



Business Builder

Tips & Techniques to Help Your Business Grow

Give Every Client a Business Card

Do you only give business cards to people who ask for them? Well, here's an easy and inexpensive way to market your business— or yourself. Give EVERYONE a business card! Business cards are designed to get and keep customers, to get into a customer's Rolodex or Palm Pilot and to put a sales message in a prospect's hand.

A noted criminal attorney, one of the busiest in the country, gives his card to everyone he meets- to bartenders, cabdrivers, waiters, construction workers, the owner of the dry cleaner who presses his shirts— everyone! When he hands it over, he always says, "Here's my card; if you ever need help, or anyone you know needs help, please give me a call. I'll help you!" This attorney makes over \$1 million a year with fees generated simply from giving his card to everyone. So how do you have success like this:

- > **Never think anyone is not a potential client or customer.** Even if they are never in the market for your product, they may be able to recommend you to someone who is. And who knows, they may strike the lottery!

- > **Put a sales message right on the front of the card.** If you're in the shoe business, tell people what makes your business unique on the top of the card. "We have over 10,000 shoes in stock for 50% off retail!" Then list your name and contact information below it. Remember, give people a reason to call you.

- > **No flashy cards or hard to read fonts.** Printers want you to think that a fancy, tri-fold card with Olde English script will make your card stand out. The truth is, the more complicated and harder to read, the more likely people will trash it. Don't put every product you make and every logo in your organization on your card. Less is more!

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