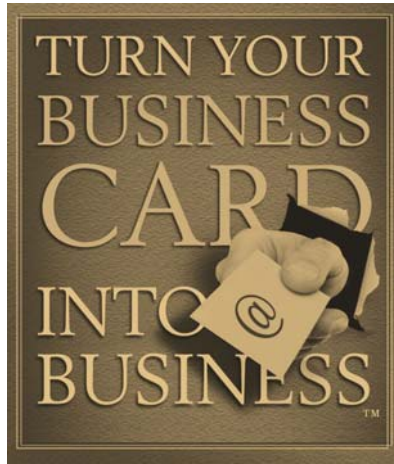


Turn Your BUSINESS CARD Into BUSINESS



*Fundamentals of Building
Entrepreneurial
Business Relationships*

Reno Lovison

Learn how to:

Refine communication;
Find and attract business allies;
Plant seeds that will grow your business;
Create and define a clear business mission;
Examine and improve the image you project;
Increase referrals and word-of-mouth recommendations;
Reach beyond the Internet and explore opportunities in 3D.

Price \$17.95

Small Business / Marketing

What Others Are Saying

"From the title to the graphics to the content to the brevity, 'Turn Your Business Card into Business' is a media masterpiece. With small businesses searching and spending in an effort to gain business, here comes Reno Lovison with a whole book full of realistic, inexpensive, gems. I'm trying to think of a better investment and I just can't. Good work Mr. Lovison.!"

Jay Conrad Levinson
The Father of Guerrilla Marketing
Author, "Guerrilla Marketing" series
Over 15 million sold; now in 46 languages
www.gmarketing.com

VistaPrint has sold business cards to more than 12 million small businesses and consumers and I would tell each one of them that this book is an absolute "must read."

Robert Keane,
President & CEO,
www.VistaPrint.com

"I was recently in Australia speaking to thousands and part of my presentation was 'business cards are like Gold' - Reno's work is right on and should be read and taken to heart by all those who want to accelerate their success"

Tony Jeary
Coach to the Worlds Top CEOs & author of "Strategic Acceleration"

In this nifty book the author delivers exactly what he promises: a variety of strategies and techniques that enable you to get your precious business cards into the willing hands of your targeted potential prospects and that is no small feat!

Jeff Davidson,
Author of "The Complete Guide to Public Speaking"
founder,BreathingSpace.com

"I started my first business when I was 15 years old and the first thing I did was buy business cards. I wish I had this book back then! I think I would have had success sooner if I had used Reno's tips and techniques on those original cards."

Tom Gosche
Executive Director, BNI Marketing & Contributing Author of
Masters of Selling

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Sample Chapter

1

**BUSINESS CARD
MARKETING**

Just about every business person has a business card. But not everyone knows how to use them effectively.

Helen is a busy single mom who runs a cleaning business. She begins each morning by getting her seven year old daughter on the bus for school and her four year old son to day care. In the course of a typical day Helen personally cleans two homes and an office in between shuttling her associate, Mary to and from her assignments. She stops for lunch and at the end of the day buys supplies at a hardware store and an office supply store. Then, she picks up her kids from the sitter, goes home and after dinner, works on her bookkeeping.

Helen needs to increase her business in order to get beyond the precarious break even point, where she has been for the past year and a half. With everything else she has to do, Helen wants to know when she is supposed to have time to build her business.

As the owner of a small business I'm sure that like Helen you feel you never have enough time or money to market your business. You may not even be sure where to begin. What if I showed you and Helen how to significantly increase your business

Distribution Strategy

using a marketing tool you already have and by using money you have already invested?

Vince is a roofer whose previous employer went out of business. He has gotten a few referrals for some jobs which kept him afloat for a few months. Now he wants to set out on his own. Vince has met a couple of general contractors who promised to give him some sub-contracting jobs but Vince knows he needs to cultivate some business on a regular basis. He realizes that new construction is good money but he has always been very clever at repair jobs and really enjoys the challenges they present. Vince realizes that he needs to let people know he is available. But because his work the past several months has been sporadic he has no money to advertise. A friend helped him make a simple website and additionally he thought he would start by getting some business cards printed.

If you are already in business you probably remember the excitement of having your first business cards printed. For Vince picking up his business cards from the printer was the defining moment which made him feel that he was really in business. One thing all businesses have in common is a business card. But most entrepreneurs are not sure what to do with their business cards or how to use them effectively. One thing is for sure, if you bought 1,000 business cards a year ago and you still have 900 in a box somewhere, you are not taking advantage of the power of business card marketing to turn your business cards into business.

