12562

Created by Adam Neale on
02/09/2019
Last updated less than a minute ago

Change PHP version

cobwebs.uk.w3pcloud.com

◎ Suspend site

🗑 Delete site

Set a main domain
cobwebs.uk.w3pcloud.com is main domain   Edit ✏
with no domain aliases

⊕ Add a domain alias   ⦿ View DNS Settings   🛒 Buy domain

User permissions

LET US BUILD IT FOR YOU

Oh, to be an octopus! Three hearts. Blue blood. Inky escapes. Such intelligence. *So much fun.* And those eight arms would surely come in handy when you're up against multiple deadlines.

We all have quiet spells, then peak bursts of activity. Sometimes there just aren't enough hours in the week to cope with the bursts. Wouldn't it be nice to be able to flex your team to cope? Without having to hire someone full-time? That's why we made **Nettl Creators**.

Nettl Creators are an extra **web design resource** Nettl studios can call upon when they need to. Studios simply attach an online brief to their site, then submit to Nettl Creators. Once they've reviewed the project, Nettl Creators start work designing the site for a low, fixed price.

When they're done, studios share the finished site with end clients or make tweaks themselves. Everything stays within the w3p platform, so nobody knows the difference. *Like a dirty little secret.*

View/Amend

- Main Details
- Backups
- Plugins
- Ioncube Licences
- Create Duplicate

Create Website

Home > Workgroup > Websites > Search > View/Amend > Main Details

The Sign Show

Site is live

Flick switch to put site in development mode

Edit your site

Hosting chosen   Edit
Wordpress Hosting plan subscription is active.
Initial charge of £0.00 on 29/11/2019, then £0.00 every month
Deployed by #4425107 and subscription #21593 created by Sean Fullerton
Wordpress Hosting charged from 29/11/2019 on #20785

Ask Nettl :Creators to build site
Choose package

Live domain name set
www.thesignshow.co.uk is main domain   Edit
with aliases
thesignshow.co.uk (externally managed)
thesignshow.uk.w3pcloud.com

Add a domain alias   View DNS Settings   Buy domain

User permissions
Manage user permissions within Wordpress

Link to customer's proposal, so you know what was promised
None
Create proposal

Link to project and assign tasks
None

The Sign Show

The Sign Show   Edit
for Nettl / printing.com
DEANSGATE (W14ME)   Edit

WORDPRESS

Site ID 12472
Created by Sean Fullerton on 16/08/2019
Last updated 2 months ago

Change PHP version

www.thesignshow.co.uk
Suspend site
Delete site

PUSH SITES LIVE EASILY

Whilst a website is being built, it sits in a special area, hidden from search engines. We call this *in development*. Studios usually want to share this development site with clients, so they can give feedback on progress. But they wouldn't want to make it publicly available until they client has paid. w3p acts as a bouncer. *Sorry mate, you're name's not on the list.*

When the time is right, the studio will push the site live. Maybe it's replacing an existing website, hosted elsewhere. Or maybe it's a new site on a brand new domain name.

Putting websites live can be painful. It's really easy to screw things up. If you've ever been caught in *DNS-hell*, you'll know what we mean. *Where did it go, for the love of...?!*

So w3p makes life simpler. There's no need to get developers involved. *Let sleeping devs lie.* Follow the step-by-step, on-screen instructions and flick a switch to push sites live instantly.

If a site needs to be suspended, or put it back into development mode, it's just the flick of the switch again.

nettl

Website Report for www.xmple.co.uk

This report gives your website an overall important measure based on a series of important factors such as on-page SEO optimisation, off-page factors, social performance, security and more. The overall grade is the A to F. It is built with your major industry-leading websites in mind, to find a single, increasing website's grade or recommendations to ensure a faster website experience for your users and improved usability and reliability for search engines.

www.xmple.co.uk Quick Results

Your page is very good!
(93 related improvements recommended)

- A —
- A+ — SEO
- B+ — Quality
- B+ — Performance
- A — Social
- A+ — Security

SEO Results

A+

Your SEO is very good!

Congratulations, your page is well optimised for SEO performance. SEO optimisation is important to ensure you can maximise ranking potential and drive traffic to your website from search engines. You can continue to build on your strong position through further application of SEO strategies like content generation and link building.

HTML REPORTS

Title Tag
You have a string of optimal length (between 10 and 70 characters).

OPTIMISE IT AND THEY WILL COME

Launching a website is like sticking up a billboard in the desert. Unless you drive traffic (Build a road! Build a road!) *nobody will see it*. The site will sit there, *fading in the harsh, unrelenting sun*.

So, just get to the top of Google? Easy. *Psst, mate, keep a secret yeh?* The way to number one is... spend *much more* than others dream of paying. *Oh, wait.* But that's how Adwords work. Bid most, take the top slot. Until your budget is *(quickly)* clicked up the wall. There's a reason Google is so profitable.

But is there another way? Fortunately, yes. To improve site ranking, clients need to invest in **search engine optimisation** or **SEO**. Now, a natural additional service clients ask Nettl studios for.

Persuading clients they need SEO is one thing. Actually doing the *hard graft* is quite another. That's why Nettl studios **sell** SEO services. And that's why **we do** the heavy lifting. Activate in a click, then the technical bits are done by our central team of SEO geeks.

The best thing about SEO? Every site needs it. And, even better... *you* didn't have to design the client's site. *The market is as big as the Kalahari.*

Home > Workgroup > Customers > View/Amend EXGXA > Financial > Subscriptions > View/Amend

Edit subscription for GX Accountancy (EXGXA)

SUBSCRIPTION TYPE:	Wordpress Starter for gxa (www.gxaccounts.com)
NAME:	Website Hosting (Monthly)
INITIAL CHARGE:	£ 15.00 on 01/06/2018 (Transfer price £ 0.00)
FOLLOWED BY A CHARGE OF:	£ 15.00 on 01/11/2019 then every 1 months (Transfer price £ 0.00)
UNTIL:	● I cancel ○ a final charge on
COLLECT PAYMENT:	○ Manually ○ or auto debit/credit card ● or auto Direct Debit
NOTIFY CUSTOMER:	7 days before next charge
NOTIFY WORKGROUP:	10 days before next charge
CREATED BY:	Tom Dobson (F125) - tom.dobson@nettl.com

Save Subscription   **Cancel Subscription**

Charge jobs created for this subscription so far

Sequence	Date	Job	Title	Product	Payment Due	Paid	Balance
17	01/10/2019	4361116	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
16	01/09/2019	4331473	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
15	01/08/2019	4305006	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
14	01/07/2019	4276611	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
13	01/06/2019	4249365	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
12	01/05/2019	4220645	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
11	01/04/2019	4193184	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
10	01/03/2019	4163417	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
9	01/02/2019	4135705	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
8	01/01/2019	4104926	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
7	01/12/2018	4085248	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
6	01/11/2018	4052439	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
5	01/10/2018	4019022	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
4	01/09/2018	3990255	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
3	01/08/2018	3962679	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
2	01/07/2018	3934835	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00
Initial	01/06/2018	3905782	Sub : Website Hosting (Monthly)	HOSTWP	£18.00	£18.00	£0.00

NUTS AND BOLTS AND SSL
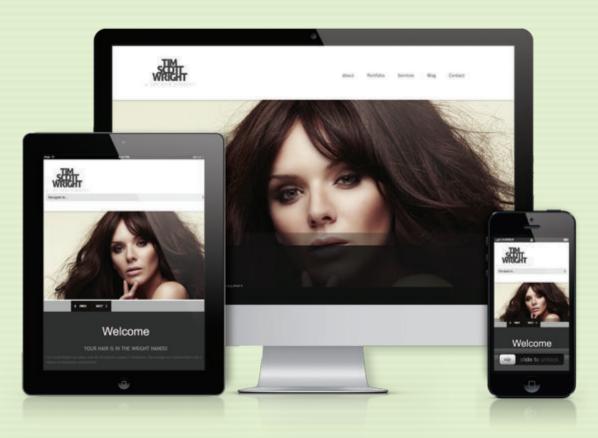
Websites come with many recurring revenue opportunities. Every site needs a **domain name**, usually renewed annually. Studios choose a name, buy and renew directly from w3p.

If a website has a form, asks visitors to fill in their details, or has an online shop, then it needs an **SSL** security certificate. That's the little padlock browsers show when a website is securely transmitting data. Those need to be renewed annually too.

Finally, every website needs **hosting**, usually paid monthly. Our sites are hosted in AWS cloud. We take care of backups, so it's easy to roll-back if something goes wrong. And with *Twin City Hot-Swap,* we keep an identical copy in a different country, in case of catastrophic failure of a whole data centre.

With all these frequent *micro-payments*, you might be thinking that setting reminders would be a *micro-mare*. Well, not only does w3p create subscription invoices by itself, it collects payment automatically by credit card or direct debit. There's more about subscriptions in chapter six.

NOT JUST A PRETTY SITE

Think about the websites you've used in the last week or so. Chances are, you've done *more than* just read stuff. You've probably interacted with the sites in some way.

Perhaps you've bought something online. *Suits you.* Maybe you've made a restaurant reservation. *Heard they do a great steak.* You might even have transferred money, calculated a quote or completed a questionnaire. *Being tech savvy is a good look.*

We all do more online these days.

We love *personal* service. But we also want self-service.

We can't always make a phone call during business hours. We *expect* to be able to do things online.

The Nettl system helps studios build sites which go beyond beautiful brochures. Because businesses want *more than* brochures. They want to **sell online**. To add online bookings. Payments. Sales order back offices. Inventory management systems which sync with EPOS tills.
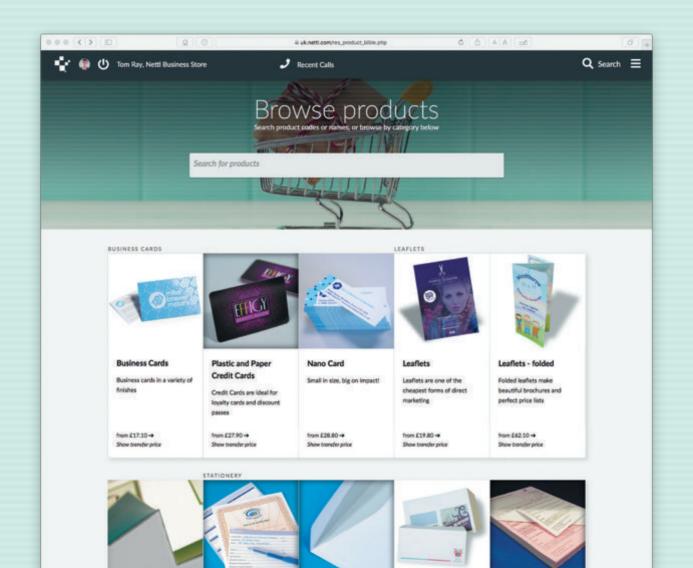
CHAPTER THREE

PRODUCTION

Nettl studios are hooked into an international supply chain, to extend their range, effortlessly.

They use the same systems we use in our state-of-the-art manufacturing hubs to manage their own workflow and production.

SAY YES TO MORE THINGS

Even if you have your own production department, there'll be things you need to outsource from time-to-time.
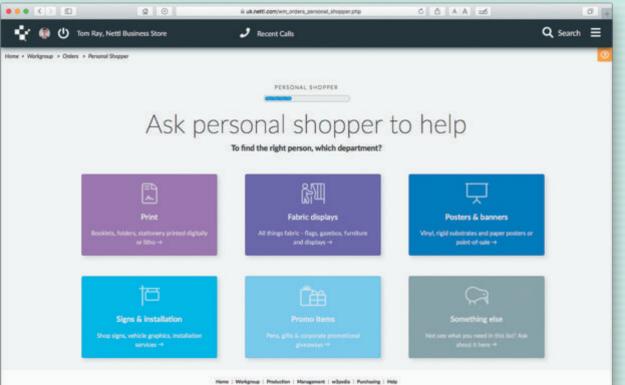
Nettl studios are hooked into our supply chain and get factory-direct, wholesale pricing. The range covers litho, digital and large format printing. On fabric, rigid substrates, vinyls, paper and boards. From business cards to billboards and building wraps. Signage, exhibitions and point-of-sale.

It's all in the online **Product Bible**. But, instead of *parables*, in our Bible you'll find neatly arranged *product categories*. And our *gospels* are fast, fixed turnarounds, on time, as promised.

