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## **Make Your Business Card Your Best Salesman**

**By Rick Hendershot**

### **Make Your Business Card Your Best Salesman by Rick Hendershot**

One of the most important building blocks of a good marketing plan is your business card. It is far and away the most likely item to find its way into the hands of your most important business contacts. And it is the one thing that is likely to remain when all your other marketing materials are long gone.

In other words, your business card is much more than just a piece of paper with your name, address and phone number printed on it. It is a powerful sales and marketing tool. And it should be designed with that purpose in mind.

#### **What can a business card do for your business?**

**An introduction to your company**

**Provide critical contact information on your card**

**Include Your Most Important Sales Message**

**Important Sales Message. According to Cesar Crespo of**

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**Be Consistent with your Corporate Image**

**And of course you will want to include your company logo.**

**And now that you have a killer card, get out there and start handing them out.**

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He is also webmaster for

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**Put A 'Mini' Salesman In Your Client's Wallet**

**By Bruce Header**

**Put A 'Mini' Salesman In Your Client's Wallet by Bruce Header**

**When was the last time you took a long critical look at your business card?**

**I'd bet you haven't really thought about it since you initially got them printed.**

**I bet you answered in the latter. So what should your business card look like then?**

**Your business card should be a "mini" sales letter for your business.**

**The card should have an attention grabbing headline, that will attract prospects like a magnet.**

**Imagine if you where a plumber, your headline could read something like**

**"Need a plumber, we are only 8 minutes away!"**

**Include your cell-phone's number as well. Its will make getting hold of you even easier.**

**So think about turning your business card into a sales magnet..**

**Maybe its time for a re-think and possibly a redesign of your existing business card.**

**Remember, it should be your 'mini' salesman in a client's wallet.**

**Bruce Header**

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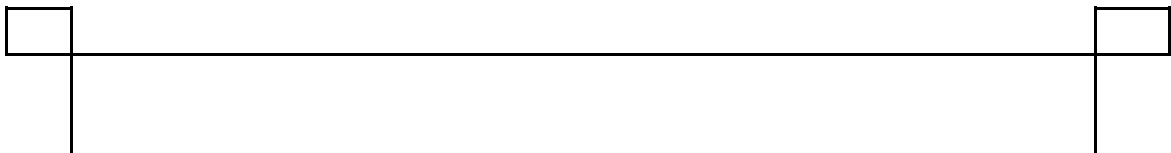
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