With this book you will learn how to develop a winning distribution strategy which will systematically show you how to put your business cards into the hands of good potential prospects. You will also learn how to create a business card which will reflect your mission and deliver the message and image needed to turn prospects into valuable clients. “Turn Your Business Card into Business” is a powerful, effective, low cost strategy which will show novice and experienced entrepreneurs alike how to identify and create opportunities, to use their business cards to get more business, even with a limited budget or no budget at all.

Distribution Strategy

First of all it is helpful if you understand how marketing is different from advertising. The main thing to remember is that advertising is a part of marketing. Marketing includes virtually everything you do to bring your product or service "to market." So marketing includes advertising but it also includes understanding who your market is, what your "place" or "strength" is in the market and what your "image" is or how you are going to present yourself to your potential market. Pricing is also a part of marketing, so we will also consider where in the pricing structure of your industry you are positioned. Are you the limousine or the pick-up truck of your industry? It doesn't matter if you are one or the other, as long as you and your customers agree which you are. Advertising is also a part of your marketing strategy (if you can afford it). I will show you some ways you can use your business card to save on advertising expenses.

"Turn Your Business Card Into Business" will show you how to make your business card your primary marketing tool and how to create a business card distribution strategy so that your business card can bring you the customers you want even with a limited advertising and marketing budget. In short, you will spend less money and get more good customers.

If you are already in business, "Turn Your Business Card Into Business" will help you evaluate your current business card to see if it actually conveys the message and image you are trying to project. If you are beginning a new business, "Turn Your Business Card into Business" will take you step by step through the process of creating a business card which will help you attract the customers you need to be successful. Also included is a chapter showing experienced and budding entrepreneurs alike, how to create a mission statement so you can discover whether the image and message being conveyed by your business card is moving you closer to your ultimate goals. In addition, we will examine the use of specialty cards, showing you how to use your business card design to create, useful advertising layouts and promotional devices which will bring you more business.

Distribution Strategy

What's in Your Wallet?

The three most valuable things you carry in your wallet are money, credit cards and your business cards.

How do they differ?

When you take money out of your wallet it is being spent, it means your wealth is being depleted.

When you take your credit card out of your wallet it means you are incurring debt that may linger long into the future.

When you take your business card out of your wallet it means you are creating an opportunity for potential income.

Strive to reach for your business card more often.

What business cards mean to business owners

To most new business owners, having business cards printed is more emotionally meaningful than filing an assumed name, incorporating, setting up accounting procedures or obtaining a business license. After all your business card represents you and your dream of operating a successful business.

Your business card is very often the first impression prospective clients will have of your business. For many entrepreneurial businesses, your business card is your front door. As a new business owner you may not have a building with a sign or a van with your company name emblazoned on the side. Your business may be simply a small office (perhaps in your home) and a website. Your business card is your declaration to the world that you are committed to what you are doing and that you are officially "open for business."

There are very few owners of businesses no matter how large or small who don't have business cards. Of those business owners who do not have business cards, most say to me they would like to have cards printed but haven't gotten around to it. The reasons

Distribution Strategy

for delay are sometimes because they are expecting a change in their address, phone number or web address. Often business owners are not sure what information they want to include or they are uncertain about the way the card should look. Some entrepreneurs are not even sure how they will use them. Because of these facts and through observing and working with many businesses over the years I have learned that by evaluating their business card, business owners can evaluate their overall marketing strategy and business position as well as make better use of their business card as a marketing tool.

Business cards and websites

On some level business cards may seem a bit “old school” or archaic. In this era of the Internet how do business cards fit into our marketing mix? Some may argue they are no longer relevant. I do not agree. One of the biggest issues facing business owners in regard to the web is the challenge of “driving traffic” or encouraging visitors to their website. As a result the service of Search Engine Optimization has become a booming industry. However the reality is no matter how well optimized your website everyone cannot be in the number one position on Google. In short we cannot rely entirely on search engines to advertise and promote our business.