It's easy to see what you pay and which products are delivered next day, for clients with *planning disasters of biblical proportions.*

Each product quantity has a suggested retail price, so you can give customers an instant quote. *Rejoice!*

It's just one click to turn a product into an order. Like some sort of *miracle. Can I get an Amen?*

A LITTLE PERSONAL HELP

You say *potato*, we say *Maris Piper cheesy mash.*

You say *tomato*, we say *solanum lycopersicum.*

Things get lost in translation. We keep jargon to a minimum, but maybe our *dinner* is your *tea.*

Sometimes you know what you want, but you're not quite sure what it's called.

That's what **Personal Shopper** is for.

It's a bunch of human experts, who know their di-bond from their elbow. They're around to help studios with stuff they might not be familiar with.

Just tell Personal Shopper what you're looking for. Maybe share a diagram, link or photo. Then request a callback or get emailed help from a specialist.

They'll point you to a suitable product, or create a custom quote for something out of the ordinary. They'll even create an order for you, ready for your artwork.

Seen a lower price?

We price match competitors selling like-for-like items with the same quality, turnaround speed and delivery guarantees.

Ask personal shopper to price match >

Choose a quantity from 250 to 50,000 and create a job from here

	Lowest price in 6 days	Normal price in 3 days	Get in 48 hours	Get next day

Code	Quantity	Selling price	Transfer price	Estimated delivery	Margin	%	Weight	Create Job
BCGU4T	250	£44.10	✕				0.5kg in 1 boxes	🛒
BCGU4T	500	£45.90	✕				1.1kg in 2 boxes	🛒
BCGU4T	750	£53.10					1.6kg in 3 boxes	🛒
BCGU4T	1,000	£60.30					2.1kg in 4 boxes	🛒
BCGU4T	1,250	£66.60					2.7kg in 5 boxes	🛒
BCGU4T	1,500	£74.70					3.2kg in 5 boxes	🛒
BCGU4T	1,750	£81.00					3.7kg in 6 boxes	🛒
BCGU4T	2,000	£88.20					4.2kg in 7 boxes	🛒
BCGU4T	2,250	£94.50					4.8kg in 8 boxes	🛒
BCGU4T	2,500	£101.70					5.3kg in 9 boxes	🛒
BCGU4F	3,000	£117.90					6.6kg in 6 boxes	🛒
BCGU4F	3,500	£141.30					7.7kg in 7 boxes	🛒
BCGU4F	4,000	£166.50					8.8kg in 8 boxes	🛒
BCGU4F	4,500	£186.30					9.9kg in 9 boxes	🛒
BCGU4F	5,000	£199.80					11.0kg in 10 boxes	🛒

🛒 Create job

Images for Grand Suede Business Cards group

THE WISDOM OF THE CROWD PRICE

Hundreds of independent businesses are part of the Nettl network. They're reselling print, signs and displays to clients. They're professional buyers and they're a savvy bunch.

We'll let you into a little secret. There's *always* someone willing to print cheaper than our transparent Product Bible prices. That's why Personal Shopper matches like-for-like offers. Studios share a competitor quote and Personal Shopper creates a price match voucher to use. But it gets better.

If someone in the network finds a cheaper price, we make it available to everyone. We call it **Crowd Price**. *You* could use price match vouchers *other* Nettl studios have requested. And *they* can use *yours*. They all see vouchers in the Product Bible as little magenta *badges of discount heaven*.

So. Where do you see yourself in five years? With a load of browser tabs open? *Sniffing out* a few pence or cent savings here and there? Or trusting the *wisdom of Crowd Price* so your team can focus their energy on higher value activity?

Tom Ray, Nettl Business Store　　　Recent Calls　　　Search

Technical Specification

DEFUNCT:	☐ Create Job ⊕
ALLOW CUSTOM PRODUCT SPEC:	☐
FEATURED PRODUCT:	☐
CHOOSE A PRODUCT KIND:	Electronic/File only
CHOOSE YOUR COLOUR TYPE:	Private product
CHOOSE YOUR PRODUCT SIZE TYPE:	All A-size flat products
CHOOSE YOUR PRODUCT SIZE:	A5 (210 x 148mm + 1.50mm bleed)
ENTER PAGE SIZE:	Height: 210.000 mm Width: 148.000 mm Bleed: 1.5000 mm on each edge
CHOOSE FILE SUPPLY TYPE:	PDF
CHECK FILE PAGE SIZE:	☐ (Any page size accepted)
IS TURNAROUND GUARANTEED:	Yes, fixed despatch date ○ No, approx despatch date ⊙
TURNAROUND FOR DESPATCH:	In approx 5 to 7 working days
UNITS OF PRODUCTION:	1
ALLOW ANY QUANTITY:	☐ (auto-priced from 1)
PRODUCTION METHOD:	Production Method 001 - Edit

Save Changes

Sorting & Searching

Create Duplicate Product ⊕

YOUR PRODUCT CODE:	ⓘ
CHOOSE A PRODUCT GROUP:	A5 Tots Electronic PDF In the Flyers Category
SUPPLIER:	Nettl of Exeter (F125) :: GBNI
HIDE JOBS FROM CUSTOMERS ONLINE?	☐
PRODUCT TAGS:	
Add New Tag ⊕	

Product Options Edit

Add product option ⊕

Add product options to offer a choice of different colours, sizes or styles.

🇬🇧 Prices & Financials for Normal service level (Despatch in 5 days)

VAT CODE: (1) Standard Rate- 20.00%

Normal (1)

Quantity	Selling price	Transfer price	Production cost	Margin	%
1	£ 20.00	£0.00	£ 0.00	£20.00	100%

Add more prices ⊕

Save Changes

Customer Permissions

○ Only customers I add to the list below:

SELL YOUR OWN STUFF
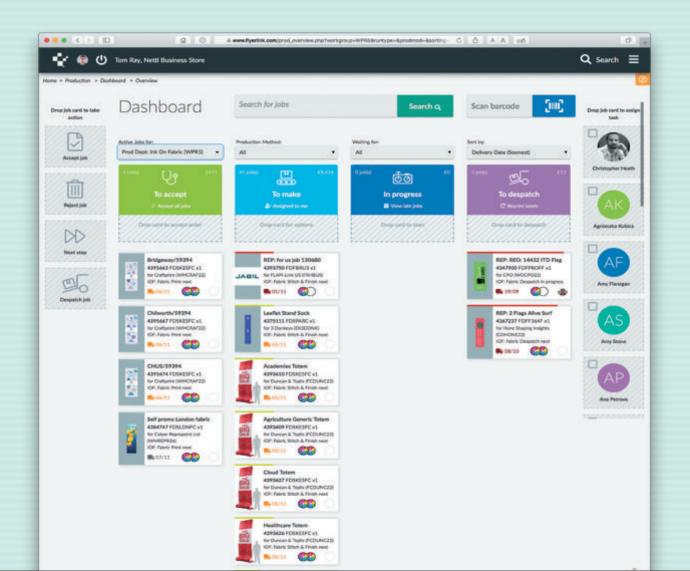
If you've ever built an ecommerce shop, you'll know how much time you need to invest in merchandising a product range. Descriptions, prices, options, imagery. It all takes *effort*.

In chapter six, we'll uncover what happens in Nettl.com's online shop and how studios create private shops, pre-filled with the full Product Bible range. With *zero effort*.

If you have your own manufacturing, or sell products sourced elsewhere, it's easy to manage those in w3p.

Studios can use w3p's visual **Product Builder** to create their own products. A bit like listing an item for sale on eBay. If they have lots to enter, then bulk product importer makes things faster. They fill out a csv file. If image links are included, w3p automatically retrieves them and uploads them to our content delivery network *(or CDN, if you're a massive geek)*.

Just like templates, studios can give everyone, or individual clients permission to buy their own products. Or restrict to selected groups. *To make them feel special.*

Tom Ray, Nettl Business Store

Q Search

Home > Production > Dashboard > Overview

Dashboard

Search for jobs   **Search Q**

Scan barcode

Drop job card to take action

- Accept job
- Reject job
- Next step
- Despatch job

Active Jobs for:
Prod Dept: Ink On Fabric (WPRS)

Production Method:
All

Waiting for:
All

Sort by:
Delivery Date (Soonest)

Drop job card to assign task

Christopher Heath

| 4 jobs | £471 |
To accept
Accept all jobs
Drop card to accept order

| 41 jobs | £9,416 |
To make
Assigned to me
Drop card for options

| 0 jobs | £0 |
In progress
View late jobs
Drop card to start

| 2 jobs | £12 |
To despatch
Reprint labels
Drop card to despatch

AK Agnieszka Kubica

Bridgeway/59394
4393663 FDSKESFC x1
for Craftprint (WMCRAF22)
IOF: Fabric Print next
06/11

REP: for us Job 130680
4393750 FDFBRU3 x1
for FLAPI-Link US (FRHBUSI)
IOF: Fabric Stitch & Finish next
01/11

REP: RED: 14432 ITD Flag
4347900 FDFPROFF x1
for CPO-IWOCPO22)
IOF: Fabric Despatch in progress
19/09

AF Amy Flanagan

Chilworth/59394
4393667 FDSKESFC x1
for Craftprint (WMCRAF22)
IOF: Fabric Print next
06/11

Leaflet Stand Sock
4375111 FDSPARC x1
for 3 Donkeys (DX3DONK)
IOF: Fabric Stitch & Finish next
05/11

REP: 2 Flags Alive Surf
4367237 FDFF3647 x1
for Home Shaping Insights
(COHONE22)
IOF: Fabric Despatch next
08/10

AS Amy Stone

CHUS/59394
4393674 FDSKESFC x1
for Craftprint (WMCRAF22)
IOF: Fabric Print next
06/11

Academies Totem
4393610 FDSKESFC x1
for Duncan & Toplis (FCDUNC22)
IOF: Fabric Stitch & Finish next
05/11

AP Ana Petrova

Self promo London fabric
4384747 FDSLDNFC x1
for Colyer Repronpoint Ltd
(WMREPR26)
IOF: Fabric Print next
07/11

Agriculture Generic Totem
4393609 FDSKESFC x1
for Duncan & Toplis (FCDUNC22)
IOF: Fabric Stitch & Finish next
05/11

Cloud Totem
4393627 FDSKESFC x1
for Duncan & Toplis (FCDUNC22)
IOF: Fabric Stitch & Finish next
05/11

Healthcare Totem
4393626 FDSKESFC x1
for Duncan & Toplis (FCDUNC22)
IOF: Fabric Stitch & Finish next
05/11

KANBAN PRODUCTION DASHBOARD

What happens when someone places an order? If the product is manufactured by the Nettl supply chain, studios *click and forget*.

If it's their own product, they'll need to make it.

How do you manage your workflow today? Some folk have a paper-based system, or print reports from an older system.

You might like w3p's **Production Dashboard**. It's a kanban card-based system, like Control Desk you saw earlier.

First, there's orders and files *To Accept*. Then jobs ready *To Make*. When an operator starts a job, the card moves to *In Progress*, adorned with their smiling face. When all steps are complete, it'll move *To Despatch*, ready to print shipping labels.

A production manager assigns tasks to team members by dragging a card to their little face on the right.

The dashboard is perfect for touch devices, like iPads or Amazon Fire tablets. Working *live* means the team see what needs done, real time. All the information they need is a click away. *Umai.*

Tom Ray, Nettl Business Store

Search

To accept
Accept order

To make
Assigned to me

In progress
View late jobs

To despatch
Reprint labels

Drop job card to take action

Drop card to accept order

Drop card for options

Drop card to start

Drop card for despatch

Drop job card to assign task

Accept job

Reject job

Next step

Despatch job

Christopher Heath

Agnieszka Kubica

Amy Flanagan

Amy Stone

Asa Petrova

Ann Higgins

Empire Flags
4411931 FDFE35V x2

34647 Genial tablecloth
4340083 FDTCGU6 x1

Details Steps Options Financials Despatch Product Files

Job 4475131 Part of order BLXRF

✓ **IOF: Fabric Print**
🏃 *Done by Jon Voldhams 4 days ago*

✓ **IOF: Fabric Fixation**
📍 *Done by Dan Shortman 20 hours ago*

✓ **IOF: Fabric Cutting**
🟡 *Done by Ann Higgins 18 hours ago*

📋 **IOF: Fabric Stitch & Finish**

Quantity: 2
Fabric Stitch & Finish

💬 Sew Strong Flag Belt in pole pocket tip

▶ Start

🔒 **IOF: Fabric Assemble & Test**

🔒 **IOF: Fabric Photo**

🔒 **IOF: Fabric Pack/Instructions**

🚚 **IOF: Fabric Despatch**

Page 1

JOIN THE REVOLUTION

□•BASF
The maple chemistry

Page 2

ION
E TION

IOF: Fabric Cutting test
25/11

REP: INB BACKDROP FAB...
4414685 FDSBLGC x1
for INB Association (GENBAS0)

CE

MANAGE EVERY STEP OF THE PROCESS

If you have your own factory, you probably use multiple machines and multiple processes. Making a roller banner is different to printing raffle tickets.

