

*Infobriefings® on  
Business Cards*

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Infobriefings LLC  
Boca Raton, FL

# Infobriefings<sup>®</sup> on Business Cards

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ISBN 0-9662096-8-0

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# I. Introduction

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# Boost with business cards

Everybody has business cards. But, very few people have EFFECTIVE business cards. These small printed pieces of cardstock have the potential for impact. They're your mini-billboards, leave-behind calling cards that quickly tell people who you are, how you're qualified, what you offer, how to find you. Business cards can be the most effective, but least expensive form of marketing. Used correctly, they're compelling marketing tools. They:

- are low cost, affordable for all size businesses/budgets
- are versatile, flexible—many styles, themes, images
- offer vast uses in virtually every business setting
- are easy, quick to create and produce, customizable
- don't require extraordinary writing or design skills
- are inexpensive to print with a top-quality look
- can be handed out, creating a connection, with impact
- can be read rapidly to present a mini-story about you
- don't become outdated, quickly changed and replaced
- are portable, can be carried in pocket or pocketbook
- keep your name in front of prospects, clients, media
- are retained more with valuable reference information
- are ideal for displaying and parlaying creativity

What does your business card look like? Is it bent, smudged? Cross-outs? Outdated information? Or, is it outstanding? Effective? Professional? Top-quality? Offers benefits? Looks attractive? Provides ways to contact you? Is your card perfect? No? What can you do to improve it?

Use *Infobriefings® on Business Cards* to guide you.

## Let me guide you

Why listen to what I have to say? Because I have the marketing and writing expertise to guide you through the business card development process. I've been a successful physician, attorney, pharmaceutical industry director. I've been a freelance writer. More recently, I've built a thriving information marketing and seminar business.

I've had extensive marketing experience, creating marketing materials and campaigns for different types of businesses. I've worked with marketing departments to improve their programs. I've effectively marketed my own businesses, using business cards as key tools.

I've used my expertise to help others create their own marketing materials and infoproducts. My clients—ranging from small businesses to large corporations—have created revenue-generating information products, implemented successful marketing campaigns, boosted business, made more money.

Now, I've written this guide to show you how you can maximize your business cards, too. As a single mother raising six children, I've had to utilize efficient, effective ways of doing things, both personally and professionally.

I've whittled the business card process down to the minimum and presented it in an easy-to-use manner. I've given you practical, immediately-useful information to help you achieve success, without spending loads of time reading how to do it. Plus, lots of checklists and tools to get your business cards created more efficiently and more effectively, ready to be used for maximum leverage.

# Use the business card process

I've broken the business card process into 3 components—INCEPTION, INFORMATION, IMPRESSION. I like doing things in 3s. Why 3s? The number 3 has always had a special meaning and naturalness.

Follow the 3-part business card process:

- (1) *Inception*: Who's your niche market? What are they like? Characteristics? What's your image? What do you want business cards to do for you? WIIFM for recipients of your cards?
- (2) *Information*: What type of business card will you use? The design? Template? Modeling? What's your CORE? Your tagline? Message? What essentials?
- (3) *Impression*: What image will add impact? How will you get your business card printed? Leverage your business card for maximum effectiveness?

Start using the business card process by writing down the specific steps you plan to take. Planning requires time, but expedites your business card creation. Overall time is reduced. Effectiveness is improved. The more you plan, the less time and effort it takes to implement your plan.

What do people want to know from your business card?

- Who's this person—the who?
- Why should I care—the why?
- What does this person offer—the what?
- What benefits will I get—the WIIFM?
- Do I need what's offered now—the when?