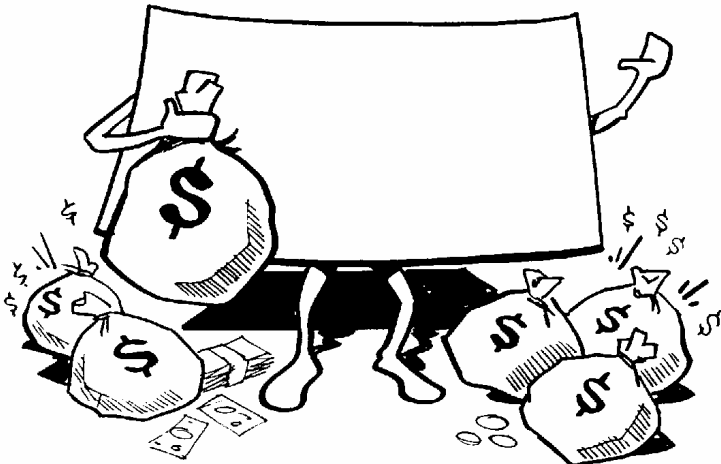
In addition to a variety of web based tactics available it seems at least for the near future that we need to continue to consider traditional offline options such as newspaper ads, magazine ads, television, and radio to promote and encourage potential customers to visit our websites. For many small business owners these options are costly. Also for a multitude of businesses who offer products and services on a local basis there is still no replacement for relationship marketing, networking and personal contact. In this case your business card with your url and email address is invaluable for driving traffic to your website where a potential client or customer can further evaluate your offering.

Distribution Strategy

Website design is among the marketing services my business offers. If you are just beginning in business you will need to design both a website and a business card. By following the advice in this book and spending some time considering your business card you will find that the results of this exercise will also serve as an outline or template for much of the information and decisions you will need to make in regard to your website as well.

As we work to develop your business card marketing strategy, we will look at the message and image you are trying to communicate. We will examine your goals and aspirations as well as identify the customers or clients you are attempting to reach. You will learn practical information about business card design, like how to refine the image you are trying to project. We will present options and ideas to enhance the all important distribution of your card and with it your message, as we will examine different aspects of business and entrepreneurship in the context of one important business tool common to all of us - our business card.

Sample Illustrations



THE ONLY BUSINESS CARD THAT MATTERS IS THE ONE THAT GOES OUT INTO THE WORLD AND BRINGS BACK BUSINESS!



Businesses, business owners and professionals who could benefit from

“Turn Your Business Card Into Business”

Antique Dealers, Appraisers, Art Dealers, Artists, Astrologers, Auctioneers, Audio Consultants, Automobile Dealers, Auto repairers, Baby Sitters, Bakers, Barbers, Bed & Breakfasts, Bicycle Dealers, Boat Charters, Boat Dealers, Book Sellers, Business Brokers, Cabinet Makers, Calligraphers, Candle Makers, Candy Makers, Campground Operators, Car Washes, Carpenters, Carpet Cleaners, Carpet Dealers, Caterers, Cellular Phone Dealers, Cemetery Salespeople, Chauffeurs, Child Care Operators, Chimney Sweeps, Clock Dealers, Closet Organizers, Clowns, Coin Dealers, Comic Book Dealers, Computer Dealers, Contractors, Cooking Instructors, Cosmetologists, Credit Councilors, Dance Instructors, Dating Services, Day Care Operators, Diaper Services, Disc Jockeys, Drapery Dealers, Dressmakers, Driving Instructors, Employment Agencies, Engravers, Entertainers, Estate Sellers, Fashion Designers, Fence Builders, Floor Refinishers, Florists, Fund Raisers, Furriers, Garage Builders, Gardeners, Gift Makers, Glass Repairers, Golf Instructors, Graphic Designers, Gunsmiths, Hair Stylists, Heating & Air Conditioning Contractors, Home Builders, House Cleaners, House Sitters, Ice Sculptors, Insurance Agents, Investment Advisors, Jewelry Designers, Junk Dealers, Landscapers, Language Instructors, Limousine Services, Magazine Subscription Agents, Maid Services, Magicians, Manicurists, Modeling Agents, Motel Owners, Motor Home Dealers, Motorcycle Dealers, Movers, Musicians, Nannies, Painters, Party Planners, Pest Exterminators, Pet Groomers, Pet Sitters, Photographers, Picture Framers, Piano Teachers, Piano Tuners, Property Inspection, Psychics, Public Speakers, Roofers, Screen Printers, Sculptors, Secretarial Services, Skin Care Counselors, Snow Removers, Tailors, Television Repairers, Tennis Instructors, Ticket Brokers, Translators, Travel Agents, Tree Trimmers, Tuckpointers, Upholsterers, Vertical Blind Cleaners, Videographers, Voice Teachers, Water Sellers, Water Filtration Sellers, Website Designers, Wedding Consultants, Window Cleaners, Wine Sellers, Yoga Instructors,

PROFESSIONALS.

