
UNFORGETTABLE BUSINESS CARDS

***How to create business cards
that are kept, remembered and used***



www.greatfxbusinesscards.com

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Dear business owner and entrepreneur,

How can you make your business card a powerful, more effective marketing tool?
How can you get more callbacks and earn more money for your company?

Make your business cards worth holding on to!

Throughout this publication, you'll find tips and hints from marketing experts that will **help make your business cards more:**

- **Distinctive**
- **Valuable**
- **Competitive**
- **Eye-catching; and**
- **Memorable**

Business cards can leave an impression that the holder won't forget and they cost next to nothing to purchase. Not only are they individually unique, they have a distinct way of describing the person that owns them.

They are one of the cheapest and most potent forms of marketing that any business owner can choose to do. Return on investment of a good business card can add up to hundreds or even thousands of dollars.

I genuinely hope you enjoy and get great results from the information found in this book. My goal is to educate entrepreneurs like yourself how to be more successful using business cards in your marketing plan.

Wishing you continued success,



Chris Brunner, President
GreatFX Business Cards

Special introduction by keynote speaker and best- selling author Susan Roane

Before there were business cards, there were calling cards and their function was similar. Handing out business cards tells people your name, company and position, and gives them a way to contact you in the future.



Some people take business cards for granted. They grab a fistful before leaving their home or office, give some out if others happen to ask for them, and collect other people's cards, which then end up at the bottom of their purses or in the deep recesses of their wallets. Some time later (a week to three years) and for whatever reason (usually a new purse or wallet), these potentially valuable resources surface – dog-eared and well on their way to biodegrading from a visit to the cleaners.

This is not the purpose of business cards. The purpose of business cards is to give people a tangible, physical item to remember you by. Something of worth that leaves a deep-down impression of you and your company in their minds.

By making your business cards valuable, you are less likely to fall victim to the dark corners of purses and wallets. Your cards will be talked about, retained, and used for years to come.

Susan Roane is an in-demand keynote speaker and best-selling author. Her best-selling books: “How to Work a Room®”, “The Secrets of Savvy Networking” and “What Do I Say Next?” are available in local and on-line bookstores.

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The Basics of Business Cards

Make sure that your name, your company name and your numbers are readable. Select a typeface that is big enough and clear enough so that no one needs a magnifying glass or four-foot arms to read your card.

Place your phone number last, after your fax number. E-mail addresses should be easy to read. Website addresses should be in a bold typeface to stand out.

Devise a system for carrying your own cards

I use a large cigarette case, with a baseball card to divide my cards from those I've collected. You could also go online and purchase a [business card case](#) for less than \$30.00.

If you are comfortable with using a computer to organize the cards when you get back to your home or office, by all means do so. If you are part of the "Not Yet Computer Literate Set", as I am, clip the cards together by event and date. That way you can reach into your business-card file box and – once you remember the event – you're home free.

Filing a card is helpful only if you can retrieve it by remembering the person's name and why you wanted to contact that particular person. The next tip will help you remember.

Write a mnemonic device on the other person's card – as soon as possible – to help you remember who they are. If you plan on scanning the card, do not write on the front of it.

Bring enough cards

I learned from my 'femtor', the late Sally Livingston, that no one wants to take home a used napkin – even if it has my name and number on it. Napkins don't fit into anyone's Rolodex. The excuse that "I just gave out my last card" is questionable and smacks of poor planning. No one is impressed by how many people we met moving down the buffet from the brie to the meatballs.

Never leave home without them

As mom says, "You never know who you'll run into." I keep business cards in the pocket of my running suit!

Ask for business cards

If you want to give your card to someone but they have not asked for it, ask for theirs first. “May I have your card?” Most people will respond in kind, especially if you hold your own card conspicuously, as if you are ready to trade. “May I offer you my card?” is clear and polite.

Avoid “sticky” situations.

Don’t reach for the buffet with one hand and your card with the other. No one wants to take home a card caked with sweet and sour sauce.

Pass out your cards selectively. If your gut gives you a warning, heed it. Don’t use business cards to play power games. Not everyone should have your business card. Keep your own safety and sanity in mind. The exchange of cards should follow a conversation in which rapport has been established. Don’t give them to people in whom you can barely detect a pulse. Ask yourself if you actually want this person to call you. Above all, be protective and polite.

Let’s borrow from the Japanese tradition: When you receive a card, honor it by looking at it, looking at the person. Perhaps you can make a comment about the card. That focus helps you remember people.

Why Would Anyone Want Your Business Card?

Do you remember how proud you were the first time you saw your name in print?

Most entrepreneurs feel that same flush of pride when they gaze on their new business cards. That small piece of paper represents years of planning and effort and hard work and dreams. The thrill of seeing “your name in print” on a business card is hard to beat.

Unfortunately, other people couldn't care less. Your business card, the one you're so proud of, is just another advertisement — another piece of clutter to file. It's no more or less important than any of the many business cards that cross a prospect's desk at any given point in time.

How do you make sure that your card is one of the few that attracts attention, gets kept, filed, and actually used when your prospect needs your product or service?

It pays to think about the reasons people keep cards to begin with. Often, it's not for the reason you expect. Understanding this critical concept can dramatically affect the design and ultimate effectiveness of your card.

