

SPECIAL REPORT

How To Make Your Business Card A Potent Selling Tool!

By

Alexi Neocleous

Copyright Notices

Copyright © 2003 Alexi Neocleous

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to Cashflow Marketing, 3 Namoi Place, Sylvania Waters NSW 2224

Published by Cashflow Marketing
Sylvania Waters, NSW 2224
61 2 9522 5026
<http://www.kaizenmarketingsystem.com>

Printed and bound in Australia

LEGAL NOTICES

While all attempts have been made to verify information provided in this publication, neither the author nor the publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. If advice concerning legal or related matters is needed, the services of a qualified professional should be sought. This program is not intended for use as a source of legal or accounting advice. You should be aware of any laws that govern business transactions or other business practices in your state.

Any reference to any persons or business, whether living or deceased, existing or defunct, is purely coincidental.

About The Author

Alexi Neocleous has always been an entrepreneur at heart. He started his first business at the tender of age of 22 when he created, manufactured and marketed his very own accelerated learning home study course. Targeted to students and busy executives, a huge market in anybody's language... yet...

He Failed!

Alexi didn't know how to market. This experience taught him Sales and Marketing is the lifeblood of every business... so... he embarked upon a journey of devouring every good marketing and copywriting book, seminar and program he could get his hands on.

After 7 years of ongoing experimentation... many pitfalls... and some successes ☺, he is now a much sought after copywriter and marketing expert. His mission is to educate business owners around the world about his turnkey program, *The Kaizen Marketing System! An Incredible Formula That Doubles Your Profits In 180 Days Or Less!* He believes the biggest challenge for people is crossing the bridge from theory... to implementation.

When away from the office he enjoys weightlifting, jogging, meditating, reading and eating sushi.

What is the purpose of a business card?

Well, the theoretical purpose of a business card is so your prospect keeps it handy... in case he or she ever needs your services. It's meant to serve as a reminder of what you do.

But what actually happens in the real world?

Let me describe a more accurate scene. A real estate agent or financial planner gives you their business card. You place it in your wallet... *where it sits for 5 months...* until one day, as you're cleaning it, you stumble across the card

What do you do?

You Throw It Straight In The Bin!

Ninety nine times out of a hundred this is what happens to business cards.

So why have the stupid little things? I know, I know. It's to look professional. After all, your identity... *who you are...* and what you do is on that card.

It defines you as a person.

For me, that doesn't justify the existence of a business card. For me, any expense incurred in a business needs to be justified by a disproportionate increase in profits.

In other words...

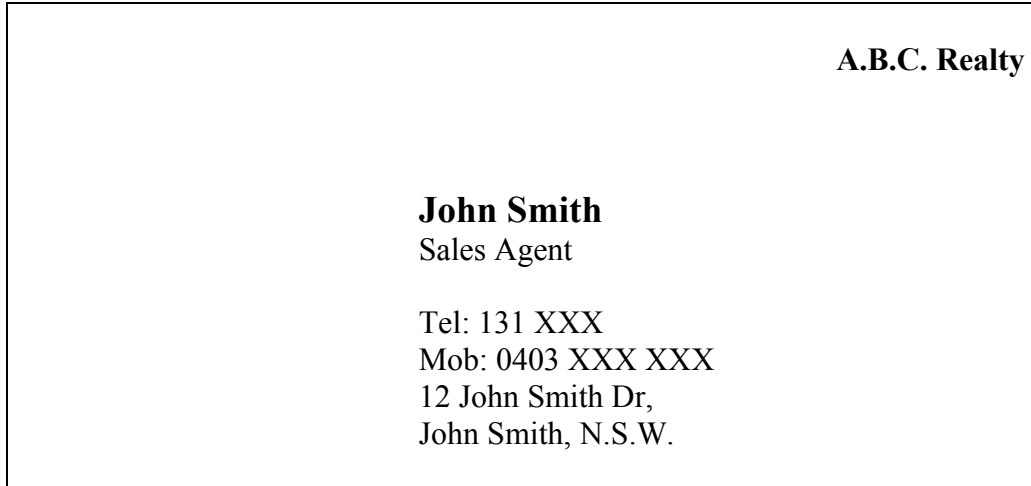
It Needs To Make Money!

