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

**By Bruce Hearder**

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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.

Let's stop for just a moment and ask, what is the point of your business card? Is it to simply fill the wallets of prospective clients, or is it something that should be driving more sales to your business?

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

A few of the essential things it must contain:

1. What your company can do for the customer
2. What you personally do, if its not obvious from the business description
3. Your name,
4. Your best contact number (don't use a switchboard number, use your direct number and show your cell-phone number)
5. Your company's name

I have listed the criteria for the business card in a particular order. Do you notice something strange? I have put the company's name last!

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!"

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Don't you think it would grab someone's attention, especially if they desperately needed a plumber and were frantically looking around for your card, while standing knee deep in water from a leaking toilet.

The last thing they want to do is try and remember what your company name is, so they can call you.

Make sure you include a proper working telephone number, its amazing the number of cards I have that have a disconnected number on it.

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

Include your company name last.. Its the least important thing on your card.  
Just remember the old marketing saying " No-one is interested in your business, they are only interested in what you can do for them"

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.

You want the card to keep reminding the client everytime they see it, with what you do and what you can do for them.

Bruce Header

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Still running around looking for that one killer idea that can set you up in your own small business? Get all all the best, High-Profit, low-Costs business ideas you can poke a stick at by visiting <http://www.101KillerBusinessIdeas.com>

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## **Dog Agility Equipment – New Mini Contacts And Mini Jumps**

**By Brad Carlson**

Dog Agility competitions are seen frequently on television. The eyes of most pet owners have seen this amazing sport and would some how like their dog to be introduced to the equipment for fun and for exercise. The competition size equipment may be larger than the pet owner needs or wants to invest in so, many are introducing their dog to "mini" equipment.

Mini-agility equipment still provides lots of mental and physical stimulation to your dog, but without bulk of competition sized equipment. Almost all types of obstacles are made in a "mini" size. There are mini-A-frames, mini-dog walks, mini-teeters, mini-tire jumps, mini-jumps, mini-tables, and mini-weaves.

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The mini-A-frame can be in different sizes, but is often made with two, 4-foot sides, instead of two, 8-foot sides. Mini-dog walks are often made with three, five-foot planks instead of three 12-foot planks. Similar is the mini-teeter, made from a five-foot plank instead of a 12-foot plank. These changes in size make shipping and delivery easier and less costly.

Mini equipment is safer for the beginner handler and dog because the equipment is lower to the ground. Dogs and puppies can learn and use the equipment with greater ease and confidence.

In addition to pet owners, breeders, kennel owners, and dog parks are purchasing mini-agility equipment. Breeders purchase mini equipment to stimulate their puppies mentally and physically. Some breeders add railings to their dog-walk for added puppy protection. Kennel and Doggie Day Care owners use the equipment to keep their clients happy and busy all day long. Dog parks are selecting mini-equipment because it is safer to use by the untrained owner.

Competition agility owners are also selecting mini-equipment for training specific behaviors, using them as training aids, and for indoor training in the wintertime. A contact trainer is a combination of a mini A-frame side attached to a pause table with a mini-dog walk plank attached to the opposite side. Agility competitors often use this apparatus for back chaining their contact behavior.

Brad Carlson is a dog trainer at Agility by Carlson. For more training details, visit our website at



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