Let's say that you install and maintain swimming pools. You meet Nancy Newcomer and have a great conversation about landscaping around in-ground pools. You're eager to conclude the conversation by giving her your business card because she certainly displays a lot of interest in your service. She's a “hot prospect” for sure! Not necessarily.

Nancy could just as easily be asking because her neighbor has a pool, or because her mom had a bad experience when they installed their pool, or because she's always liked to swim and loves plants too, or because she collects business cards and doesn't have one with a pool on it, or because she's new in town and you're the only friendly person she met today.

In fact, according to Dr. Lynella Grant, author of “The Business Card Book”, there are eight reasons that someone may decide to keep your business card.

1. As a link to a potential customer or client

Let's say you're in network marketing, and John Johnson mentions that his wife used to be in MLM, too. She liked the business model but just wasn't happy with the company. Odds are you'll keep John's card because it's a means of contacting John's wife about your own business opportunity.

2. As a link to a resource or a supplier

If you're in the construction business and meet someone who sells hard-to-find lighting and fixtures, you'll probably keep their business card.

3. As a link to a colleague

Many business people keep business cards of colleagues and competitors. Perhaps you refer business to each other during busy periods, or work together as members of an industry association.

4. For social, non-business reasons

Maybe you couldn't care less that Kelly sells car insurance. She's awfully cute, though...

5. For referring business, it may be passed on to someone else

If your neighbor has had a hard time finding someone who washes windows, and you meet someone who's just started a residential window washing service, you'll probably accept their business card and pass it on to your neighbor.

6. To update information they already have

Maybe they have an old card of yours with your old phone number on it, or without your website address.

7. "Just in case"

Some people have a hard time parting with anything because they might need it someday. I just happen to be one of those people!

8. Finally, a business card may be kept because of something likable, unusual or useful about the person or their card

I kept the business card of a police officer named "Sarah Justice" just because I think she's got a great name for her line of work (it's called an "apronym"). Other people keep business cards that contain useful information such as amortization schedules or lists of emergency phone numbers.

Keep these reasons in mind when designing your card. Make it clear what you do and who you do it for. Your card may be passed on to someone else, or the

recipient may be trying to remember you later after a long day of meeting people at a convention.

More strategies:

- Add useful information to the back of your card (see “175 Ideas for the Back of Your Business Card” at <http://www.businesscarddesign.com/cardback.html>)
- Get in the habit of jotting notes on the back of business cards (“Likes football. Send catalog.”) Encourage card recipients to do the same.
- Ask people who receive your cards to pass them on and reward them for referring business to you.
- Develop and memorize a catchy tagline or 30-second-commercial to say as you hand out your card, especially if your card isn’t particularly unusual or useful.
- If you’re stuck with boring or generic company-designed cards, create your own!

Example of a well designed card that lists benefits of their services:



This business card answers two questions which would arise in the holder’s mind:

- “Why should I get my car detailed”
- “Why this company is different from the other detailers out there”

By instantly answering burning questions, your client will come to trust in your business. With trust comes more sales and ultimately more revenue. Jacob did a fantastic job at building this trust, and I suspect these cards will work wonders for his detailing business.

How to Make Your Business Card Call for Action

An old marketing adage goes something like this:

*"He who has a thing to sell
And goes and whispers in a well
Is not as apt to get the dollars
As he who climbs a tree and hollers."*

Most business cards whisper. If they speak to your prospect at all, they do so quietly. Many don't say much at all. And because of that, a potential customer never learns about your award-winning service department, or your extended hours, or your playroom area for the kids.

Instead, your card is tossed into the wastebasket and your competitor's card is carefully tucked into a Rolodex.

True, business cards do more than convey the information that's printed on the card. A card that's ugly, dirty, printed on perforated paper or full of corrections screams loud and clear that you're an amateur.

No matter how many wonderful services you offer, your card brands you as unprofessional and you lose business. A clean, creative, professionally printed and visually attractive card, on the other hand, conveys a positive first impression that lingers long after your initial meeting.

Still, a savvy businessperson knows that adding marketing-oriented text to a business card in addition to contact information pays off.

One strategy is to add text that gives specific customer benefits.

For example, your card can tell people how easy you are to do business with by adding a slogan or tagline such as:

- **Easy to PAY** - "Credit cards and competitor's coupons accepted"
- **Easy to FIND** - "Located next to ___ in the heart of ___"
- **Easy to BUY** - "Walk-ins welcome. No appointment required."
- **Easy to BUY** - "Express check-in and check-out."
- **Easy to get EXPERT ADVICE** - "Pharmacist on duty around the clock."

Better yet, your business card can be a marketing tool that actually asks for your prospect's business. Asking people via your business card to visit your store or log onto your website is a great idea. But in order for this strategy to be effective, you need to be specific, and you need to give people a reason to do what you request.

Consider the following types of phrases often found on business cards:

- Visit today
- Stop by and see us!
- Customer service is our priority
- In business for 25 years

Pretty common, aren't they?

The first two immediately raise the question, "Why?" Why should someone come visit your store? Your prospect is busy, and she's not stupid. She knows you want her to come into your showroom, fall in love with the latest model, and walk out thousands of dollars poorer. So you need to give her a reason to come in.

These calls to action are much more powerful

- "Present this card for a free watch battery" or
- "Ask for Fred to receive your first oil change free!" or
- "Log onto YourCompany.com for current discount coupons!"

The last two phrases sound good but are so overused that they're almost meaningless. What do they actually say to your customer?

