

Hey, Maybe this Business Card Will Work the Next Time I Need to

Start a Fire

By Mitone Bennett

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Hey, Maybe this Business Card Will Work the Next Time I Need to Start a Fire
--Give your new contacts a REAL reason to keep your business card!
By Mitoné Bennett

Why should your potential customer keep YOUR business card?

If you're not putting some kind of valuable information on your business cards, you're as good as dry leaves. They'll toss your card quicker than a hot potato.

So what do you put on your cards to make them "Keepers?"

Here are 5 HOT ideas, just for you:

- 1.THE COUPON: Get a rubber stamp or labels made if you want to change your "coupon" offering frequently, otherwise, you can have the backside of your cards read, "Use this card to save 10% on your next order," or something of that nature.
- 2.THE CALENDAR: Have the backside of your cards printed with the calendar year. Guaranteed it will stay somewhere handy. How many times do you fish out your checkbook to see what day it is?
- 3.THE INFO CARD: Let's say you sell baby products. So, you know your customers probably have babies around. What kind of emergency care info would be helpful to list on the back of the card? Poison control numbers, how to perform CPR, a blank "shots" check off calendar, etc. What kind of IMPORTANT information could you provide in your business?

4. THE APPOINTMENT SETTER: If you're in the business where you must make appointments, this is gold. Your client is sure to hold on to their card to remember the appointment with you. If you're in the business of GETTING appointments, maybe you can add the phrase "Make an appointment with me, and I'll buy your lunch!" over the line that has a blank for the appointment time. They'll call, set the appointment and write the appointment date and time right down on the back of your cards!

5. THE JOKESTER: Heard any good jokes lately? Put a real doozy (tasteful!) on the back of your cards. Jokes relating to your field would be especially keep-able. Maybe your clients will keep your joke card handy to relate the joke to THEIR clients. Other ideas along this line might include laminated cards that have tic tac toe boards or other games (can draw on and dry-erase off), riddles that might solicit them to come in for the answer to the puzzle, etc. These are especially good if you sell toys or games or such.

It shouldn't be too hard to come up with some unique ideas of your own. Just think about what your product is, and what kind of information or idea you can pass on to your clients that they would want to permanently keep! Pretty soon the only thing burning's going to be your sales!

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Author's Bio:

Do you want to learn how to use business cards to increase your sales and generate more leads? Business Card designer Mitone Bennett shows you how in this free 4 day email course! Get it instantly: email freebizcardcourse@getresponse.com.

Mitone is part-owner of a graphics design, art studio, and advertising agency in Galax, Virginia. Read more about her at <http://FunkyFranks.com> .

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