In w3p each product can be attached to a *Production Method*. It's a way of segregating work, so different departments can filter tasks they need to do.

Each method is a different route through the factory. The simplest route might be *print,* then *despatch*. Or teams might want to create more sophisticated flows to match real life. Making greeting cards might be *File check, print, laminate, crease, trim, pack, ship.* We call these **Production Steps**.

Has your operator ever creased a job before it was laminated? Of *course they creasing have.* So w3p can observe *must do* rules. An operator can't start a step until a previous step has been done. Quality boffins call it *critical path conformance.* But we like to keep things simpler than that. So operators just see a little padlock. Like a little *chastity belt,* preserving a job's perfection.

w3p · Christopher Heath, Grafenia plc

Search

Drop card to accept order · Drop card for actions · Despatch to pack · Drop card to despatch

Drop job card to take action

Accept job

Reject job

Next step

Despatch job

CC0MVL6YTS4
IOF: Fabric Stitch & Finish next
12/13

Army Cadet
4398583 FDSNYCC x3
for Prixshwa Marketing Ltd

Details | Steps | Options | Financials | Despatch | Product | **Files**

Job 4397280 Part of order HGLYY

Page 1

Choose downloads

- ☑ Graphic files (PDF)
- ☑ Order list (XML)
- ☑ Order list (CSV)
- ☑ Packing slip (PDF)
- ☑ Worksheet (PDF)
- ☑ Everything (ZIP)

⬇ Download JobMaker Pack

Files for production

⚠ SPECIAL CARE PRODUCT

Page Size:	2422 x 3390 mm (including 50mm bleed)
Trim size:	2322 x 3290mm
Supply:	1 single page files

🟢 1: 4397280_A01.PDF 🔒

www.causewaychamber.com

Causeway Chamber
representing • supporting • connecting

Christopher Heath

Agnieszka Kubica

Amy Flanagan

Amy Stone

Asa Petrova

Ann Higgins

Ventas Vision Backdrop
4397997 FDSNYOFC x3
for Incoaservation UK Ltd
090NCC010
IOF: Fabric Cutting next

PLUMB IN SUPPLIERS

There'll be times you use third-party suppliers for *weird* client requests. Maybe you have a *weird* client who insists on some special item you regularly need to supply. Maybe you just have a *weird* client, full stop. *One who says they go dancing with John Travolta.*

When Nettl studios create products, they specify whether they're making them in-house or outsourcing. We call the latter **OpenSource Products** and w3p makes them easy to manage.

When a studio uploads design files, we lock them in place. So they can't *sneakily* switch files after printing starts.

For OpenSource products, w3p lets a third party supplier know when an order is ready. We email them a link to download a *JobMaker Pack*. Everything they need is zipped up – graphic files, worksheet, packing slip and production step barcodes.

Studios can even give each supplier their own private *Production Dashboard*, to manage them like their own factory. Tracking their progress. *Live.* From miles away.

"Just round the corner, mate." Dashboard says you're lying. Mate.

BECAUSE
MORE
CUSTOMERS
Old Bean
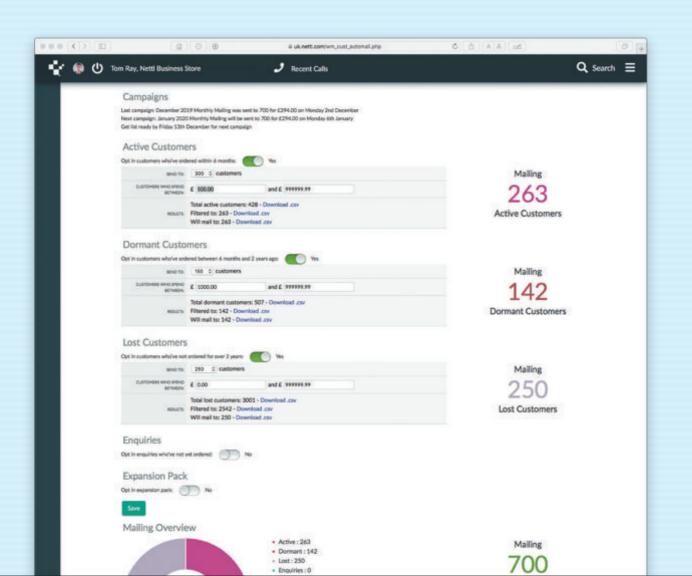
CHAPTER FOUR

MARKETING

Every business needs to add new customers just to stand still.

w3p helps our studios keep in touch with existing customers and market to prospects, so they can spend time nurturing future relationships.

READ MORE AT **www.nettl.com/marketing**

Tom Ray, Nettl Business Store   Recent Calls   Search

Campaigns

Last campaign: December 2019 Monthly Mailing was sent to 700 for £294.00 on Monday 2nd December
Next campaign: January 2020 Monthly Mailing will be sent to 700 for £294.00 on Monday 6th January
Get list ready by Friday 13th December for next campaign

Active Customers

Opt in customers who've ordered within 6 months: ● Yes

SEND TO: 300 ⇕ customers

CUSTOMERS WHO SPEND BETWEEN: £ 500.00   and £ 999999.99

RESULTS: Total active customers: 428 - Download .csv
Filtered to: 263 - Download .csv
Will mail to: 263 - Download .csv

Mailing
263
Active Customers

Dormant Customers

Opt in customers who've ordered between 6 months and 2 years ago: ● Yes

SEND TO: 160 ⇕ customers

CUSTOMERS WHO SPEND BETWEEN: £ 1000.00   and £ 999999.99

RESULTS: Total dormant customers: 507 - Download .csv
Filtered to: 142 - Download .csv
Will mail to: 142 - Download .csv

Mailing
142
Dormant Customers

Lost Customers

Opt in customers who've not ordered for over 2 years: ● Yes

SEND TO: 250 ⇕ customers

CUSTOMERS WHO SPEND BETWEEN: £ 0.00   and £ 999999.99

RESULTS: Total lost customers: 3001 - Download .csv
Filtered to: 2542 - Download .csv
Will mail to: 250 - Download .csv

Mailing
250
Lost Customers

Enquiries

Opt in enquiries who've not yet ordered: ○ No

Expansion Pack

Opt in expansion pack: ○ No

Save

Mailing Overview

- Active : 263
- Dormant : 142
- Lost : 250
- Enquiries : 0

Mailing
700

MARKETING THAT JUST HAPPENS BY ITSELF

Repeat, repeat, repeat! We preach that to our clients. From the good book of marketing. *Be consistent. Trust takes time. Keep in contact. When the time is right, their brand is front of mind.*

We all *know* this. And yet. It's easy to be *holier than thou.*
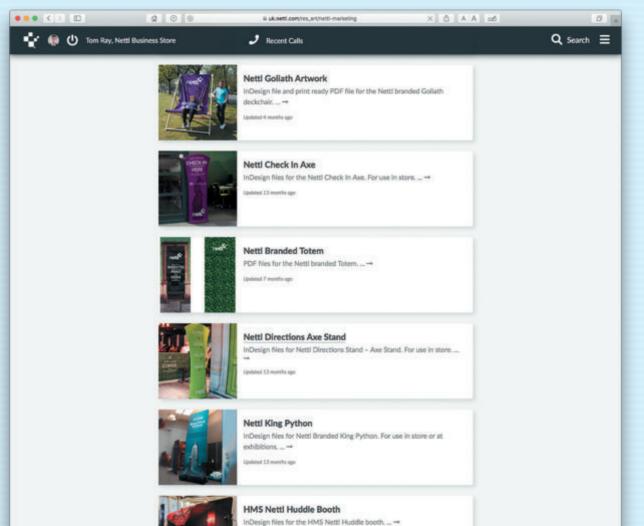
Be honest.

Do you keep in touch with *every* single client, *every* single month? You probably spend time creating marketing *for* clients. And before you know it, a new month *slaps you in the face,* and *sneers* that you never got round to marketing *yourself.*

Every month, we plan and execute a multi-channel marketing campaign on behalf of Nettl studios.

We call it **Automail**. They choose how many printed pieces to mail and eshots to send each month. Our wizard helps them dynamically select prospects and customers, based on their spend, order frequency and profile. They set it once, then *forget.* We export data, print, address and mail without nagging.

Being consistent is easy, when someone does it for you.

Nettl Goliath Artwork

InDesign file and print ready PDF file for the Nettl branded Goliath deckchair. ... →

Updated 4 months ago

Nettl Check In Axe

InDesign files for the Nettl Check In Axe. For use in store. ... →

Updated 13 months ago

Nettl Branded Totem

PDF files for the Nettl branded Totem. ... →

Updated 7 months ago

Nettl Directions Axe Stand

InDesign files for Nettl Directions Stand – Axe Stand. For use in store. ... →

Updated 13 months ago

Nettl King Python

InDesign files for Nettl Branded King Python. For use in store or at exhibitions. ... →

Updated 13 months ago

HMS Nettl Huddle Booth

InDesign files for the HMS Nettl Huddle booth. ... →

Updated 13 months ago

A HUGE LIBRARY OF EDITABLE COLLATERAL

Nettl studios get access to our *unique* online **Marketing Archive**. It's a library of ready-made ad campaigns and digital content. All professionally copy-written, in the same charming *tone-of-voice*. With distinctive imagery and striking photography.

Teams search the catalogue, or browse sections. There's printed pieces, like direct mailers and persuasive brochures. Point-of-sale from life-size zebras to flyer dump bins. Digital collateral, eshots and infotorials. Signage. Exhibition displays. Videos. Social media graphics. Everything a graphics business needs to promote their business, at every occasion.

Designers download source *InDesign* files, edit with their location details and off they go.

Top performing Nettl studios use the whole toolkit. Consistently. They follow our best-practice, interactive Marketing Plan. They *Automail* to keep in touch with existing clients. And they use marketing collateral for outreach. At networking, events and exhibitions. Like everything in life, they know what they *get out*, is proportional to what they *put in*. *So they shove in absolutely loads.*

Tom Ray, Nettl Business Store   📞 Recent Calls   🔍 Search ☰

Home › Management › Marketing › Customer Segmentation

Customer segmentation

Group your customers by their spending levels. Review the number of days until the next expected order.

Choose workgroup:

Nettl of Exeter (F125) ▾

[See results ⌄]

The results...

Use a question mark (?) to search for ?words? in the middle of a sentence.

Include On Stop and Void Customers ☐   [Search]

Customer	Customer Segment	Total spend	12 month margin	12 month sales	Frequency	Spend
Search Code	Any ▾				Any ▾	Any ▾
	Top customer	£256,275 85% margin	£46,535 90% margin	£52,451 90% margin	⏱ 3 days since last order	⚡ Spend decreasing
	Top customer	£32,136 96% margin	£28,417 97% margin	£30,165 99% margin	⏱ 1 days since last order	⚡ Spend decreasing
	Top customer	£59,078 68% margin	£14,083 74% margin	£19,626 79% margin	⏱ 3 days since last order	★ Spend increasing
	Top customer	£58,124 76% margin	£13,326 90% margin	£14,479 91% margin	⏱ 32 days since last order	★ Spend increasing
	Top customer	£13,725 96% margin	£9,969 95% margin	£9,509 95% margin	⏱ 0 days since last order	⚡ Spend decreasing
	Top customer	£13,781 87% margin	£9,372 91% margin	£9,601 93% margin	⏱ 58 days since last order	⚡ Spend decreasing
	Top customer	£79,937 12% margin	£8,354 10% margin	£10,508 13% margin	⏱ 31 days since last order	★ Spend increasing
	Top customer	£12,281 60% margin	£8,243 58% margin	£11,278 61% margin	⏱ 0 days since last order	★ Spend increasing
	Top customer	£21,956 67% margin	£6,518 67% margin	£9,706 67% margin	⏱ 7 days since last order	★ Spend increasing

LIVE CLIENT TRENDS AND THREAT ALERTS

The more data fed into w3p, the more helpful it becomes.
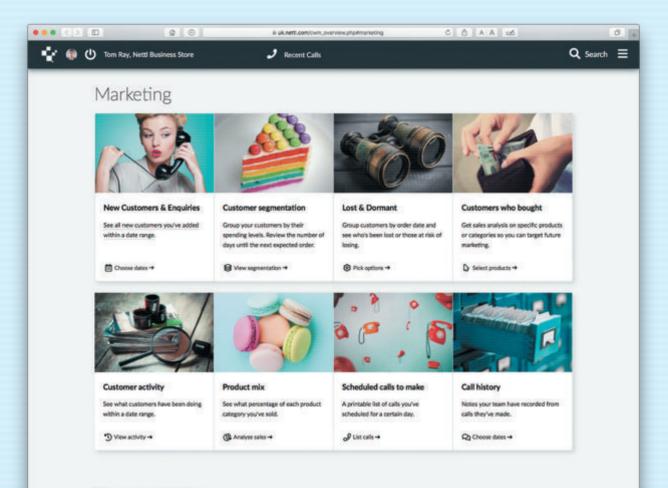
When it *gorges* on customers and prospects, it rewards studios with **Insightful Intelligence** *burps*. At the heart of w3p is a customer relationship management system, or CRM.