Do they mean that you promise to return phone calls within 15 minutes, or that you provide a late-model loaner car while theirs is being serviced?

Do they mean that jewelry repair is done on-site by a certified technician, or that you offer a complimentary two-year extension to the manufacturer's warranty?

Then say so on your business card!

Using a business card merely to convey contact information is downright wasteful. Your business card can be the most portable, affordable and versatile marketing method you use - but not if it's quiet about your services or shy about your accomplishments.

Investing in full color business cards that grab attention and appear more valuable will help you to gain new prospects. Your clients will love them, and you will enjoy handing them out.

Example of a card that appeals to emotional wants and self-worth

Front



Back

Signature Designs of Hilton Head
Monogrammed Sterling Silver Jewelry
One of a Kind Accessories
The Perfect Gift

Signature Designs ... because you deserve it!

The backside of this card is great because Arlene chose to appeal to her potential customers on an emotional level.

Since jewelry is more of a want than a need, Arlene answers the question “Why should I buy sterling silver jewelry from Signature Designs?” with a short and sweet “Because you deserve it!”, thus appealing to the desirable wants that a person interested in her services might have.

Alternative Uses for Business Cards

Aggressive business card marketing isn't about handing your business cards out to everyone you see. The card itself must have a new use, an innovative design, or something other than the usual contact information printed on it.

To make your little card stand out, try these other ideas:

Print something different on biz card-sized cardstock

You have seen loyalty cards for "buy 10 get one free" offers; why not print one of your own? Print a frequent buyer card or other promotional offer on a card. The whole card can be a coupon for a free consultation, a discount, or a free gift with purchase. Remember include an expiration date on them! Then hand them out to all your customers.

Print a short survey on a card

Offer an incentive for people to return the card to you with the survey answered--they can get a free gift or a discount just for answering a few simple questions. Then give them a new card with your contact information on it.

Other things you might print on this size cardstock include:

- Hangtags
- Nametags
- Tickets to an event; or
- Tiny greeting cards you might attach to a gift basket or other gift.

It's always nice to handwrite a personal note when using them as greeting cards. A quick "thank you" or "best wishes" goes a long way. Or, announce a special event and enclose the cards with all your outgoing correspondence.

Make a referral card for your organization or club

That will make it easy to invite a prospect to your next meeting or to introduce the organization to them. On the front, include a brief overview of the club. On the back, print a form to fill in the date, time and location. Let members hand them out to potential recruits.

Turn them into appointment cards

On one side, you can print your name, address, phone, fax and email plus your business name and logo. On the other side, leave room to fill in the date and time

of your customer's next appointment. They will keep it in their wallet or planner and always have your information at their fingertips. You could also print a map of your location on the back or directions on how to reach your store or office.

Remember that a little card can have a big impact on your marketing if you employ some creativity. Once you are finished with your designs, upload them to a [professional business card printer](#) who will print the cards for you.

Double Sales Potential with Double-sided Business Cards

Swapping business cards is one of the most basic and common forms of networking in the business world. With something that is so common practice, people often hand out cards blindly while not really thinking about what the card does AFTER you hand it out.

How do your clients feel about your business card?

Put yourself in their shoes:

- Is it valuable to them?
- Does it solve a problem that your product or service could fix?

Take advantage of the extra space on the backside of your cards

Most business owners don't utilize the backside of their business cards. It's prime space to include important facts, offers, and information that help sell your company to the holder. Including valuable offers on your business card will make it worth holding on to.

P.T.O - How to get someone to turn over your business card

One small abbreviation added to the front of your cards can double your success rate. P.T.O. (Please Turn Over) lets the holder know there is something of value of the backside, and it would be in their best interest to check it out. Alternatively, you could include "See back for special offer" if you have the space for it.

Now that you have their attention, reel them in with a

- Survey, redeemable for a free gift
- Punch card for frequent clients
- Valuable coupon
- URL to a special webpage targeting business card recipients

Research your sector to learn what business card marketing words will flip their switch and turn them on to your company. Give them what THEY want.

Even if you only hand out 50 cards using this technique, you've just created 50 opportunities for new business. Just imagine the possibilities that would come with having 1000 [highly effective business cards](#) floating around.

Choosing Photos, Logos and Graphics for Your Cards

One of the most critical decisions you'll make as you design your card is whether or not to add non-text elements such as a photo, your logo or additional clipart or graphics. How do you decide whether words or pictures are more effective use of the limited space on a business card?

Your first criterion is the way you intend for the card to be used. Where and when you use your card, and who will receive it, are important design considerations.

For example, some entrepreneurs find it effective to prospect for new customers by plastering their business card on every bulletin board they can find. The business card is actually functioning as a miniature billboard. There's no personal contact involved and the reader may have little (if any) knowledge of the featured business. Such a card needs to be colorful, easy to read, and very clear about the primary service and benefit of the business.

On the other hand, if you're designing business cards that will primarily be given to existing customers or to colleagues, you don't need to waste precious space telling them what you do. They already know. Instead, they're probably more interested in expanded contact information (maybe after-hours customer support), additional store locations or complementary products.

So - photos, logos and graphics need to be chosen according to the response you want from the typical person who'll receive your card. Does the photo, logo or graphic you have in mind help or hinder the purpose of your card? Will it be worth the space that it consumes on the card?

