

# Additional Resources

To further support your car wrap shop business, here are specific names, books, guides, and tools, along with their URLs, that you may find valuable. Most of the communities listed can help with networking and learning new secrets and tricks for a better service and/or product:

## Example form (for website):

To ensure we meet your specific car wrap needs, please answer the following questions:

What type of vehicle do you own? (make and model)

Are you looking for a full or partial wrap?

Do you have any specific design ideas or preferences?

What is your budget for this project?

Business Details

Personal Details

## Design Presentation Template:

A design presentation is something that you can offer for free as an offer magnet. It's a relatively low-effort magnet that is seen as high value, especially if you pair it with a 3D render.

"We've created a design presentation that aligns with your preferences and vehicle type.

Here are the key design elements we've incorporated:

Color palette: [Specify colors]

Graphics and patterns: [Describe graphics]

Additional features: [List any additional design elements]

Please let us know your thoughts, and we can make any necessary adjustments."

Consider using email marketing software to automate post-sale follow-up emails and customer communication. These tools can also provide analytics to track email open rates, click-through rates, and customer engagement.

P.S. Some CRM softwares offer an email marketing component or integration.

## Links:

## The Wrap Pack by Agency Veritas

- **Industry Associations:**

Professional Decal Application Alliance (PDAA) <https://www.sgia.org/pdaa>  
Specialty Graphic Imaging Association (SGIA) <https://www.sgia.org/>

- **Online Forums and Communities:**

Wrap Institute Forum <https://www.wrapinstitute.com/forum>

- **Industry Publications:**

Sign Builder Illustrated <https://www.signshop.com/>  
Signs of the Times <https://www.signsofthetimes.com/>

- **Trade Shows and Expos:**

International Sign Expo <https://signexpo.org/>  
Graphics of the Americas <https://www.signsofthetimes.com/>

- **Online Courses and Training:**

Wrap Institute <https://www.wrapinstitute.com/>

- **Market Research Tools:**

MarketResearch.com <https://www.marketresearch.com/>  
Statista <https://www.statista.com/>

- More in-depth offer creation  
[\\$100m leads book by Alex Hormozi](#)

NOTE: Veritas Marketing isn't directly involved in or associated with any of the websites or companies listed. These are just some general reference points to potentially help you as a business owner. We've seen them work for other clients, but we do not guarantee that it will work for you.