

Sorry, But I'm Throwing Away Your Business Card

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



Sorry, But I'm Throwing Away Your Business Card

By Diana Ratliff

Hey, there's a business card on my desk... better follow up on it.

Hmmm, should I address you as Sir or Ma'am?

I see from the card that your name is Pat Smith. But is that Patricia or Patrick? I'm afraid I don't know how to ask for you, and I'd really hate to look foolish and ask for "Ms." Pat Smith if it's supposed to be "Mr." Pat Smith... and I don't see any kind of photo on your business card, which would help.

But you expected me to remember you, didn't you? I know, I know, my memory isn't what it used to be.

But look, I got this card yesterday. I think; don't know for sure, I was busy. I do remember that it was with a pile of other business cards on my desk.

You see, I forgot it was my boss's birthday, so I had to go get her cake, and I'm afraid I didn't have time to file your business card when I got back to the office. I'm sure it was important, which is why I might just send you an email...

Except I'm not sure if I got your email address right. I can't quite make it out.

Did you print these business cards yourself? Surely no professional printer would allow you to cram all that text onto one single card, especially that line where you capitalized something in a script font. Maybe if I put my glasses on... nope. Now where are those magnifying glasses when you need them?

And is that a period on your card, or some kind of dirt or smudge? Well, it brushed off, guess it was a poppy seed or something.

Anyway, it doesn't look as if you had your business card in a case — I know how easy it is to just tuck a few cards into your purse, but I'll bet this one was in there a while. It's kind of crumpled along the edges, too.

Sorry, But I'm Throwing Away Your Business Card

And now that I come to think of it, I'm not really sure what you do, either. You're a consultant, right? That's what the title says, right after your name. What kind of consultant?

Sorry if I appear dense. I see your company name is "Midwest Consulting Group" but I'm afraid that doesn't jog my memory a bit. There's no slogan, no tagline, no logo, nothing that would give me a clue as to what your company actually does or what line of work you're in. Our company deals with lots of different vendors and different industries — I couldn't begin to guess which one you might be affiliated with.

I really don't want to ignore you, or lose your business (if you were a potential customer.) I have this nagging feeling that your business card is important — hey, maybe you wrote something on the back! Let me turn it over.

Darn. Just a blank back.

Well, let's sum this up. I don't remember who you are or what you do. I'm not sure if I have your contact information right since I can't read it, and I don't even remember if you're a man or a woman.

Sorry, whoever you are, but I'm throwing YOUR business card away!

Business card expert Diana Ratliff shows you how to create business cards that are kept, remembered, and used by your prospects! Visit

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

for a free

business card checklist, today!

ANYONE FOR DARTS?

By Joe Bingham

ANYONE FOR DARTS? by Joe Bingham

How many bull's-eyes are painted on your back?

Actually, there are probably so many on you, they would have to cover your whole body, not just your back.

What am I talking about? Targeting.

It's important in business that you target the right kind of people for marketing your product or opportunity, right?

Sorry, But I'm Throwing Away Your Business Card

Well, have you ever wondered how many others out there have their sites on you?

Sometimes I think the Internet is like a big game of darts, only the object of the game is simply to hit the board, nothing else. When you do hit the board, you get points, and those points translate into dollars.

Sounds simple, right?

It would be, except there are 30 million people constantly throwing darts at the same time. Darts are flying everywhere, bouncing off each other, sticking into everything, and the sheer numbers of them completely blank out any view of the board. Consequently, there is an area about 100 feet in diameter that is covered in darts. Few people really know where the board actually is, and fewer still have ever seen the bull's-eye.

So, what happens? Well, with no one really knowing where to shoot anymore, they try the following three tactics.

- 1 -- They throw blindly, hoping to hit eventually.
- 2 -- They recruit others to throw on their behalf, thereby increasing the total number thrown and the chances of hitting the mark.
- 3 -- They forget throwing, and begin to sell darts, "how to throw darts" manuals, and maps of where to find the board to those still convinced that throwing is worth the effort.

All this leaves me to wonder, does anyone out there really know what we all started throwing darts at to begin with?

And where do people get the 'maps to the dart board' if they haven't seen it themselves?

So basically what we have is people that have never thrown darts, or have given up throwing darts, selling information on how to throw darts to those still throwing darts. Plus those throwing darts are acting blindly on the information they buy, and recruiting others to throw blindly along with them?

Well, I don't know about you, but it seems that no matter what your dart throwing tactics are, you still not guaranteed to hit anything simply because of the sheer numbers of competitors.

Sorry, But I'm Throwing Away Your Business Card

So what's my advice on the matter?

Simple. Put up another dart board, and charge people to throw at it.

In other words, think beyond the regular game. Innovate. Create. Re-think. You can't always repeat others success if their success still dominates the market. Learn the principles and then re-define them to work with your own plans.



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!