Here are some factors to consider about photos, logos, clipart and colorful backgrounds in general:

Advantages of Photos

- Photos ("headshots") are typically included on business cards in "relationship" businesses such as real estate, counseling and public speaking. They give prospects a non-threatening way to begin getting acquainted with you, which is especially helpful if you're in a business that requires a great deal of trust or confidentiality.
- Additionally, a business card with your photo on it will help a new contact find you in a meeting. If you often make initial contact with someone on the phone or via email, sending them a card with your photo on it before you meet in person is a thoughtful gesture.
- Photos add color and interest to an otherwise boring card.

- And don't forget that a photo can be more than a headshot; you can show how your product/service works, or give a "before-and-after" illustration.

Disadvantages of Photos

- Unfortunately, people make judgments based on the way we look. Your race, gender, age, attire and even the expression on your face may influence someone's choice to contact you. Perhaps negatively.
- Your photo "dates" you. Your hairdo, your clothing, those doggoned wrinkles (or lack thereof) ... If you don't make new cards often, with updated photos, you can actually hurt your business. (Old photo = cards not given out very often = not much demand for your business = maybe they ought to go elsewhere.)
- Having a high quality photo taken can be costly.

Logos and other Graphics

A professionally designed logo adds distinction, eye appeal, and can effectively "make" or "break" an otherwise ho-hum business card. A good logo helps a customer both relate to your business and trust it.

However, note the words "professionally designed." Generic clipart may actually hurt your business. Prospects wonder why you can't afford quality work and wonder if you're in business for the long haul.

Meaningless graphics (such as monogrammed initials) may add distinction to your card, but they don't convey information or give prospects a reason to call you. Which is more important to you?

If your business is known by its logo, though, or if you're working hard to create brand recognition, by all means put it on your card.

Colorful Backgrounds and Business Card Templates

With the advent of online business card design services that allow you to [create business cards from brilliant, full-color templates](#), some of the factors discussed above are certainly relevant. Adding color is probably the single most effective way to add appeal to your card, but you don't want the text and the background to compete with each other.

Balance is the key. Choose a template with a smaller or less complex image when you have a lot of words to include on your card. When you can safely use a larger or more colorful image without reducing legibility, do that instead.

Examples of cards that utilize photos and logos on template backgrounds



Power Words for Business Cards

These days, a small business needs every ounce of marketing muscle they can get. Business cards are a perfect weapon for an entrepreneur to have in the trenches when competing for customers.

You've designed your business cards using all the right techniques and it looks incredible. Now that have the attention of the holder, are your words appealing to them? This is one often overlooked marketing essential:

What your business card says

Take your business card out and have a good look at it. What words do you use to describe your business, your products, or your services?

Your header or slogan should speak to your customer and distinguish your business from the rest. Remember your card will most likely be on a thumbtack board with a few other competitors.

Give them a reason to call:

- The ____ that works as hard as you do
- ____ doesn't have to be expensive
- Not just another ____
- The ____ advantage
- The best-kept secret in ____
- Don't get stuck with...
- How our ____ stacks up
- Can you afford not to...?
- An investment in your future

Next, give the holder a bottom line that is irresistible:

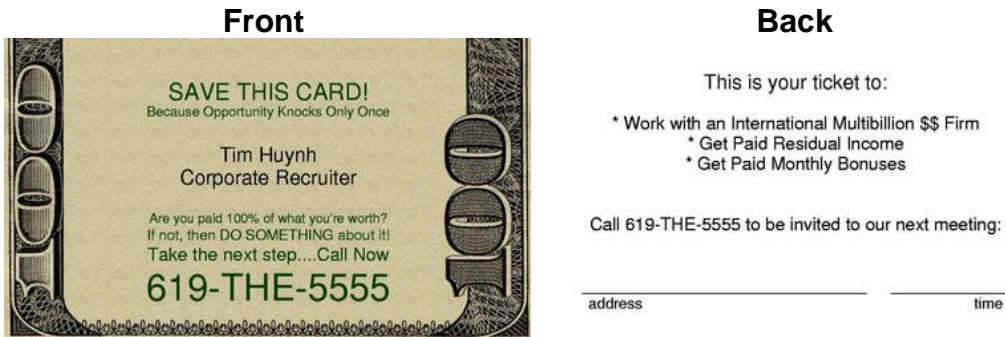
- Save up to ____ %
- Huge discounts
- Receive a ____% discount when you present this card
- Visit our website for special rebates and coupons
- Don't pay more for ____
- Present this card at our showroom and receive a free ____
- Call us for a special offer for first time customers

Lastly, include a closing statement that will motivate the holder to respond:

- Why settle for _____ when you can have _____
- A rewarding _____ awaits you
- You owe it to yourself to _____
- Seeing is believing
- You'll be glad you did
- ... and that's a promise!
- Put our ideas to work for you
- We'd like to hear from you
- Call us today to schedule an appointment
- Looking forward to hearing from you

Mix and match these phrases to create a hook that will put your company in the limelight, prompting that all-important phone call or e-mail.

Example of a card that gives the feeling of value and exclusivity:



This card is great because the opening line tells the holders that this card is different from others. It raises curiosity to read more. Next the card appeals to emotions by asking the holder if they are being paid what they are worth. Finally, it requests action by telling the holder to “take the next step, call now”.