It's watching what clients do. How they're behaving. Making notes. *Checking them twice*. When w3p identifies a threat, like a client might leave, it flags it.

w3p monitors spending and buying patterns. It logs client order frequency, how recently they last ordered and their profitability. Their *Recency, Frequency and Margin* or RFM.

Clients are profiled, *racked and stacked,* in real-time. They're segmented into *Top, Great, Good* and *Emerging,* relative to other clients, depending on how profitable their relationship is.

Studios see spending trends – increasing or decreasing – at a glance. Fallen outside their usual buying routine? w3p *knows*. Nettl studios identify *clear and present dangers* using insights. They act defensively, talk with clients to find out *why*.

Marketing

New Customers & Enquiries

See all new customers you've added within a date range.

📅 Choose dates →

Customer segmentation

Group your customers by their spending levels. Review the number of days until the next expected order.

▧ View segmentation →

Lost & Dormant

Group customers by order date and see who's been lost or those at risk of losing.

⚙ Pick options →

Customers who bought

Get sales analysis on specific products or categories so you can target future marketing.

◨ Select products →

Customer activity

See what customers have been doing within a date range.

🕘 View activity →

Product mix

See what percentage of each product category you've sold.

◔ Analyse sales →

Scheduled calls to make

A printable list of calls you've scheduled for a certain day.

⚷ List calls →

Call history

Notes your team have recorded from calls they've made.

💬 Choose dates →

Opportunities

WHO BOUGHT WHAT AND OTHER INSIGHTS

Data is a *beautiful* thing.

When it's organised intelligently, data becomes information. And information is power. *Phenomenal cosmic power.*
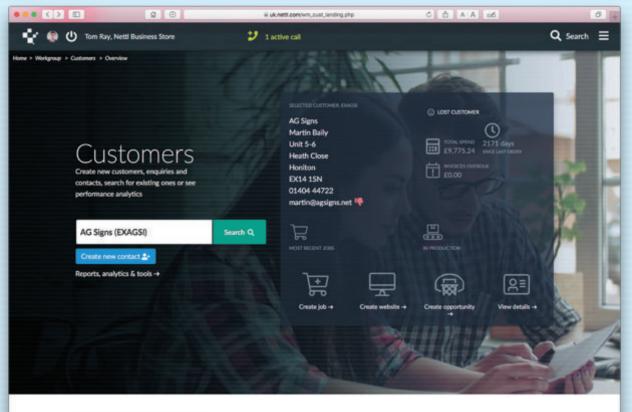
w3p's information architecture isn't an afterthought. It was designed to give Nettl studios maximum insight.

Every order a client places is stored and sorted into useful categories. It's tagged in ways to help it make more sense and cause reaction. Because what's the point of insight if it doesn't make you say *dafuq!* and *wow!* and start sentences with *"No way Brenda, you'll never guess what I just found out..."*

Teams might want to find their big spenders. *The minute they walked in the door.* Or see which clients ordered folders, so they can be gently nudged to re-order. Or extract a list of clients who've gone dormant or *rogue,* so they can call them.

There's a bank of ready-made report in w3p's marketing and analytics library.

Phenomenal cosmic power comes with great responsibility. Use it wisely.

YOU HAVE THE RIGHT TO COMPLY

"I'm so GDP-bored!"

Marketing got a lot more difficult when **GDPR** data privacy laws came into force. Especially email marketing.

The law is complex and every week businesses are being punished with fines from the Information Commissioner.

w3p has a few little tricks to help you comply. It automatically scans the *Telephone Preference Service* database to look for blocked numbers. You'll see a little red *thumbs down* symbol next to any contacts or customers registered on the *do not call* list.

When new contacts buy or register online, we store their email opt-in preferences. We automatically classify clients under *legitimate interest* and remove opt-outs from lists. We make it simple for clients to change marketing preferences online.

Right of Erasure might sound like an 80's comeback tour. But it allows clients to force businesses to delete their data. Flick the switch in w3p and what we've stored is marked for deletion.

A little respect for the law.

CHAPTER FIVE

SALES

Every Nettl studio is connected to our fully functional ecommerce online shop.

Clients can order online, pay and check their own files, self-service.

w3p is built for omnichannel. It marries online interaction with offline follow-up opportunities.

READ MORE AT **www.nettl.com/sales**

📞 2 active calls

💬 **From 01392 537 111**   *Unknown - create contact?*   *to 01392 573 799*   *Started 1 minutes ago*

💬 **From Transformations**   *to 01392 573 799*   *Started 5 minutes ago*

From 07872 340 353   *Unknown - create contact?*   *to 01392 573 799*   *1 hour ago*

From Bright Guitar   *to 01392 573 799*   *1 hour ago*

From 01392 668 192   *Unknown - create contact?*   *to 01392 573 799*   *1 hour ago*

From Martin & Co   *to 01392 573 799*   *18 hours ago*

From The Business Network   *to 01392 573 799*   *19 hours ago*

From Guildhall Shopping Centre   *to 01392 573 799*   *20 hours ago*

From Bright Guitar   *to 01392 573 799*   *21 hours ago*

From DYB Consulting   *to 01392 573 799*   *22 hours ago*

LIVE CALLER ID BEFORE YOU ANSWER

Yawn! Caller ID? Your uncle had that on his first *Nokia 3110*.

Yeh yeh, we know. But **Telepath** is like caller ID, after four pints of *BrainJuice*. It turns up customer experience to *eleven*.
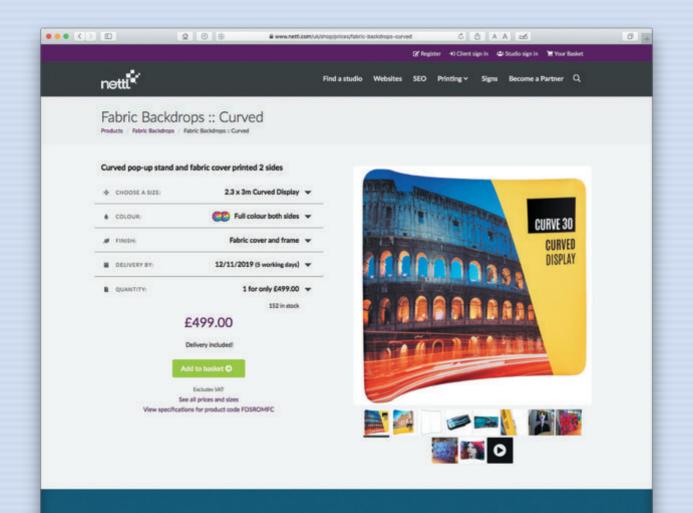
Nettl studios get a second *Telepath* telephone number, with the same local area code. We use that on nettl.com, in our national freephone call routing system and on emails generated by w3p. It's free and there are no call charges for studios.

Here comes the science. When someone calls that special *Telepath* number, they're welcomed with a friendly *on-brand* greeting. Then they're connected directly to their local studio.

As the phone rings, *Active Call* lights up on the whole team's w3p screens. Whoever answers can click to see the caller's number. If their number is found in w3p as a contact or customer, we show their name and a link to their account.

One click and the team can see order history, and be ready to talk about orders in progress, their website or help with a query.

It's like the studio knew they were going to call. Spooky.

A FULL ONLINE SHOP

Nettl.com is much more than a *pretty webface*. It's a full **ecommerce web shop**, with bespoke client account area and self-service toolkit. *Real fancy.*
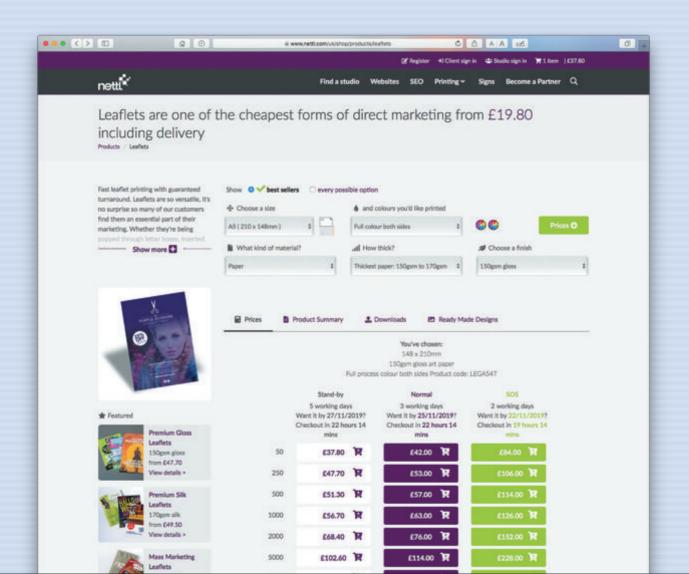
When a studio has graduated Nettl training, it appears in the studio directory and clients can place orders online.

As clients register or the team uploads to w3p, we create them a **nettl.com user**. Multiple users can be added to the same account.

Our full Product Bible range is displayed online. That's business cards to banners. Folders and flyers. Signs and stationery. With millions of price points listed. No need for studios to waste time merchandising a product range – we've done the *hard yards* and we keep it up-to-date for them.

They can point clients to product pages, share images, videos, instructions, full specifications and all the options.

The site works nicely on mobiles and tablets, so salespeople can give out prices on the go. *Because people to see, places to go.*

netti

Find a studio   Websites   SEO   Printing ⌄   Signs   Become a Partner   🔍

Leaflets are one of the cheapest forms of direct marketing from £19.80 including delivery

Products / Leaflets

Fast leaflet printing with guaranteed turnaround. Leaflets are so versatile, it's no surprise so many of our customers find them an essential part of their marketing. Whether they're being popped through letter boxes, inserted

Show more ➕

Show ✔️ best sellers   ⬜ every possible option

⊕ Choose a size
A5 (210 x 148mm)

💧 and colours you'd like printed
Full colour both sides

Prices ➕

📄 What kind of material?
Paper

📶 How thick?
Thickest paper: 150gsm to 170gsm

🪶 Choose a finish
150gsm gloss

📗 Prices   📄 Product Summary   ⬇️ Downloads   🖼️ Ready Made Designs

You've chosen:
148 x 210mm
150gsm gloss art paper
Full process colour both sides Product code: LEGA54T

⭐ Featured

Premium Gloss Leaflets
150gsm gloss
from £47.70
View details »

Premium Silk Leaflets
170gsm silk
from £49.50
View details »

Mass Marketing Leaflets

	Stand-by 5 working days Want it by 27/11/2019? Checkout in 22 hours 14 mins	Normal 3 working days Want it by 25/11/2019? Checkout in 22 hours 14 mins	SOS 2 working days Want it by 22/11/2019? Checkout in 19 hours 14 mins
50	£37.80 🛒	£42.00 🛒	£84.00 🛒
250	£47.70 🛒	£53.00 🛒	£106.00 🛒
500	£51.30 🛒	£57.00 🛒	£114.00 🛒
1000	£56.70 🛒	£63.00 🛒	£126.00 🛒
2000	£68.40 🛒	£76.00 🛒	£152.00 🛒
5000	£102.60 🛒	£114.00 🛒	£228.00 🛒

FLEXIBLE SHOPPING BASKET

Like every online shop, buyers choose a product and add to their basket. *But behold.* As soon as they register or sign in, the studio team gets a newsfeed. We share the client's basket. *It's like being in a supermarket queue, peering over their shoulder.*

If the buyer doesn't checkout promptly, Nettl studios can make contact. Maybe to assist with questions, or take control of the basket and complete the order. It's the modern equivalent of a quote request. They've told us what they want. Now, it's up to us to help them buy it.

