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How To Know If Your Business Card Stinks

By Diana Ratliff

If your business card isn't doing what it's supposed to do - helping the receiver remember you in a desirable way, leaving behind a strong, positive impression of you, your company and your product or service - then it's a failure. It stinks.

And if you're reading this article, it probably does. Stink, that is.

Wonder how can I make that prediction, without ever having seen your business card?

Two reasons.

First reason. People keep business cards that have value -- business cards that, in their minds, have information on a person or product or service that they find interesting or that they think they'll need. It only makes sense, right?

In my opinion, such a business card may be ugly -- or cheap -- or ordinary -- but if someone chooses to keep it (for legitimate business reasons, not for scratch paper), it doesn't "stink".

However, the vast majority of business cards are thrown away almost immediately. According to research I've seen, more than 90% of business cards are thrown away the same day they're received. Less than 1% of business cards are kept more than thirty days.

True, some people throw business cards away because they save the information on them in an alternate format (such as an electronic business card scanner), but most are pitched because they're of no value to the recipient.

In other words, they stink. They're crappy. They're literally worthless.

Reason two to believe your business card stinks.

How To Know If Your Business Card Stinks

I have no statistical data to back this up, but I've often noticed that many business people seem to be nervous or embarrassed when they're actually at the point of handing someone their business card.

Maybe Ms. Business is having a great conversation with a potential customer. She's really excited and enthused about the newest Wonder Widget her company manufactures, and her prospect is smiling and looking interested. But something happens when it's time for her to hand over the company business card.

She grimaces. She hesitates. Her tone of voice changes. She makes some sort of offhand remark like "Well, here's my business card." Instead of eagerly, confidently giving someone this outstanding example of their company's professionalism and credentials, this awesome, amazing business card — her whole posture and demeanor conveys a sense of embarrassment.

Or maybe you've felt it yourself — a mental twinge, or an inner voice that says "Maybe he won't be impressed" or "My card isn't as good as my competitor's" — when the time comes for you to give

someone your business card. Instead of giving someone your company card with poise and assurance, you feel reluctant to actually let someone else see it... and judge it.

After all, that card is your baby. Maybe you were instrumental in the creation of the card. Maybe you've had the business card so long that you've become attached to it. Either way, if someone throws that business card away, or casually stuffs it into their pants pocket without even looking at it, it feels like rejection. If they don't appreciate the card, they don't appreciate YOU.

So... if you're worried that your business card stinks, so worried that you cannot hand it out without fearing that it will be found wanting, and if you haven't had enough positive reactions to reassure you that your fears are groundless... it probably does.

Of course, there are objective criteria to use when evaluating a business cards'... er, "stink factor". And varying degrees of "stinkiness."

For example, business cards that are overcrowded, stink. Business cards that give you no idea what product or service you offer, stink. Business cards that waste the space on the back side of the card may not stink, but they're certainly being underutilized.

And business cards that aren't kept, remembered, and used by your customers or prospects, stink.

Business card expert Diana Ratliff can show you how to create business cards that not only don't stink, but carry the sweet smell of incoming business. But first, visit

<http://www.bizbooklets.com/checklist.html>

to learn how bad your current business card smells!

Advanta Business Credit Cards: A Closer Look

By Ed Vegliante

The credit card wars continue to heat up and that spells "good news" for consumers. Despite rising interest rates, many issuers are continuing with their popular 0% introductory APR plans, giving new card holders a great way to save money and pay off their debts. One issuer, Advanta, has thrown the gauntlet down and is now offering an extremely low APR on balances until the debt is paid off. Let's take a look at three Advanta offerings to find the one that has the best advantage for you and your wallet.

Advanta Platinum Business Card With Rewards

There just aren't too many cards out there offering 0% APR beyond the first 12 months of issuance. And why is that? Because, credit card issuers know that interest rates will continue to head up. Fortunately, Advanta is not letting interest rate trends dissuade them from making an important marketing decision: the

Advanta Platinum Business Card with Rewards extends the 0% APR period through 16 months, a rarity in the credit card business. What's more, as the name of the card implies, it comes with a rewards program too. Consumers can get 5% cash back on many purchases or use their points for travel rewards. For a \$35 annual fee the card can be transformed into an airline miles accumulator.

Advanta Platinum Business Card

An alternative to the Business Card with Rewards is the Advanta Platinum Business Card. No, you don't get rewards with the card, but you do get a 12 month 0% APR and a beefy credit line of up to \$50,000! This can be the perfect card for business people who must charge just about everything, but don't want to be restricted by a lower credit line.

Advanta Life-of-Balance Platinum Card

Perhaps one of the most unusual cards in the Advanta arsenal is the Advanta Life-of-Balance Platinum card. If you have balances to transfer, this card can be extremely beneficial as the 2.99% fee on balance transfers stays in effect until the card is paid off. In addition, the card pays you 6% cash back on many purchases or you can redeem your points for travel rewards. Best of all, there is no limit on earnings so you can accumulate an unlimited amount of points every year. A truly unusual offer for a truly exceptional card!

So, which business card is right for you? Well, only you can make that determination. Each of the three Advanta cards has its own special features, so weighing what is important to you against what doesn't matter is one way to go about selecting a new credit card. Still, each Advanta card has so much to offer and getting an Advanta card gives you advantages over many ordinary business cards. Regardless, offers such as these are certain not to last forever, so taking action now will ensure that you get the best card that meets your needs.

How To Know If Your Business Card Stinks

Please click here to find Advanta Business Credit Cards

<http://www.credit-card-surplus.com/advanta.php>

. Ed Vegliante runs

<http://www.Credit-Card-Surplus.com>

, a directory helping the consumer to compare and apply for credit cards.



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