The backside invokes a feeling of exclusivity, acting as a ticket to an elite meeting that only certain people are able to attend. It also gives the value of attending the meeting. Once again, Tim utilizes power words to invoke the feeling of importance and urgency of contacting him with “call this number to be invited to our next meeting”.

Five Tips to Help You Remember Business Cards

"Sorry, I don't seem to have a business card with me..."

Those could be the "famous last words" of the forgetful entrepreneur.

If you habitually find yourself without a business card, you're habitually losing money; or at least the chance of making money. Your business card, more than any other marketing weapon in your arsenal, is what prospects and colleagues rely upon to remind them why they should do business with you.

Forgetting a business card is a marketing mistake of significant proportions. We're so inundated with advertising messages that most of us learn to tune them out. Yet every time you're asked for a business card, and sheepishly reply that you don't have one with you, you're missing an honest-to-goodness invitation to market to someone.

Worse, leaving your business card behind when you may need it is a social faux pas as well.

Being asked for a business card is a compliment. Not having one with you at that critical moment is subtly offensive. It puts both you and the person requesting the card in an embarrassing situation. And it nonverbally tells your prospect that you're not quite the business person they thought. You're not really serious about your business, or too careless and forgetful to be entrusted with theirs.

If you're determined not to be caught "cardless" at a critical meeting again, here are some tips to help you remember:

1) **Develop a strategy for using business cards to actively promote your business**

It may be as simple as deciding to give 5 or 10 cards away every day. It may mean printing labels describing your current promotion, sticking them to the back of your cards, and pinning them to bulletin boards. Whatever! The point is that if you consciously figure out a way to use your business cards to bring in business, you're much less likely to forget them.

2) **Invest in new cards**

If you haven't ordered business cards within the past two years, there's a good chance that the information or photo is out of date by now. And if your last order was for 1000 cards and there are still 990 cards left, ask yourself

why you haven't been passing them out. If it's because you dislike the cards, pitch them and get business cards you're proud of!

3) Draft and practice a business card presentation

Unless you're comfortable and confident when handing out your card, you won't do it. Besides, the words and actions that accompany your business card when you give it to someone can really cement a positive first impression.

4) Invest in a quality business card case, one that you're proud to use

Business card cases can be conversation starters in and of themselves since there are so many unusual, classic and artistic choices available. I suggest investing in a few cases; a more professional, elegant case for formal business occasions and a flashy or fun holder for social situations.

5) Tuck a few business cards everywhere

Your car's glove compartment. Your briefcase. Your gym bag. Your wife's purse. Next to the front door on the table where you keep your keys. Your desk drawer. Your secretary's desk. The pocket of your coat. Your suitcase. Never leave home without them!

Four Tips for Exchanging Business Cards

1. Be prepared

Always have a handful with you to present to potential clients or other business associates, even on the weekends. Make sure they are clean and crisp with no frayed edges or pen marks.

You'll find that many important contacts and business card exchanges can take place in the most unlikely places. Local restaurants often hang a bulletin board near the front counter for business cards to be posted. They're offering you free advertising, so be ready to take advantage.

2. Make it a point to hand out cards when the time is right

It doesn't take a large convention to bring customers and business owners together. Informal meetings are one of the best times to network and exchange business cards. If the person you are speaking with seems interested in your product or service you represent, offer that person a business card.

3. Exchange business cards smoothly

When you first meet someone, it's ok to request a business card from them; provided you have offered yours first. If the person is of a higher position than yourself, you should wait for them to offer their card to you first. Remember if they want you to have a card, they will give you one!

Only give one business card to your new contact. Leaving two or three may give the signal that you want them to make contacts for you which is tacky and unprofessional. Unless a prior agreement is made to exchange more than one card, keep the focus on person-to-person contact.

4. Receiving a business card properly

When accepting a business card, have a good look at it for a few seconds. In your conversation, offer a compliment about the logo, design, etc. Place the business card you receive in a planner or notebook or on the table in front of you. Never place the card in a wallet that will be put in your back pocket.

Five More Tips for Swapping Success

Business card etiquette is somewhat like dinner etiquette, however, when minding your business card manners a potential part of your income is at stake.

Here are a few simple rules to keep in mind:

1. Cards should be clean and up-to-date

It is not worth saving a few pennies to hand out wrinkled, stained, or torn cards. Likewise if any of your information has changed: "Business cards with words scratched out gives the impression of disorganization."

2. Do not force your card on those who have not asked for it

You must wait for the opportunity to come up naturally, such as when someone specifically asks for it or you are engaged in a conversation about business. Do not mistake the salutary or polite question about what you do as a good opportunity; the card will probably be thrown away if the recipient lacks genuine interest when receiving it.

3. Treat cards with respect when receiving them

"Act as though you have received a gift." Upon accepting a card, you have the opportunity to repeat the name and be corrected on pronunciation--to be corrected on pronunciation after this is a bit more of a gaff.

You should also ask any questions that the card itself may bring to mind and comment on the design if practical. The idea is to show interest in any contact's card, which will make them more likely to be interested in yours.

4. Do not enclose business cards in personal or emotional correspondence

Condolences, get well soon, and even congratulations should be handwritten with no business card accompanying it. These types of correspondences need to show care and time spent by handwriting, and a business card along with it almost seems to say 'enough about you, now about me.'

5. Wait until someone of higher rank has introduced you

The CEO will appreciate the respect you show for his/her time by waiting for the proper opportunity to present your card.