If studios list their own range, clients can add those products to the same basket as those made in our hubs. They all blend together seamlessly, *like finest seamless trousers.*

Files, turnaround schedule, delivery address and courier service can all be edited in the basket. And if the lucky buyer has a gift voucher code, they can apply it here too.

Finally, they'll see payment options. More about those in chapter six. If payment is approved, the order could go straight into production. *If that's the way they like it. Uhuh. Uhuh.*

SELF SERVICE CLIENT ACCOUNT AREA

"My clients love the personal service we give them".

We hear that a lot. And we truly believe it. Did you know that 67% of people surveyed by Zendesk said they preferred self-service, over speaking to a company rep? Sure, it's nice when people do stuff for us. But the truth is, that doesn't always suit us.

Dolly Parton had a few things to say about working *nine to five*, but she missed a big point. Those 40 *business hours, makin' a livin'* are less than a quarter of the total 168 hours in a week. Maybe you run out-of-hours support. Maybe you've got people on call. Maybe you divert calls to your mobile at weekends.

We think the *best* service is complemented by *self* service. Let clients do things for themselves, when the studio is closed. Without waiting for *long email Sally's* reply next morning. Or for Colin to return from lunch. *With egg on his shirt. Again.*

When clients sign-in to Nettl.com, they're taken to a **dashboard**. Each coloured tile is an *app,* which can be customised for groups of customers. Each app let's them do self-service tasks. We'll cover more of these apps in section six.

reviver

Search your account | 28 Designs | 0 items | My account ▾

You have been signed in.

Orders
- ⚡ My orders in progress
- ↺ My previous orders
- ☰ View order gallery

Templates
- ⊙ Start from a template
- 🔒 My saved designs
- 📁 View my templates

Stock Items
- 🛒 Start a new order
- 📂 View product catalogue

Messages
- ⊙ Send us a message
- ✉ Received messages
- ➤ Sent messages

Files & Images
- ⬆ Share a file with us
- ☁ Download my files & images
- ▦ Create a QR code

Settings
- ⚙ Edit my settings
- 🔑 Change password
- ▤ Manage my preferences

Users
- 👥 Manage users
- + Add new user
- ⊘ Delete user

Branches
- ▥ Manage / edit
- + Add new branch
- + Delete branch

Analytics
- 📄 Download reports
- 📄 Export performance data

Credits
- ☰ View existing credits
- + Add new marketing credit

🔔 Notifications

Job	To do
2401619	☑ Review & accept terms
2488453	☑ Review & accept terms
2560880	☑ Review & accept terms
2818979	☑ Review & accept terms
2880580	☑ Review & accept terms
2883987	☑ Review & accept terms
2955840	☑ Review & accept terms
2966905	☑ Review & accept terms
3082697	☑ Review & accept terms
3557861	👍 Review design
2351467	Pay £171.60 now
2370704	Pay £129.00 now
2370748	Pay £136.80 now
2401619	Pay £98.40 now
2401983	Pay £52.80 now
2402597	Pay £128.60 now
2417696	Pay £114.50 now
2417272	Pay £137.40 now
2429673	Pay £98.50 now
2451724	Pay £114.50 now
2457051	Pay £114.50 now
2458404	Pay £114.50 now
2457997	Pay £114.50 now
2459348	Pay £114.50 now
2459556	Pay £82.00 now
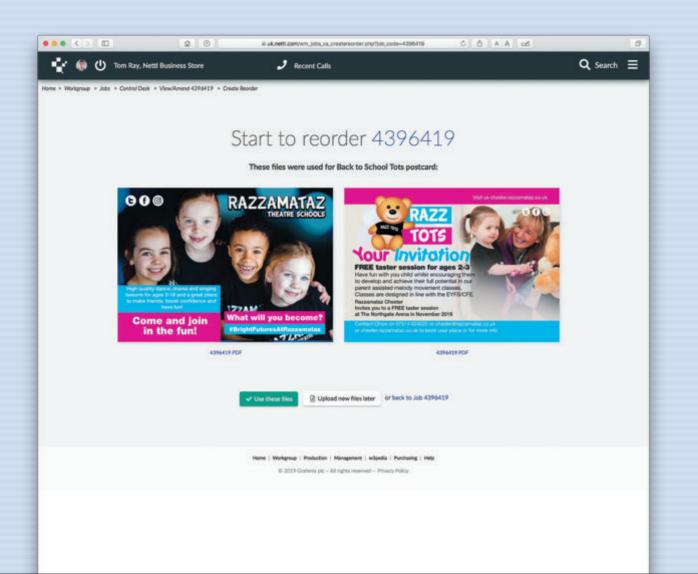
BRANDED MULTI-SITE PRIVATE CLIENT PORTALS

"Add value blah blah". Ah, gurus. *"Yaddy yada, avoid the race to the bottom"*. Those seminars. *"Don't sell on price, sell the value, yawn"*. You've probably sat through enough lectures on escaping commodity traps. But how though? HOW THOUGH?!

With a headache. *Eh?* A client's headache. *Ah!* Find something that causes them pain. And solve it. *Rub a paracetamol in it.*

As businesses grow, controlling their brand gets trickier. Logos get stretched. Wrong colours used. A local branch uses *Comic Sans* and a million brand managers cry out in terror.

We can end *brand dismay*, with **private client portals**. Branded in a client's logo, colour scheme and style. The same self-service tools as Nettl.com, with an extra management layer on top. Clients add their own users, departments or branches. They get a digital asset store, for their logos and brand images. Plus online editable templates, with style and approval rules built-in.

A splendid way to *add-value* for franchise networks and multi-site businesses. To create stickier relationships.

Tom Ray, Nettl Business Store

Recent Calls

Search

Start to reorder 4396419

These files were used for Back to School Tots postcard:

4396419.PDF

4396419.PDF

✓ Use these files   📄 Upload new files later   or back to Job 4396419

EAT
SLEEP
RE-ORDER
REPEAT

Fourteen years.

That's the longest gap between original order and re-order we've seen. Believe it or not, without any changes. *Mad!*

Most clients have some things they re-order over and over again. Loyalty cards. Forms. Letterheads.
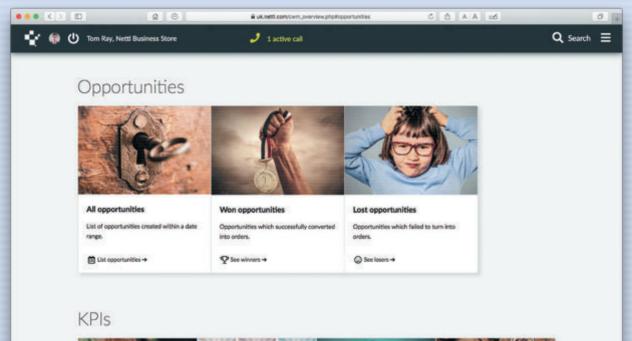
Remember *The Archive* earlier? In w3p, every client has their own personal **online order history**. Everything they've ever ordered, even if they placed the order by email, in studio or by phone.

That makes re-ordering simple. Client hits re-order, checks the artwork is right and pays online. w3p copies the files to a new job. Depending on the studio preferences, the job can be FileChecked and sent straight to production. *Lights out*.

Without the team having to remember who originally printed it, find the files, see if it's the same price and type in a fresh order.

We also lock jobs with discontinued products or which had quality issues reported. So we don't repeat the same mistake twice.

Wouldn't it be great if real life has a lock like that?

Tom Ray, Nettl Business Store

1 active call

Search

Opportunities

All opportunities

List of opportunities created within a date range.

📅 List opportunities →

Won opportunities

Opportunities which successfully converted into orders.

🏆 See winners →

Lost opportunities

Opportunities which failed to turn into orders.

See losers →

KPIs

Stretch Hurt

Get 12 months detail of extra revenue versus quality costs.

📈 View performance →

Template Participation

See which customers are using templates you've built for them.

Choose options →

TimeTracker

View time records your team has logged against jobs.

Choose dates →

Metascore

Partner overview leaderboard.

Calculate scores →

Reports hardly anyone uses

Allocated to runs

KEEP TRACK OF EVERY QUOTE

How infuriating is it when you need someone to do something for you. You do your research. Visit a website. Ask for a quote. And they don't get back to you. *Boils our saliva!*

Maybe they're too busy. *Work coming out their ears.* Or maybe they don't have a proper system.

There's plenty that our clients can do for themselves at Nettl.com. Most of the time they can find prices, place orders and re-orders, without needing assistance from a studio.

Other clients need to get three quotes. *Because procurement rules, natch.* On nettl.com they can build quotes themselves, by converting their basket into a printed quote with one click.

But most likely, the studio does it for them. It's a *rare breed* of client who only wants one option in one quantity. So w3p lets studios list multiple product options and select quantity breaks.

Teams use tracking reports to follow-up. *(Secret: Always. Follow-up.)* When the glorious day arrives – when they accept the quote – with one click, it's converted into an order. *And flagged for success!*

THE MATRIX HAS YOU AND YOUR SALES
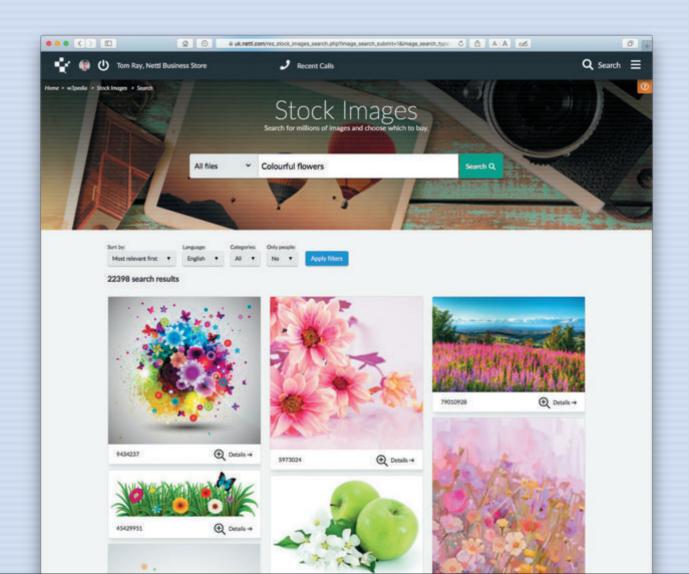
Nettl studios don't just take orders. *Sure,* they get recurring revenue from search engine optimisation packages, monthly hosting subscriptions and website care plans. But we're an *outreach* business. That means we get on our bikes, we go out and we look for new clients, for new opportunities. It's critical we have sales executives and account managers who build relationships and understand client marketing objectives.

Nettl teams are small. Typically two to ten people. As a team grows, we split them. And multiply. A bit like a virus. Only our *ebola* is called a *workgroup.* We think smaller teams work better together. Everyone is more accountable and more responsible.

We set our company stores monthly sales and margin targets. They use **The Matrix** to track performance *live.* The whole team see top level sales versus last year. We segment by product type, since each has different margin characteristics. And the team can drill down to see individual orders.

Nobody can be told what The Matrix is. You have to see it for yourself.

MAKE DESIGN PART OF THE SALE

We emphatically believe that great design is the most powerful sales tool of them all. When a Nettl studio creates a marketing *work* of *beauty*, clients fall in love. They want to show it off everywhere. On their premises. Vehicles. In more marketing. Great design sells more print.

Every studio has in-house creative. We don't licence Nettl to businesses that don't have it. As any designer will tell you, it takes many years of graft to perfect their craft. *And learn rhyme.*

Great design is a mix of *elegant* typography, *emotive* copy and *powerful* imagery. Nettl studios get a head start.

Over one hundred million **royalty-free stock photos** are built-in to w3p. Search for the right vector, illustration or photograph and download in two clicks. No need for credits.

Partners are licenced to use the images in client designs they create for print, web and social media.

