

## Business Card Basics

A business card is the least expensive marketing tool, but has one of most lasting and revealing impacts. The business card should be used in almost every encounter with both prospects and customers. The primary role of the business card is to pass on your contact information in an easy and clear way to another person. (It beats the heck out of writing your phone number on a scrap piece of paper.)

The basic information that should be included:

- o Person's name
- o Position in the company (if you are the owner-use it, or technician, admin. etc.)
- o Company Name/Logo
- o One contact phone # including area code (faxing and paging is outdated)
- o Website Address (have a "contact us" section and link to the email address you check)
- o Mailing address (you look suspicious if this is left off)
- o Your primary services (limit to 2-3)

Other helpful and relevant information:

- o Your photo (highly recommended) make sure it is clear, not fuzzy
- o Tag line/unique selling proposition
- o Significant certifications and/or associations (probably by using their logos)

This is a great deal of information to put on a small business card. Listing too many services makes you look like a "jack of all trades, master of none". Too many contact numbers makes you look desperate, so edit accordingly.

The real purpose of the business card is to sell "YOU".

Ideally you should use other marketing tools such as a consumer newsletter, company brochure and referral rewards brochure to go into detail on the services you professionally provide, so they do not need to be on your card.

Professional printing, standard size and the feel of the card are important details. We recommend sticking to a standard size card because consumers store cards in a wallet, rolodex, or business card holders all made to accommodate one size only.

Your job is build relationships as the carpet cleaning expert! Your business card needs to reflect that image.