Design Business Cards Online

Designing business cards online is easy and inexpensive. Before online design and print came along, an entrepreneur had to sit down and brief a graphic designer for an hour or so about what they wanted.

A few days later, the designer would come back with a few rough visuals. These would be discussed and tweaked, and the designer would go off to work up the chosen idea into finished artwork. Then, if everything was OK, the artwork would go off to the printers.

For those of you who remember the process, it could be a time-consuming business, and much more expensive than the actual printing work.

But online, that whole design and redraft process doesn't cost a cent.

Years of business and graphic design experience have gone into creating software that allows anyone to do the design part themselves. The only real cost is for the actual printing. And compared to the business benefits that a well-designed card will bring, that's peanuts.

Removing these meetings with a graphic designer allows the entrepreneur to concentrate on the marketing message and how the customer is going to use their card.

This free e-Book is packed with tips and ideas to help entrepreneurs develop sound marketing ideas and design an unforgettable business card.

In this final article, I'd like to quickly run through the process of designing your cards online at Great FX Business Cards.

It's the sort of job you can do at home after a busy working day – which is just what my wife and I decided to do for both our respective consultancy businesses.

The first step is to decide what type of business card you want. And that depends on which type of business you're in and what type of image you want to portray.

Here are your major choices from the home page:

GreatFX BUSINESS CARDS

Wednesday, July 21 2004 Helping you create powerful and effective business cards.

» Home
» Business Cards
» Articles
» Tutorials
» Contact Us

DESIGNED ONLINE

Business Cards: A Vital Marketing Tool for Small Business Owners

Have you been getting the most out of your previous business card investments? Do your business cards **work as hard as you do** to gain new clients?

Browse through our [business card networking articles](#) and find out how to make your cards:

- Appear more valuable
- Get more callbacks; and most of all
- Earn more money for your company

[Design or upload your business cards online](#) and get **free shipping**.

- Choose from thousands of **free backgrounds**
- **Upload custom designs** for printing at no extra charge
- **FREE gloss coating** for added value and protection

4/0	4/1	4/4
Frontside: Full Color Backside: Blank	Frontside: Full Color Backside: Greyscale	Frontside: Full Color Backside: Full Color
Design Online » Upload Custom »	Design Online » Upload Custom »	Design Online » Upload Custom »
Pricing & Details	Pricing & Details	Pricing & Details

NEWSLETTER

Delivered to your inbox:

- Valuable tips
- Specials and discounts
- Latest articles

Email address:

[subscribe](#) [Privacy](#)

Remember: Business Cards Are TAX DEDUCTIBLE!

Looking for an alternative type of business card?
Choose from five other unique types of cards, all featuring FREE online design or upload:

- [Raised Print Business Cards](#)
- [Matte-Xpress Business Cards](#)
- [Magnetic Business Cards](#)
- [Folded Business Cards](#)
- [Metal Business Cards](#)

Standard cards

Alternative choices

The main choices are:

Glossy business cards – the most popular choice. Combine an attractive photo or image with your contact details to create your own individual card. Great for many types of business from beauty parlors to travel agents. (For people in a hurry, there's also **Matte-express business cards** with 3-day turnaround)

Raised print business cards – for the understated business card. (My wife's a child psychotherapist and she feels a photo or graphic might detract from her image – what she wants is an understated approach.)

Magnetic business cards – These stick on surfaces like fridge doors and metal filing cabinets. Useful if you have a service that solves an emergency – plumber, heating engineer or locksmith.

Folded business cards – when you want to add something extra – a map, a special offer, a survey.

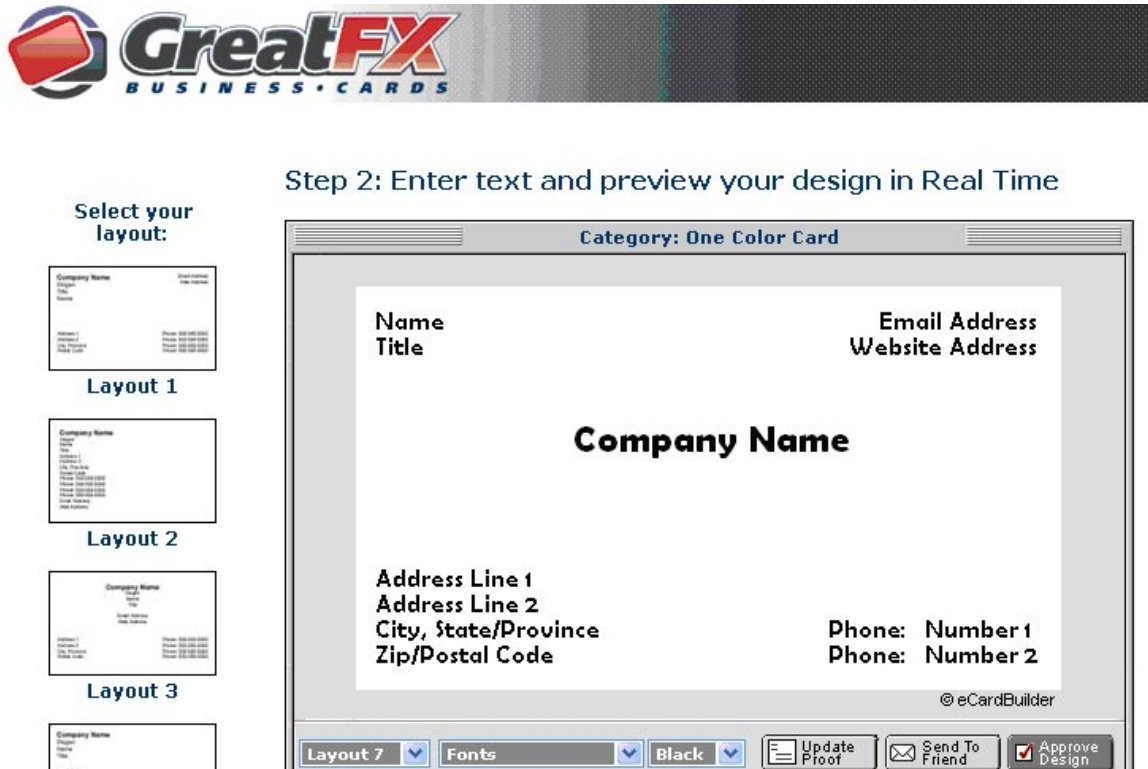
Metal business cards – A unique solution when you really want to add value and start conversation with your business cards.