That's 100,000,000 choices. A lot of 0's, for not a lot of dough. In fact, the image price is so low, *we're not allowed to publish it.*

depositphotos

CHAPTER SIX

FINANCE
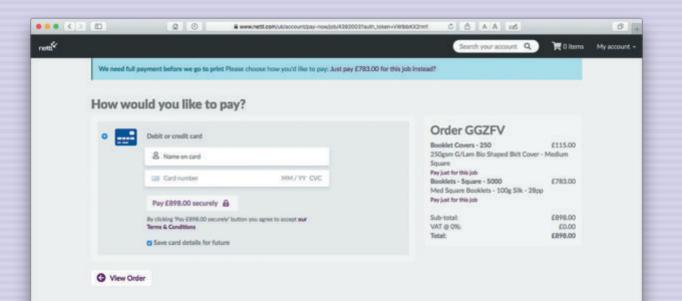
Any time spent on admin is time that can't be charged out to clients.

That's why w3p takes care of many manual tasks like invoicing, reminders, statements and payment processing automatically.

READ MORE AT www.nettl.com/finance

nettl

Search your account 🔍 🛒 0 items My account ▾

We need full payment before we go to print Please choose how you'd like to pay: **Just pay £783.00 for this job instead?**

How would you like to pay?

○ 💳 Debit or credit card

👤 Name on card

💳 Card number   MM / YY   CVC

Pay £898.00 securely 🔒

By clicking 'Pay £898.00 securely' button you agree to accept **our Terms & Conditions**

☑ Save card details for future

Order GGZFV

Booklet Covers - 250	£115.00
250gsm G/Lam Bio Shaped Bklt Cover - Medium Square	
Pay just for this job	
Booklets - Square - 5000	£783.00
Med Square Booklets - 100g Silk - 28pp	
Pay just for this job	
Sub-total:	£898.00
VAT @ 0%:	£0.00
Total:	£898.00

⊕ **View Order**

TAKE PAYMENTS ONLINE

Everybody loves their flexible friend. We've always believed it's important to give clients multiple ways to pay.

Partners can connect their existing Stripe, Worldpay, PayPal, PayU, Buckaroo, Klarna or Scellius account to w3p and take payments online in the shopping basket. *(Different countries have different account eligibility rules).*

Handling credit cards and complying with PCI rules can be a headache. You've got to be so careful if you save a customer's card details. It's really easy to breach privacy laws.

Things are due to get even harder under new *Strong Customer Authentication* laws. Those require merchants to do things like text the cardholder's phone with a one-time access code.

We recommend **Stripe**. If you don't already have an account, getting one just takes a few minutes. There are no monthly fees. The best part is, we securely save the client's card details. So they don't need to key-in details, every time they order. And studios can also use the same card to charge in-studio.

stripe

worldpay

PayPal

PayU

BUCKAROO

Klarna.

netti

Search your account 🔍   🛒 0 items   My account ▾

- 🖥 Dashboard
- ☰ Orders ▾
- **Templates** ▾
- 🛒 Catalogue ▾
- 🌐 Websites
- ⚙️ Settings ▾
- ⚙️ My settings
- 🗐 Address book
- 🔑 Change password
- 🖼 Files & Images ▾
- 📷 Stock Images ▾
- Messages ▾

Address Line 1
378 Third Avenue

Address Line 2
Trafford Park

Post Town
Manchester

County

Country
United Kingdom ▾

Postcode
M17 1JE   Find Address 🔍

Position

Telephone Number   Mobile Number

Direct Telephone Number   Fax Number

E-mail Address
brian@foodonthird.com   Web Address

Preferences

Proof ▾

Invoices ▾

Marketing ▾

💳 Saved payment methods

◉ 💳 **Mastercard ending 4444** 🗑 Delete
Expiry 1/2020
`DEFAULT PAYMENT CARD`

○ VISA **Visa ending 4242** 🗑 Delete
Expiry 10/2021

Add new card   ⚙️ Setup Direct Debit

🕒 Subscriptions

⊘ Domain registration ▾

⊘ Website Maintenance ▾

⊘ Netti SSL Certificate ▲

Next charge of **£34.80** on **19/11/2019**
Please pay balance of £34.80
Started 19/11/2019 and ends when I cancel
🖊 Change payment method

● Back

Update your details 💾

SET UP RECURRING PAYMENTS

"I love the smell of recurring payments in the morning."

Is there a better feeling than *sales already banked* on the first day of each month?

Nettl studios deal with lots of recurring payments. Every website needs hosting, usually paid monthly. There's domain names, renewed annually. Then SSL certificates, again, each year. Or maybe we're working on search engine optimisation for a client – that's a monthly subscription.

All payments, large and small, need to be managed. It just takes a few clicks in w3p to set up, then it's automated. They enter a start date and amount. Then an instalment amount and how often to collect. Finally, set an end date, or run until cancelled.

Every day w3p creates invoices for any instalments due. Payment could be collect manually, or linked to a client's credit card, or even Direct Debit. w3p can auto-charge and allocate payments to invoices. If any fail, we'll nudge the client to pay with an alternative method. And clients can manage payment cards at Nettl.com. *All that feel-good, self-service.*

◆◆ 🔴 ⏻ Tom Ray, Nettl Business Store   📞 Recent Calls   🔍 Search ☰

Compose email

| Store message template: | Email sent to request authorization for Go Cardless | ⬍ |
| Contact: | Tina Otton | ⬍ |

Tom Ray, From: tom.ray@nettl.com

To: jill@theplacetobe.co.uk

Subject: Direct Debit authorisation for Nettl Business Store

Message:
Hello Jill

We'd like to set up a Direct Debit with you.

Please click the link below to complete authorisation:

https://www.nettl.com/uk/account/gocardless-setup?auth_token=uClxrjxbdLz

You'll be notified by invoice for every payment we take out by Direct Debit.
The payment will be taken from your account on the due date you'll see on the invoice.

If you've any questions about this please get in touch.

Kind Regards,

Tom Ray

Nettl Business Store
35 Marsh Green Road West
Exeter
Devon

🖅 Send email   ✖ Cancel

COLLECT DIRECT DEBIT PAYMENTS

GOCARDLESS

You may have clients who prefer to pay you by **Direct Debit** or ACH. That doesn't mean your bank is going to make it easy to collect them. *They're not called bankers for nothing.*

Wouldn't it be better if you could accept direct debits without having to make an appointment to meet a grey suit? Well, to ease direct debit distress, we integrated **GoCardless** with w3p. There's no monthly fee on their basic plan – members pay per transaction, usually lower than card fees.

To start charging clients, you need to get a DD mandate. You've probably filled out a paper one yourself. GoCardless does it online. In w3p, teams find the customer and click to request a mandate. We email a secure link. When the client fills it in, we let them know and the mandate is ready to use.

Direct Debit individual subscriptions, or collect a whole week's invoice. Successful payments are matched automatically to invoices and paid into the studio's bank account. We tell them about naughty bouncers, as well as nudging clients to make an alternative payment. *Bad bouncer, bad.*

nettl

Nettl Business Store
35 Marsh Green Road West
Exeter
Devon
EX2 8PN
Tel: 01392 573 799
Email: exeter@nettl.com

ADDRESS

Martin Richards
Smarti Environmental
Exeter Estate Ltd
Peamore Truck Centre
Alphington
Exeter
Devon
United Kingdom
EX2 9SL

DELIVERY ADDRESS(ES)

Tom Hobson, Bath of Exeter Trading, Guidance Operations Limited
35 Marsh Green Road West, Marsh Barton, Exeter, United Kingdom, EX2 8PN

YOUR WEEKLY TAX INVOICE - 8557670

INVOICE DETAILS

Invoice Number	Customer Code	Date	Payment Terms	Payment Due
8557670	EXSMARTI	15/11/2019	Cash	15/11/2019

FINANCIAL DETAILS (Page 1)

Job Number	Order Date	Description	Item	Details	Quantity	Total	
4403580	12/11/19	A5 Showcards	MND	Standard Delivery	500	£0.00	1
		Product Code: SHMA54 148 x 210mm 400gsm silk artboard Full process colour both sides Biodegradable matt laminate both sides Ordered by: Angela Kelly	PR	Luxury Bio Showcard - A5 - 4x4	500	£103.00	1
4403358	12/11/19	Smarti - Pull up Banners	PR	Budget Pull-Up Banner	2	£158.00	1
		Product Code: SIGN 2m x 850mm Budget Pull Up Banner Includes cartridge with twist out feet and carry bag. Ordered by: Angela Kelly					
4403589	12/11/19	Vinyl Sticker for Existing Banner	PR	Vinyl Sticker for Banner	1	£30.00	1

SENDING INVOICES IN YOUR SLEEP

"I like doing all my invoicing on a Sunday morning".
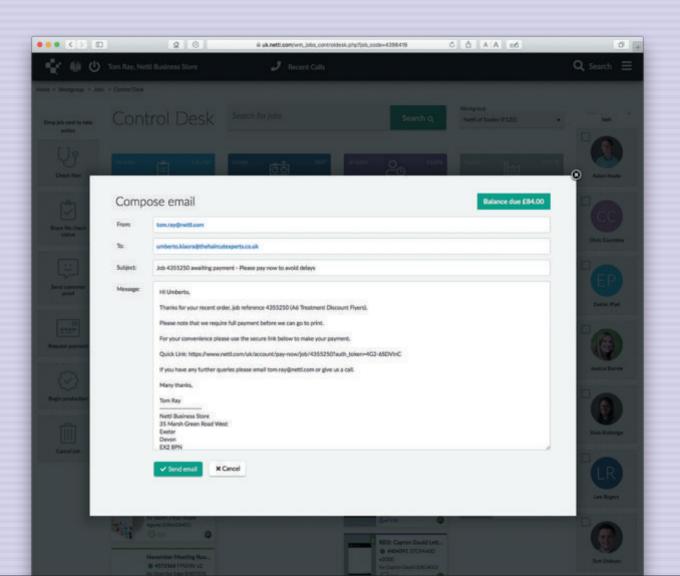
Shouldn't you be watching the Hollyoaks omnibus instead? Or taking the dog for a walk? *Seriously, friends don't let friends spend their weekends typing out invoices.*

We all enjoy the buzz you get from ringing up sales. But w3p does it faster. And what if w3p enjoys the buzz too? You didn't think about that did you? *No, you only think about yourself.*

Nettl studios have three invoicing options. Set the rules for all customers, or configure one-by-one. If studios prefer to use their accounts package instead, **invoices off** and we won't send them. Or, **single invoices** are sent as each job is despatched. Finally, bigger clients prefer **consolidated invoices** – we send one weekly invoice, covering everything shipped last week.

Studios set **payment terms** and **credit limits** for each customer and w3p emails invoices automatically.

It even pops on a *payment due* date, studio bank details, payment reference and a link to pay online. *Walkies!*

NUDGE AND CHASE OVERDUE INVOICES

"Thank you, pay me" is a slightly politer version of the infamous Joe Pesci line from *Goodfellas.*

I mean, it's only fair that people pay us all for work we do. Most businesses have to deal with slow payers. And worse, non-payers. Some sluggish companies only pay their bills the second or third time they're nagged.

That's why w3p does some chasing on behalf of Nettl studios. It emails **monthly PDF statements** to clients. Each itemises invoices outstanding and payments made.

Remember, teams can set different payment terms for each client. Some might be on cash terms. Others will want *30 days, end of month*. You might have local authorities or institutions asking for *60* or even *90 days.* Each invoice is tagged with a due date. If any are overdue, or a client has breached your credit limit, w3p sends a weekly nudge, with a link to pay online.

It might not replace your fiercest credit controller, but at least it means they can focus their efforts on the true *badfellas.*

Tom Ray, Nettl Business Store

Search

Connecting Flyerlink to Xero

To start importing your information to Xero.

1) Head to *Workgroup* > *Admin* > *Workgroup Settings*

Ensure your workgroup invoice export type is set to **Xero**

INVOICE EXPORT TYPE: SageLine50
SageLine50
Xero

LEGAL NAME: Perfect Ideas Medi

2) Head to *Workgroup* > *Invoices* > *Export*

You should see an option to export to Xero, if you see an option to export to Sage50 contact a member of your support team and they will change the export option for you.

