



Business Builder

Tips & Techniques to Help Your Business Grow

5 Ways to Market With Business Cards

Whoever thought a little piece of paper could have so much impact on growing your business? Business cards are rarely used to their full advantage. Here are 5 simple ideas you can begin to use immediately.

1. **Include an offer on your business cards.** Rather than emulate 95% of the business population by merely listing your name, address and phone number, also include an enticing offer. It might be a free report, a free sample of your product or a complimentary service. Put something on your card that gives people a reason to call you.
2. **Include many ways for people to contact you.** Of course, you should always include your name and phone number on your card. But you might also include your mailing address, email, website and fax number. Give your prospects many ways to contact you, so they can choose the method that is most comfortable and convenient for them.
3. **Don't forget the back.** If you have something important to say, or something enticing to offer, make use of the back of the card!
4. **Use your business cards in your referral system.** Give business cards to your customers. Write that customer's initials on the back of the card and ask him to pass your card to friends, family and associates. Tell your customers that when they hand your cards out, the recipients can trade that card in for a free sample, report, etc. When you get the card back, check the back for the initials and send that person a thank you card, a free gift or even a five dollar bill— now that will make an impression.
5. **Hand your cards to everyone.** If you're at a business function, and someone asks you what you do for a living, immediately hand them a business card. At networking events, trade cards with other business people. Include your card paper-clipped to the top of letters and sales literature. Set a goal to distribute a minimum of 1,000 business cards this year and you'll see your business grow!

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