We've going to work through two examples.

Case Study 1: My wife, the child psychotherapist

Caroline is very clear about what she wants. She wants something simple yet professional. She decides against photographs or graphics of any sort and decides to go for a clean, raised text card. The process couldn't be simpler.

After clicking on [raised print business cards](#), she clicks 'design online' and is taken to this screen:



Next, she scrolls down and enters her own information:



Step 2: Enter text and preview your design in Real Time

Select your layout:



Layout 1



Layout 2



Layout 3



Layout 4



Layout 5



Layout 6



Layout 7



Layout 8



Layout 9



Layout 10

Category: One Color Card

Name
Title

Email Address
Website Address

Company Name

Address Line 1
Address Line 2
City, State/Province
Zip/Postal Code

Phone: Number 1
Phone: Number 2

© eCardBuilder

Layout 7 | Fonts | Black | Update Proof | Send To Friend | Approve Design

Company Name (suggested): F B I U

Caroline McGaffin 18 | [x] | [] | []

Optional Text: F B I U

Child Psychoterapist 14 | [x] | [] | []

Name (suggested): F B I U

[] 12 | [x] | [] | []

Title (suggested): F B I U

[] 12 | [x] | [] | []

Address (suggested): F B I U

114 Park Avenue South 12 | [x] | [] | []

[]

New York

NY.10016

Contact Numbers (suggested): F B I U

Phone [] 212-765-4321 12 | [x] | [] | []

[]

[]

[]

Email & Website Address (suggested): F B I U

caroline@mcgaffin.com 12 | [x] | [] | []

[]

UPDATE PROOF | APPROVE DESIGN



Then, she updates the proof:



Step 2: Enter text and preview your design in Real Time

Select your layout:

Layout 1

Layout 2

Layout 3

Layout 4

Category: One Color Card

Name
Title

Email Address
Website Address

Company Name

Address Line 1
Address Line 2
City, State/Province
Zip/Postal Code

Phone: Number 1
Phone: Number 2

© eCardBuilder

Layout 7 | Fonts | Black | Update Proof | Send To Friend | Approve Design

Her new card appears.

Looks good! Now, she can even email a copy to a friend or colleague to get their opinion.

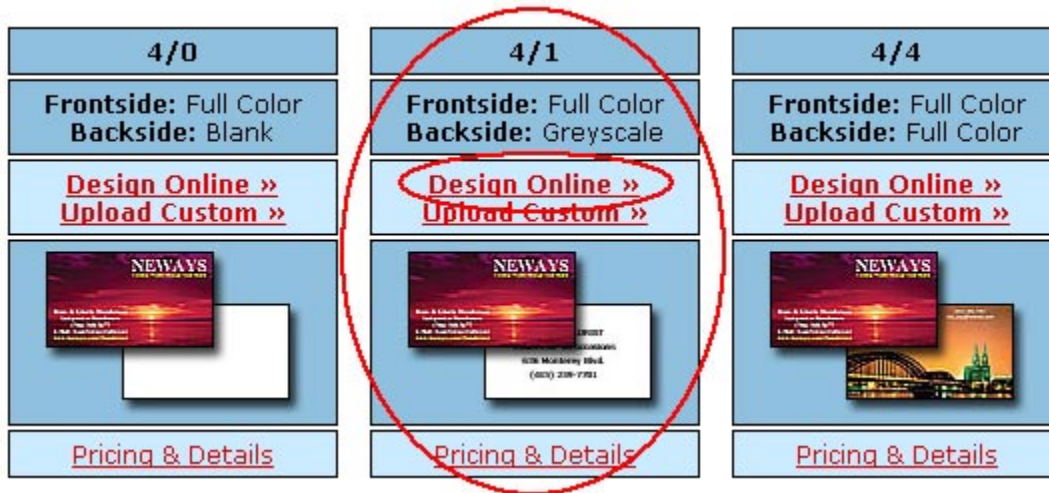
Once finished, click the “Approve Design” button to begin the checkout process:



Case Study 2: Me, the online marketer

I want to create an abstract card that is printed full color on the front and on the back side has a tagline and call to action. This would be a 4/1 card.