3) Follow the steps on how to **Connect to Xero**

Connect with Xero

1. Create an account with xero at https://www.xero.com/signup

2. Press the button below to generate your own X509 certificate for xero

3. Download this file, log into xero and head to https://app.xero.com/Application/Add

4. Set up a Private application

5. Install the certificate file we've given you

6. Return to this page and paste back in the consumer key they give you.

Create X509 Certificate

CONSUMER KEY

CONSUMER SECRET

Save

You will need to download a X509 Certificate for your workgroup. Sign up to an account with Xero and head to https://app.xero.com/Application/Add

Choose private applicate

Upload your .cer file downloaded from Flyerlink
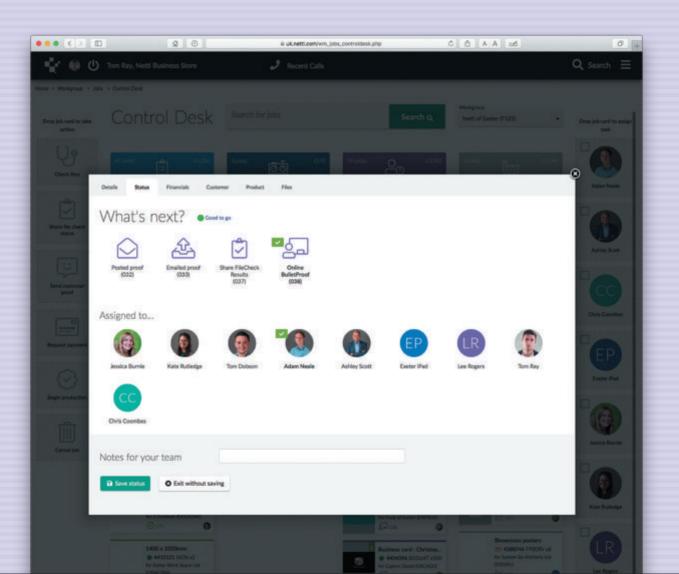
CONNECT WITH AN ACCOUNTS PACKAGE

There are two types of people in this world. There's those who diligently enter invoices, record payments and match them off every week. And then there's those who, every April, drop off a carrier bag full of receipts and invoices with their bookkeeper. *Feeling guilty and sheepishly leaving the room backwards.*

Look. Let's be clear. We've got nothing against bookkeepers, *per se*. We're sure they're very fine people. *Kind to animals.* Pillars of the community. *All that stuff.* It's just that w3p does their job a bit better and a bit faster. *It's funny because it's true.*

w3p plays nice with **Xero**, one of the world's top cloud-based **accounting systems**. *(**Quickbooks** integration is also coming summer 2020.)* Manually export a transaction file from w3p each day or week and import it to Xero.

Or better still, set-up **Auto Export** and forget. Studios can connect their Xero account and we'll upload customers, sales invoices, credit notes and payment receipts. We also import purchase invoices from Nettl. *Xero means zero admin.*
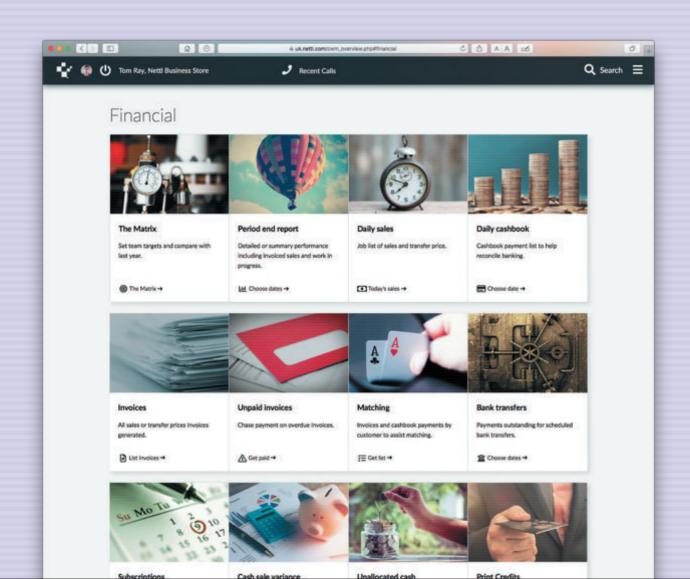
MADE FOR TEAMS

"I'm not saying it's your fault, I'm just blaming you."

Mistakes happen. People are *only human*. We have to live with that *(until computers reach sentience, mwah-haha)*. As leaders, it's how we learn from errors and use them to improve things. To identify *knowledge gaps* and use as coaching opportunities.

We've built w3p for **teams**. Each team member gets their own **user account** and login. A Nettl subscription covers a whole team – we don't charge *per-user*. Despite that, some studios share a single user account. We realise that sharing's caring. But they're missing the benefits of giving people individual responsibility.

Every important action is logged. Teams can see who entered each order, who changed the quantity and when. The person who checked files. Who sent a proof. Who charged a credit card. It's all there. Logged in a **full audit trail**.

Team leaders can see who's doing what. Who's running which machine. Who's sold the most. Who's got tasks assigned. Who's got too much to do. *And who's been skiving.*
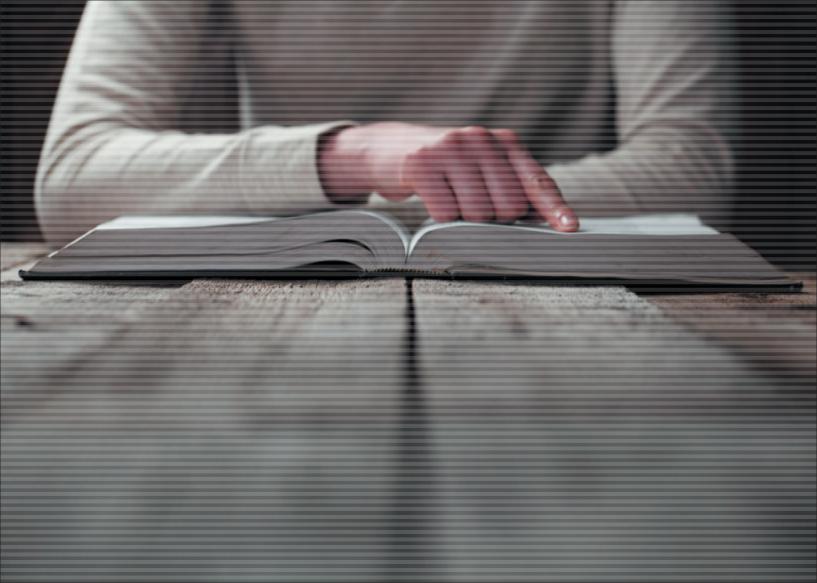
Financial

The Matrix

Set team targets and compare with last year.

📊 The Matrix →

Period end report

Detailed or summary performance including invoiced sales and work in progress.

📊 Choose dates →

Daily sales

Job list of sales and transfer price.

💳 Today's sales →

Daily cashbook

Cashbook payment list to help reconcile banking.

💳 Choose date →

Invoices

All sales or transfer prices invoices generated.

📄 List invoices →

Unpaid invoices

Chase payment on overdue invoices.

⚠ Get paid →

Matching

Invoices and cashbook payments by customer to assist matching.

☰ Get list →

Bank transfers

Payments outstanding for scheduled bank transfers.

🏦 Choose dates →

Subscriptions

Cash sale variance

Unallocated cash

Print Credits

ANALYSE PROFIT AND MARGINS

"Here's to the angry data. The problem data. The data that brings joy. And the data craziest enough to change things."

What's a *sociodatapath*? It's someone who looks at data, without feeling emotion. They scan spreadsheets, row by row. And then, nothing. They can't muster any feelings, because the data is hiding insights from them. *It's just numb, numbers.*

We hear about *big data* and *data warehousing*. Maybe you think that's only for big tech companies. Truth is, w3p collects billions of data points. It sorts and summarises them into different reports, for different purposes. Things like product mix, job-by-job margin, profit-by-customer and quality costs, all help highlight where performance can be improved.

And there's **Stretch Hurt KPIs**. Although it sounds like a nasty yoga class, it's actually useful analysis of value-added revenue *(stretch)*, profit leakage, discounts and margin misses *(hurt)*.

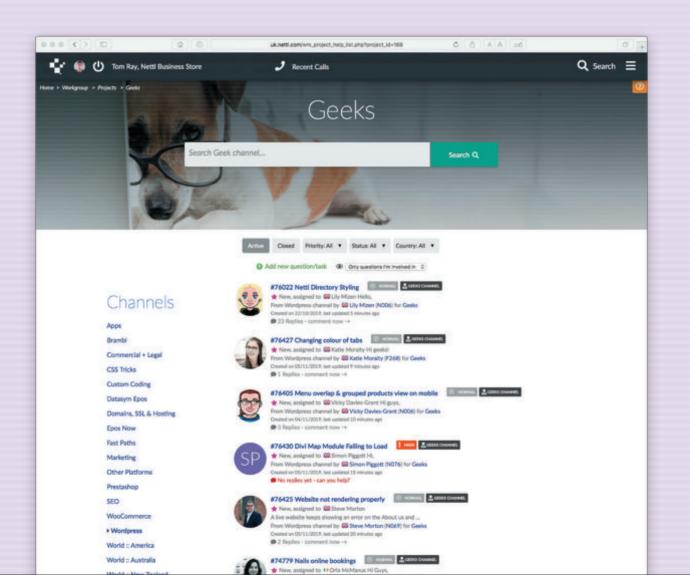Studios use insight from transactions to cause reactions. To provoke further action. *Now relax. Breathe.*

CHAPTER SEVEN

SUPPORT

Everyone likes to learn in different ways, so w3p is supported in a number of different ways.

Follow online step-by-step guides, watch how-to videos, or join live webex surgeries. Ask questions on the Geek Channel and share ideas and suggestions in our private community.

READ MORE AT **www.nettl.com/support**

Tom Ray, Nettl Business Store   📞 Recent Calls   🔍 Search ☰

Home > Workgroup > Projects > Geeks

Geeks

Search Geek channel...   **Search 🔍**

[Active] [Closed]   Priority: All ▼   Status: All ▼   Country: All ▼

⊕ Add new question/task   ⦿ Only questions I'm involved in ▼

Channels

Apps

Brambl

Commercial + Legal

CSS Tricks

Custom Coding

Datasym Epos

Domains, SSL & Hosting

Epos Now

Fast Paths

Marketing

Other Platforms

Prestashop

SEO

WooCommerce

▸ Wordpress

World :: America

World :: Australia

World :: New Zealand

#76022 Nettl Directory Styling   NORMAL   GEEKS CHANNEL
★ New, assigned to 🇬🇧 Lily Mizen Hello,
From Wordpress channel by 🇬🇧 Lily Mizen (N006) for Geeks
Created on 22/10/2019, last updated 5 minutes ago
💬 23 Replies · comment now →

#76427 Changing colour of tabs   NORMAL   GEEKS CHANNEL
★ New, assigned to 🇬🇧 Katie Morality Hi geeks!
From Wordpress channel by 🇬🇧 Katie Morality (F268) for Geeks
Created on 05/11/2019, last updated 9 minutes ago
💬 1 Replies · comment now →

#76405 Menu overlap & grouped products view on mobile   NORMAL   GEEKS CHANNEL
★ New, assigned to 🇬🇧 Vicky Davies-Grant Hi guys,
From Wordpress channel by 🇬🇧 Vicky Davies-Grant (N006) for Geeks
Created on 04/11/2019, last updated 10 minutes ago
💬 3 Replies · comment now →

#76430 Divi Map Module Failing to Load   HIGH   GEEKS CHANNEL
★ New, assigned to 🇬🇧 Simon Piggott Hi,
From Wordpress channel by 🇬🇧 Simon Piggott (N076) for Geeks
Created on 05/11/2019, last updated 13 minutes ago
❗ No replies yet - can you help?

#76425 Website not rendering properly   NORMAL   GEEKS CHANNEL
★ New, assigned to 🇬🇧 Steve Morton
A live website keeps showing an error on the About us and ...
From Wordpress channel by 🇬🇧 Steve Morton (N069) for Geeks
Created on 05/11/2019, last updated 20 minutes ago
💬 2 Replies · comment now →

#74779 Nails online bookings   NORMAL   GEEKS CHANNEL
★ New, assigned to 🇮🇪 Orla McManus Hi Guys,

EVERYONE NEEDS A GEEK IN THEIR LIFE

"It's only easy when you know how."

The **Nettl Geeks** are our resident *gaggle* of tech-savvy problem solvers. They move in two *mysterious* ways.

Firstly, in their spare time, they write Fast Paths. We talked about those in Chapter Two.

Secondly, they help Nettl studios solve problems. And then they share that advice with other studios. The **Geek Channel** is a private knowledge-base of problems and their solutions.

If a studio gets stuck on a web project, the Geeks can assist. Perhaps with some *disagreeable* DNS settings, a *petulant* plugin or some *cruel* CSS that won't behave.

