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## Show Your Cards

By Dave Balch

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I just found a stack of business cards hiding under some papers on my desk. I had collected them at a recent speaker's convention to add to the distribution list for my free electronic newsletter. (I invite you to sign up for it at <http://www.TheStayAtHomeCEO.com> )

I was amazed at how little I remembered about these people! I met them, shook their hands, and conversed with them; but all I have to remember them by is that little piece of card stock. It suddenly dawned on me that those business cards have a big job to do. Is yours doing a good job?

Whether you realize it or not, whether you like it or not, people get an impression of you just by the card you give them. Oh, sure, many times you've already met them face to face (like I did at the convention) before you even whip out that card, and a first impression has been made, but what about when the card appears three weeks later and they say "Who WAS this?" What do they do?

First, the quality of the card speaks volumes about you. Not only the quality of the paper, but the print quality as well. Flimsy cards that look like they were made on a copier leave an impression all right; a bad one.

Colors/patterns/designs: do they convey an image that you want to have? Professional? Fun loving? Dignified?

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What is on the card is important too. Here are just a few things that your business card has to include. (Some are obvious, some are not.)

Who you are and how to get in touch. Duh! Remember the fax number and, if you have one, toll-free number. In fact, if you do have a toll-free number, project class and good service by showing it as your only voice number. Whatever phone number you show, "bold" it so it stands out.

What you do. A job title is nice, but does it really convey what function you perform and what your responsibilities are?

What your company does. "ABC Flowers" tells a little about what you do, but you need to add something like "Specializing in birthday arrangements". "ABC & Associates" doesn't say ANYthing about what you do; is that a consulting firm? If so, what kind? Computer? Legal? Erosion control?

Products and services. Briefly list some of what you or your company offers. Brevity is key; just say enough to get them to ask for more information.

Internet information. Don't forget your web address and e-mail address, too. (WHAT? You don't have web or e-mail addresses? GET THEM, AND GET THEM NOW!)

That's a lot of stuff to get onto a 2" x 3 1/2" card, isn't it? Don't forget the back of the card, too! That's a lot of "real estate" which is often wasted, and the extra cost is minimal.

Your card does have a big job to do; it's cheap, front-line advertising. Make the most of it!

Dave Balch generated over \$5 million from his home-based business. Visit <http://www.TheStayAtHomeCEO.com> to sign-up, for information on speaking services, or for copies of past articles and newsletters. Comments and/or questions are always welcome at 1-800-366-2347 or [Dave@DaveBalch.com](mailto:Dave@DaveBalch.com).

## **Magic Cards**

**By Preston Houer**

Magic has been around for centuries. It has even been associated with medieval times in stories of

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Merlin and King Arthur, which has made religious people believe that this was evil. And people who knew it and practiced it were considered to be heretics and were burned at the stake.

Now who would ever imagine that magic has now gained a more favorable popularity? With more than a handful of famous magicians amusing innumerable audiences, magic has never been this much loved before. This popularity has made a lot of people yearn to learn some magic tricks. One of the most basic is the use of magic cards.

A deck of cards is one of the most common props used by magicians. There are many forms of magic tricks a person can do with a deck of cards. Here's what one aspiring magician has to learn in manipulating magic cards:

The first thing that a person must learn is how to shuffle. This is done using both hands and by having a certain amount of cards on each hand. Then alternately put one card over the other until all the cards are in one stack then putting them together to form a uniform pile.

After that, one can start performing certain tricks that will both fool and amaze the audience. Some well known magicians can make a cigarette go right through a deck of cards while others can make a card float in the air with no visible strings attached. The most basic trick that anyone can master however is letting someone pick a card and after shuffling it, picking that same card the person selected moments ago. There are so many other tricks one can do with a deck of cards and all it takes is some time to get to know these tricks, practice it then show off to friends.

Other than using magic cards, there are so many other tricks, which involve other props or paraphernalia such as a coin, a hanky, or even a small ball. The use of cards in performing a trick is merely an execution of various optical illusions and manipulation, which just goes to show that the hand is quicker than the eye.

Cards can be bought at the local specialty store or ordered online. Sometimes these come with other special packages that will make tricks more fun to perform and watch.

One secret that either a newbie or an expert can benefit on while using a magic card or just about any magic props is to not reveal the secret of how the tricks are done.

Preston Houer has been involved with the art of illusion and sleight of hand for over 30 years. Let Preston show you how to Have Fun With Magic. Visit His Site Today!

<http://www.have-fun-with-magic.com>

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