First I click "Design Online" under option 4/1 for glossy business cards:



Then I pick the abstract theme:



After I've chosen my design, I add text:



GreatFX Business Cards

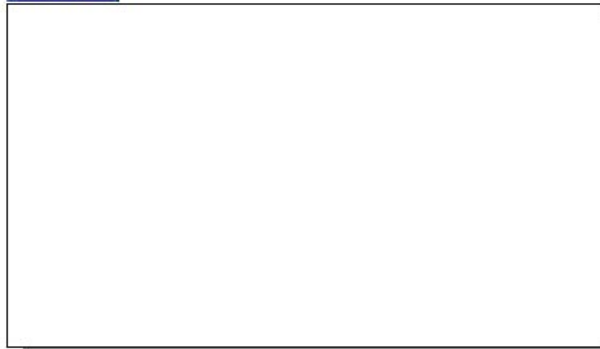
◀ BACK ● NEXT ▶

Business Cards 2 x 3.5 - (4/4)

FRONT



BACK



Your product image(s) may take 5-15 seconds to create.
The above image(s) are copyrighted and can not be used without written permission.

Type the information you want on your Business Cards below:

**Click "Apply Changes" below to view changes.
Click "NEXT" above to proceed to the next design step.**

If you want a line heading like [Phone:], type it in the box before your info.
If you want a line break, press the space key one time in that text box.

Justification: Left Center Right

The information you type below is exactly what will be shown on your Business Cards.

Business Name:

Your Name:

Title:

Address:

City/State/Zip:

Phone #:

Fax #:

Cell #:

E-mail:

Website:

Apply Changes

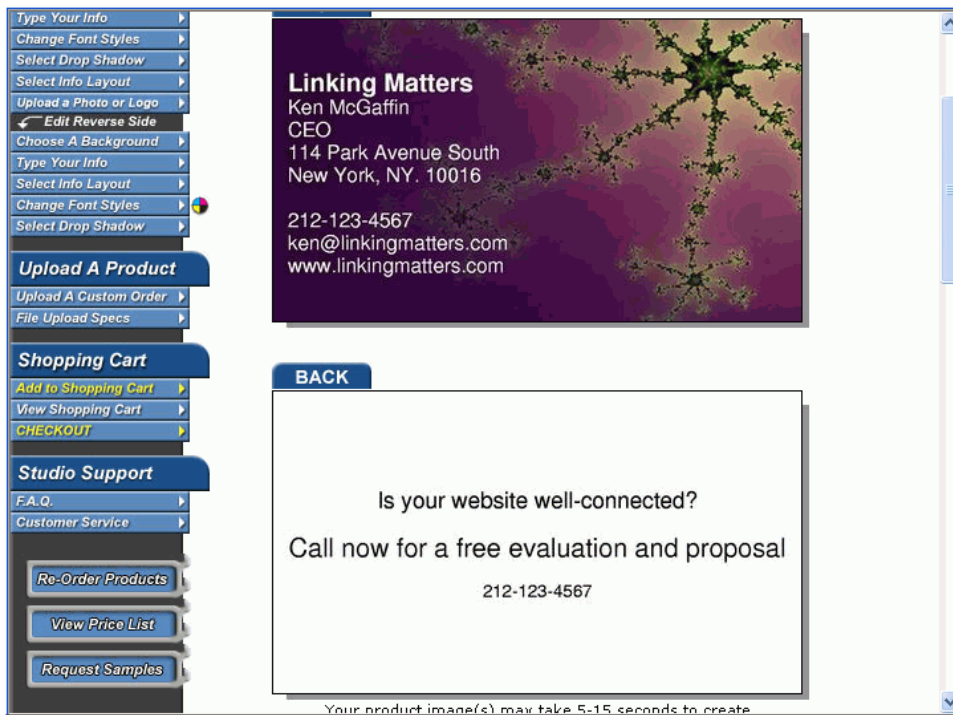
Use the menu to work through the options

Tweak for line breaks





The changes appear and I use the “Edit Reverse Side” menu to complete the card.



And that's it – the design is complete.

Add the item to your shopping cart to begin checkout process:

The screenshot displays a web-based business card creation tool. On the left is a vertical sidebar with numerous blue buttons for editing, such as 'Type Your Info', 'Change Font Styles', and 'Upload A Product'. The 'Add to Shopping Cart' button is circled in red. The main area shows a preview of a business card with a purple and green abstract background. The card text includes: 'Linking Matters', 'Ken McGaffin CEO', '114 Park Avenue South New York, NY. 10016', '212-123-4567', 'ken@linkingmatters.com', and 'www.linkingmatters.com'. Below the preview is a 'CHECKOUT' button and a 'BACK' button. A white message box in the center of the preview area contains the text: 'Is your website well-connected? Call now for a free evaluation and proposal 212-123-4567'. At the bottom of the interface, a small note reads: 'Your product image(s) may take 5-15 seconds to create'.

Congratulations! You've just created powerful and effective business cards.

Conclusion

Dear Reader,

Think carefully about the impression your business card makes on potential customers. Your cards should not be just an afterthought, but a tangible statement of the value your business offers and an encouragement for them to do business with you.

Use the tips in this book when planning your cards, use our online design facilities to try out and develop your ideas, and finally create cards that people really will keep, remember and use the each time they need your services.

You'll be delighted at the response from people you meet and your business will prosper.

I would love to hear of your success stories! Please email: info@greatfxbusinesscards.com

Good luck and Godspeed.



Chris Brunner, President
GreatFX Business Cards