Nettl studios post questions in the appropriate Geek Channel. They link to the struggling site, so the Geeks can troubleshoot. Sometimes another studio has solved the same problem before, and chips in. Other times, the Geeks will dispense their wisdom or fix the issue on a studio's behalf.

The Geeks are a Nettl studio's dirty little secret.

Tom Ray, Nettl Business Store   1 active call   Search

Choose an industry to get started

Estate Agents

Visitors will want easy-to-use property search and listings from an estate agent. Estate agents will want a website that reduces admin for them by lin...

Artists

Artists websites can be enjoyable creative projects to be involved in. The artist will likely have strong views on how they want their website to lo...

Accountants

Accountant sites need to look professional and well designed to foster trust among clients and encourage them to let the company handle their money. D...

Bars, Pubs & Clubs

Bars and clubs will want their website to entice visitors to their venue. The site will need to show where the bar, pub or club is located so it's eas...

Baking

A baking website should show mouthwatering images of the pastries and cakes they sell. Get creative with how you display their creations using layouts...

Beauty Salons & Spas

Beauty spas and salons companies should provide a tranquil and peaceful environment to clients in every interaction - both on their website and on sit...

Butchers

A butcher's website should look friendly and approachable, and relies on good relationships in the community to sustain the business. The site should ...

Cafés

Cafe websites should aim to capture the mood and environment you'd experience visiting the cafe. It should provide a unified brand experience, a commu...

Car Sales

Car sales websites need to look enticing showing off available cars in a way that makes people desire them. Consider adding galleries and videos of ca...

GAIN INDUSTRY INSIGHTS

"Show me what you've done for other hair salons."

That's only like you saying *"I'd like a Celine Dion bob"* or *"your best Beckham bun please"*. People like to see what others have done.

That's why we built **Industry Insights** into w3p. It's organised into sector-specific sections, like *Hairdressers* and *Hotels*. Studios choose a section and see websites other Nettls have built for similar businesses. *It's an instant, inspiring portfolio.*

We've also thought about the type of things that kind of business might need. These *opportunities* could be things like online booking, a detailed application form or an ecommerce site. Or it could be extra features, like gift vouchers or reviews. It all helps our teams during the sales process.

Websites aren't like scarves. One size *does not* fit all. Each sector might use different types of site and different plug-ins. So, you'll see common platforms that industry might use, together with *Fast Paths* our Geeks have created.

Clients will think you know their industry. And you do.

JOIN LIVE GEEK SURGERIES

Technology moves so fast. Software gets updated every day. Platforms become obsolete. Versions change. *How come you never meet someone with the same oven as you?*
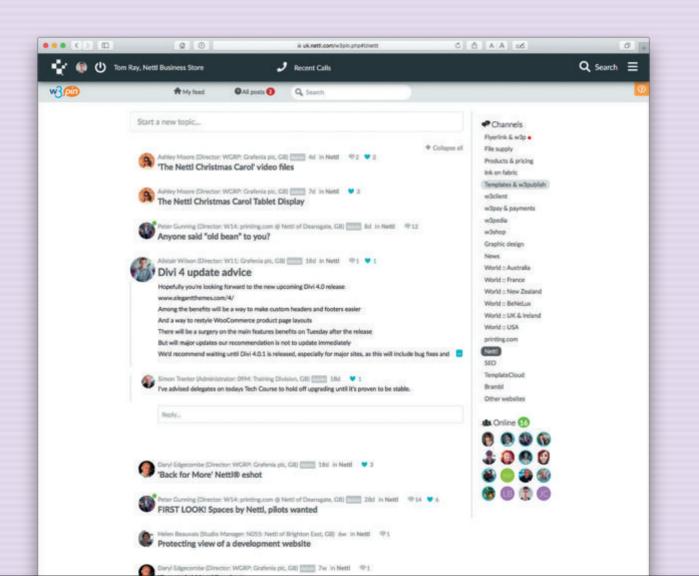
If we exclusively relied on classroom training to keep our studios up-to-date, there'd be no time for actual work. *And they'd definitely get sick of egg mayo sandwiches.*

So every week the Nettl Geeks host **live online surgeries**. They pick a different relevant, tech-related topic each time. It could be a new feature to launch and sell, or something which has been troubling other studios.

Topics are announced in advance. We send a little reminder of next morning's topic, the night before. Studios can watch the demo live. Doing that gives them the opportunity to ask questions while there's a *real-life-geek-on-the-line.*

If they can't dial-in, each surgery is written up as a *Fast Path* and archived. Read or watch on *catch-up* later. They're free to *binge-watch* the box set.

It's the thinking-person's Love Island.

Tom Ray, Nettl Business Store   Recent Calls   Search

w3pin   My feed   All posts 2   Search

Start a new topic...

Ashley Moore (Director: WGRP: Grafenia plc, GB) Admin 4d in Nettl 🏆 2 ❤ 2
'The Nettl Christmas Carol' video files

Ashley Moore (Director: WGRP: Grafenia plc, GB) Admin 7d in Nettl ❤ 3
The Nettl Christmas Carol Tablet Display

Peter Gunning (Director: W14: printing.com @ Nettl of Deansgate, GB) Admin 8d in Nettl 🏆 12
Anyone said "old bean" to you?

Alistair Wilson (Director: W11: Grafenia plc, GB) Admin 18d in Nettl 🏆 1 ❤ 1
Divi 4 update advice
Hopefully you're looking forward to the new upcoming Divi 4.0 release
www.elegantthemes.com/4/
Among the benefits will be a way to make custom headers and footers easier
And a way to restyle WooCommerce product page layouts
There will be a surgery on the main features benefits on Tuesday after the release
But will major updates our recommendation is not to update immediately
We'd recommend waiting until Divi 4.0.1 is released, especially for major sites, as this will include bug fixes and

Simon Tranter (Administrator: 09M: Training Division, GB) Admin 18d ❤ 1
I've advised delegates on todays Tech Course to hold off upgrading until it's proven to be stable.

Reply...

Daryl Edgecombe (Director: WGRP: Grafenia plc, GB) Admin 18d in Nettl ❤ 3
'Back for More' Nettl® eshot

Peter Gunning (Director: W14: printing.com @ Nettl of Deansgate, GB) Admin 28d in Nettl 🏆 14 ❤ 6
FIRST LOOK! Spaces by Nettl, pilots wanted

Helen Beauvais (Studio Manager: NO55: Nettl of Brighton East, GB) Admin 6w in Nettl 🏆 1
Protecting view of a development website

Daryl Edgecombe (Director: WGRP: Grafenia plc, GB) Admin 7w in Nettl 🏆 1

Collapse all

🏷 Channels
Flyerlink & w3p ●
File supply
Products & pricing
Ink on fabric
Templates & w3publish
w3client
w3pay & payments
w3pedia
w3shop
Graphic design
News
World :: Australia
World :: France
World :: New Zealand
World :: BeNeLux
World :: UK & Ireland
World :: USA
printing.com
Nettl
SEO
TemplateCloud
Brambl
Other websites

👥 Online 16

CHAT WITH PEOPLE LIKE YOU

"Another slice of beige quiche? Top-up of warm, cheap wine, sir?"

Not many of us actively look forward to networking events. *Some might be feeling physically sick thinking about it right now.* But being an entrepreneur can be pretty lonely. And we all need a support network to help us grow.

Having a circle of people with the same challenges can be therapeutic and powerful. There are people like you, dealing with the same things right now. *Same shit, different town.*

Nettl studios are part of a **global community**, with a very active online forum called **w3pin**. Anyone can start topics and reply. On there, our development team share early prototypes of new features. We ask for opinions. Announce new things. Studios can have peer-to-peer chats. They can raise concerns, make suggestions or share ideas which are working well.

It's a private place, where friends can talk to friends. It's not some dark corner of the internet, where people hide behind anonymous pseudonyms and rant. So there's only one rule... *this is your community, don't be a dick.*

Control Desk

by Alistair Wilson   6 months ago

🖶 Print this page

The **Control Desk** is a way of visualising your studio **work in progress** (WIP) and helping you quickly and easily progress jobs with customers and into production.

The page is responsive but designed to work on desktop or landscape iPad, rather than mobile or portrait tablets.

Go to **Workgroup** > **Jobs** > *Control Desk*

This page shows you each job as a card

The cards show an image of the product - or a thumbnail if the job files have been uploaded
They also show key information: the job title, product, quantity and customer
The bottom icon shows the job status and the right circle shows the member of your team assigned to the job.

The page is split into 4 sections

- To do
- In progress
- With customer

STEP BY STEP GUIDES TO LEARN HOW

"Teach a man to fish and he'll sit in a boat and drink beer all day."

We may have misremembered the exact quote, but you get the jist.

Of course we have real people in our support teams *(often with flowery shirts, wavy hair and big beards)*. They're just aching to help studios out. But we're big believers in self-service. *It's possible we might have mentioned that before.* So the answer to every question can be found in **w3pedia**, our online knowledge base.

Every feature in this book has an article explaining the details. There are step-by-step guides covering each part of w3p. Some have videos, others downloadable extras. Each article links to *w3pin*, so people can ask questions in the community, if they didn't understand something.

Most screens feature a little orange question mark in the top right corner. Click to get *specific* help about that page.

Remember, the top *Smart Menu* expands from every screen. When folk start typing, we suggest articles they might want to read.

Now then. You've put me in the mood for some sushi.

THE END

(or maybe it's just the beginning)

Well, here we are at the end of our brief journey. We're not one for teary goodbyes. *No, you hang up.*

But we hope we've provoked you. Given you some things to think about. Maybe you've scribbled some notes. Things to try in your own business. Maybe those things will help you grow.

We'll leave you with one final thought...

Clients will *never* be <u>less</u> demanding than they are today.

What if this is *as good as it gets?* Tomorrow, their expectations will be higher than today. Next year, the *minimum viable service* they expect, might be something not yet invented.

Keeping up with developments is *hard*. Ploughing a path alone is *challenging*. Inventing, then executing, is *exhausting*.

There's safety in numbers. Staying who you are. Keeping your brand. But being part of something bigger. Solving the same problems, *together*. Helping clients, *together*. Growing, *together*.

Are *you* thinking what *we're* thinking?

Should you become part of Nettl?

Explore our delightful
BOLT-ON

PARTNER

PROSPECTUS
for graphic professionals like you

nettl

TAKING THE NEXT STEP

There are *hundreds* of Nettl studios around the world. We have locations in America, Australia, Belgium, England, France, Ireland, New Zealand, The Netherlands, Scotland and Wales.

We're adding new locations every month. If there isn't a Nettl in your town or neighbourhood yet, maybe there will be soon. But, you know what? *We'd love it, if that Nettl was you.*

Nettl is exclusive. We only licence one partner in each area. Once it's gone, we won't grant another licence.

If you like what you've seen, we'd like to show you the whole Nettl system. We can do that in person, or by webex.

You might be thinking becoming a Nettl is expensive. *Wrong.* It's surprisingly affordable. In fact, the investment is *a lot less* than hiring a new part-time team member. The Nettl METHOD™ gets *more* from your *existing* team.

Visit **www.nettl.com/freetrial** or email **partners@nettl.com** to arrange a time.

Until then!

FREE

30 DAY

TRIAL

CLAIM YOUR NETTL FREE TRIAL

"Really? 148 pages of behind the curtains is not enough for you? You want a free trial too?"

Well good news. For the first time the Nettl METHOD™ is now available with a free 30 day trial.

Apply today and get instant access to design, build and deploy Brambl and Wordpress websites using our step-by-step system. Cancel any time during your trial, without obligation to purchase. No credit card required.

APPLY TODAY | **www.nettl.com/freetrial**

INDEX

Nettl is the world's largest network of web, design, print and sign studios. Every day, Nettl studios design websites, displays and signage for businesses around the world.
In this book, we pull back the curtains and go behind the scenes.
We discover the secret system, which powers the Nettl network.

If you own, manage or work in a graphics business, you'll understand the challenges of juggling multiple design and print projects at once. *Secrets & Chandeliers* explains how multiple different parts of The Nettl METHOD™ work together, to deliver a better client experience.

About the author

Peter Gunning is CEO of Grafenia plc, a company listed on the London Stock Exchange. He opened the first printing.com studio in Edinburgh back in 1998. Over the past twenty years, he's worked in different roles throughout the business. From design to sales. Production and operations. Marketing and technology. Now as CEO, he leads the team responsible for scaling Nettl into a global community. He likes dogs. And wine. He says "hi".