Accountants, Acupuncturist, Architects, Bookkeepers, Chiropractors, Commodity Brokers, Computer Consultants, Computer Programmers, Image Consultants, Dentists, Detectives, Dietitians, Electricians, Financial Planners, Funeral Directors, Holistic Practitioners, Homeopaths, Hypnotists, Interior Designers, Lawyers, Marriage Counselors, Martial Arts Instructors, Massage Therapists, Mortgage Brokers, Naprapaths, Nutritionists, Occupational Therapists, Opticians, Optometrists, Physicians, Plumbers, Podiatrists, Psychologists, Real Estate Agents, Veterinarians,

Retail store owners of:

Bridal Shops, Cigar Shops, Cleaners, Clothing Stores, Coffee Shops, Collectibles, Comedy Clubs, Currency Exchanges, Fabric Shops, Formal Wear Shops, Furniture Stores, Gift Shops, Pawnbrokers, Pizza Parlors, Restaurants, Shoe Stores, Spas, Theaters.

About the Author

Reno Lovison has been an entrepreneur for over 25 years as a sales rep, print broker, promotional products counselor, event manager, business appraiser, marketing strategist and sales trainer. He has good knowledge of wholesale distribution, retail operations and service businesses, has owned and operated a manufacturing company and has worked extensively in the pharmaceutical and hospitality industries. Reno has been the owner of Reno Lovison Marketing for over 15 years providing communication and marketing services to growing businesses.

His diverse clientele has enabled Reno to glimpse inside a myriad of enterprises giving him a unique perspective into the marketing and communications requirements of businesses large and small. In *Turn Your Business Card Into Business* he has distilled the essentials of entrepreneurship by encouraging readers to examine one of the business world's smallest, and least expensive marketing tools in order to discover the essence of their communications strategy.

As a speaker and trainer Reno Lovison has presented nearly 300 training sessions nationally both in person and via live web based training. He also developed and presented a seminar on public relations tactics for 500 club officers and PR chairmen at the Lions Clubs International USA / Canada forum inn Milwaukee, WI. (An audio recording of that program is available for review).



Sales Training Feedback

Reno our trainer did an excellent job of outlining and explaining the material (simple enough even for simpletons like me to understand)... "This is the best training program I have ever been in."

Annette K. Louisville

Thanks for the very productive class this morning. We have a few new people in sales and they walked away with numerous new ideas and creative approaches to finding new business.

Tom G. Memphis

Reno was fantastic and the team benefited greatly from this exercise.

Nellie California

Thank you for the outstanding job you did. The staff that attended the training session were so pumped up afterwards – very excited about all the new tricks you taught them and anxious to start applying them to their marketing and sales techniques.

Christine J. Naperville, IL

Pierre left a very nice VM saying that they were very pleased with the program and he is going to recommend it to the corporate office to have us do it for all their properties.

Memo Rosemont, IL

The tips on how to organize the information using a WORD document was invaluable... it was one of the better "classes" I have ever taken and definitely worth the investment of our time.

Sue

The training today was very useful. Although I have attended this presentation a few years ago, today's training was a great refresher and I walked away with some additional information and techniques that should prove very helpful in my solicitation efforts.

Anonymous

I for one think the class was very informative

Rick

I just wanted to follow up and let you know Reno did an excellent job. My staff really enjoyed it and found a lot of useful information. Please let him know we appreciate his willingness to work with us on a Friday afternoon,

Ruthie T. Nashville

Reno did a fantastic job interacting with the sales team and teaching us all new methods of uncovering potential business. We truly enjoyed the class.

Glenn I. Chicago

Interview questions

Why talk about business cards?

Are business cards valid in today's Internet dominated business environment?

I have a website why do I need a business card?

Most people conduct business via the Internet, how is a business card going to help?

What is business card marketing?

Isn't networking a computer term, what do you mean by business networking?

Most people have a box full of business cards, what are they good for?

I understand sales people having business cards but why should other employees have business cards?

I have seen these discount card business cards are they really useful?

What are some ways business owners and salespeople can distribute their business cards?

Some business people may attend or exhibit at trade shows do you have any special advice for how they can use their business cards effectively?

What information should be on a business card?

How should your business card look? Is there a standard layout?

Are color cards better than just plain black and white cards?

Should a company just print their own cards on their computer's printer?

What about photographs on cards, are they a good idea?

How many cards should a typical business person have?

What about those magnetic cards do people use those? Are they effective?

What do you suppose is the future of business cards?