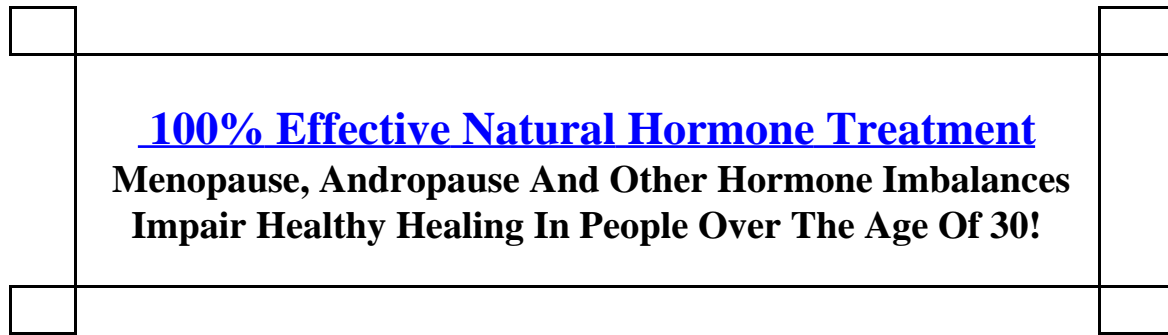


This Free E-Book is brought to you by Natural-Aging.com.



Design A Business Card That Will Generate Business

By Mark Hannah

Here are a few tips on creating a business card that will generate business for you...

A picture is worth a thousand words. Who would you hire to landscape your beautiful new home? Bob's Landscaping Company that has a black & white card or Bill's Landscaping Company that has the picture of a nice landscaped garden that he created? A custom designed full color business card can help you beat the competition.

There is a lot to the psychology of color, color affects shopping habits. Impulse-shoppers respond to red-orange, black, and royal blue. Shoppers who plan to stick to budgets respond to pink, teal, light blue and navy. Traditionalists respond to pastels. Bolder brighter colors appeal to those with lower incomes. Higher incomes are attracted by more subtle colors. These tips must be used when designing your full color business card.

Your business card must have a Unique Selling Proposition. Simply stated a Unique Selling Proposition differentiates you from your competition. If you don't have something different to offer, you better find something or save yourself a lot of aggravation and go work for your competition. It tells your prospects why they should do business with you versus the other guys. No, scratch that; it SCREAMS at your prospects why they MUST do business with you. Don't make it hard for someone to conduct business with you.

Use the back of your business card. If your paying a penny a square inch for the front and the back is only going to cost you 2/10 of a cent per square inch, isn't that a good investment? The back of your business card can be used in several ways. Entice your prospects to visit your business by placing an offer on the back. For example if you own a restaurant offer a free desert or appetizer. If you own an auto repair shop offer a free oil change. Be creative and stick out from your competition.

Print a memory hook on the back of your card. I know a distributor of air purification systems that prints "We Have A Solution To Your Pollution" on the back of his card. The phrase just begs you to ask him to explain it. A memory hook is a catchy phrase that will create enough interest that a person will ask questions. A memory hook also helps your prospect remember you.

Design A Business Card That Will Generate Business

Always hand your card to someone upside down. This will cause the person to turn the card over and read it, especially if you give them a reason such as a memory hook. How many times have you handed someone your business card and it barely gets a glance?

Your business card can double as a punch card. The restaurant can offer a free meal after purchasing ten meals or maybe movie tickets. Ask your local theater manager about some joint marketing efforts. The auto repair shop can offer a free oil change after purchasing ten or a free car wash. Again, a joint marketing possibility.

You are already paying for business cards, don't waste them and get the most bang for your marketing buck.

Mark Hannah is President of Full Color Resources

<http://www.fullcolorresources.com>

, suppliers of

custom designed full color business cards. Mark is also an authorized Duct Tape Marketing Coach

<http://www.ducttapemarketing.com>

and committed to the success of small businesses.

How To Reduce Business Card Design and Printing Costs

By Josh Barkin

Business cards are a necessity for every business. Whether you are just starting out, own a franchise, or run a chain of highly successful stores, business cards communicate who you are, how to contact you, and their presentation can be indicative of the business you run. An up-to-date business card can communicate your business as current, progressive and ready to respond to customer needs.

Greater mobility has provided many advantages for businesses, but has resulted in the frequent change of contact information. Today's modern business person may change their cell phone number, email address, even their office location several times within a single year. While the marketing concepts behind business cards have not changed, the way in which people create and maintain their design has changed. Internet technologies have allowed people to quickly create their own business card design online, developing their ideas with easy-to-use templates, and through e-commerce, place a secure order for printing.

Businesses no longer need to incur costly graphic design and printing setup fees. In just a matter of minutes, one can enter their contact information, select full color images that reflect one's profession and industry, and then customize a business card layout template to make the card their own. Further,

Design A Business Card That Will Generate Business

proofing a business card design has become a real-time and streamlined process. Tracking tools allow you to follow your printing order through the entire process, from design to delivery. In short, what typically would cost thousands of dollars from design to delivery and everything in between, now only costs a couple of hundred dollars, or less. High quality, custom business cards can now be designed, printed and delivered in a matter of hours.

Changing your business card from time to time is no longer an administrative burden. It is a process that reflects the way you run your business. It is a process that reflects your mobility, flexibility, while at the same time helping your business realize time and cost savings.

To develop your free business card design online, try Professor Print's free business card maker at

<http://www.professorprint.com>

and find an

image that reflects your area of business at

http://www.professorprint.com/business_cards_templates.html



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!