

# 6 Ways to Make Your Business Cards Dance Like Jumping Beans

By Mitone Bennett

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Dr. Business Cards <http://drbusinesscards.com>

You did it. You went to Staples and bought those \$10 plain ol' white business cards with the black ink. You picked out a standard logo icon from their samplings in the back. You feel pretty good about only having spent \$10. But now let's consider the bang you'll get for that \$10 buck expense.

OR, you went to VistaPrint and got their free color cards. Look on the back. Yup. There's the VistaPrint logo. Will your clients visit you or VistaPrint now? Who are you trying to advertise with your business cards, you or VistaPrint? Yes, they are colorful, but they took you about an hour to build online and you still didn't find a background image you liked. And there still wasn't a place to put any kind of sales message or action statement.

So now what? Everyone else who gives your clients business cards either went to Staples or VistaPrint and got those plain cards or co-branded cards. Maybe since your investment was so small (\$10 or free) you could just throw them in the trash can and start over. Because you know you want to stand out.

You WANT your cards to jump out of your clients pockets and entice them to pick up the phone and call you or visit you online or email you for more information. You want your customers to "ask you to dance!" So how do you do this? Here's 6 easy ideas:

1. Magnetize folks. Go back to Staples. But this time bypass the copy center and go straight for the aisle that sells the magnets with the sticky back, cut to business card size. Get enough to stick to all your cards. Hand these out. Folks will automatically stick your card on a filing cabinet or fridge. You see a magnet. You're drawn to its power. You must...stick..it..on...the fridge.

2. For optimal jumping distance, your cards should at least be on a finer quality paper, preferably in a different color or texture than white. But think COLOR first. Full color business cards do the twist and shout. Plain white sits along the wall waiting for someone to ask her to dance.

3. Foldovers are an option. Think of these kinds of cards as mini brochures. They are taller than regular cards and then foldover in the middle, making them compact to regular card size. They allow you to list more information, perhaps bulleted sales points.

4. Go plastic. Today, there's a whole new line of plastic cards. They are durable. They are bright. They do the cha cha.

5. Go High Tech. If you're pushing video, sound, websites or other high tech products, consider investing in new CD Business Cards. Yes, they are the size of business cards, in a neat little plastic sleeve, screenprinted in bright colors, but they are CD Roms! You can put megabyte after megabyte of info on these pups. They'll sing and dance on your customer's monitor all night.

6. Read a lot and learn what you should be putting on your cards, or hire a professional designer to create your cards for you. Make sure your designer knows stuff about graphics AND copywriting. Pretty cards won't increase your business alone. You need persuasive copy as well.

Become a collector's item. Did you know there was actually a club online where people collect Business Cards? If you're a packrat, you may be an unwitting collector. If you frequently de-clutter, you may have only kept a handful of cards from your business associates. Which ones did you keep? Study them and see which elements you could put on your cards. Were they colorful? Did they contain valuable offers or free information (like a coupon or calendar?) Were they plastic, magnetic, a CD? Do the same to your cards and you'll end up in the keeper's list, and more often on the dance floor.

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