Everything in a business has to finance itself on some level – additional staff, new computers, a bookkeeper... everything.

And this includes a business card!

Let's Make Some Improvements

A traditional business card... sans graphics and colour... has the following text on it:



There's nothing compelling here, is there? There's nothing strikingly interesting... at least interesting enough to compel a person to John Smith...

Over Any Other Real Estate Agent!

How can we improve this?

Please... don't answer with glossy pictures and colours. There's no rule that says business cards have to be glossy and expensive. However, with the advent of digital printing, it's now cost effective to have glossy cards... so you may want to look into it.

But please, get your mind off design. It's not what sells. It's the words that make a prospect take action. It's benefits, unique selling propositions and special offers.

Not the presentation of your printed materials.

What can we put on the card so that it compels prospects... *literally forces them* to pick up the phone and call John Smith before other realtors?

The answer is...

An Offer!

In my opinion here's what should be on a business card:

1. Contact details: address, email, phone number.
2. An offer
3. USP
4. Testimonials

How To Make Your Business Card A Potent Selling Tool!

Sure it's non-conventional. Sure, it may not look 'professional'. But it will achieve results.

What sort of offer? This will depend on the product or service. For a real estate agent, I'd recommend...

A Free Confidential Special Report!

Yes indeed! Why not put an advertisement for a special report smack bam right there on the business card?

Check it out:

John Smith
Sales Agent
Mob: 0403 XXX XXX
Tel: 131 XXX

A.B.C. Realty
12 John Smith Dr,
John Smith, N.S.W.

Call **1800 XXX XXX**, 24 hrs for a FREE recorded message to get a FREE copy of a report titled, "***How To Sell Your Home Fast And At The Highest Possible Price!***" Call NOW!

Doesn't that have a little more zing? Now there's a reason for people to call. John Smith is offering prospects a tangible benefit – a specific advantage. Those that have any desire whatsoever to sell their homes at a high price will call for the report. He now has a hot prospect to follow up on.

Here are some more examples:

- A mechanic can offer a report on "*7 Ways To Guarantee Your Mechanic Doesn't Rip You Off!*"
- A website designer can offer a report on "*How To Have A Website Up And Running Within 5 Days... At A Fraction Of The Cost It Would Normally Cost You!*"
- A carpet cleaner can offer a report titled "*6 Dirty Little Tactics Carpet Cleaners Use To Force You To Spend Up To An Extra \$122!*"

How To Make Your Business Card A Potent Selling Tool!

The free special report is a great way to make a business card profitable. Alternatively, you may wish to offer something else... in place of the special report.

Have a look:

- A hairdresser can offer first time customers a free style cut, blow dry or head massage.
- A restaurant owner can offer free dessert, free entrée or discount dinner
- A mechanic can offer a free wheel alignment

Your business card needs to become a profit center.

In addition, you should place your USP on the card. Remember, USP stands for – Unique Advantage, Sensational Offer and Powerful Promise.

Endeavor to get as much of your USP on there. You may run out of space... this is especially true if your Sensational Offer involves loads of free bonuses etc.,

But that's okay. Just do the best you can. Don't be afraid to have a lot of text on the card. Remember, it's not the design that's going to make the phone ring It's...

The Words That Sell!

The words on the card will make your phone ring. You should also use testimonials on your card. I know it's not common to do so... but forget about that.

You're going to be different!

And the back side of your card? Personally, I like to reserve this for 2 or 3 killer testimonials. They'll need to be in a very small font... but that's fine. Prospects will read something that interests them... no matter how small the writing is.

In summary here's what's placed on your card:

- Your USP
- An offer for a special report, a free trial etc.,
- Testimonials
- Contact details

Cram your card with text. Pack in there. You'll thank me for it. Check out my current business card...

**THE INCREDIBLE FORMULA THAT
DOUBLES YOUR PROFITS IN 180
DAYS OR LESS!**

Alexi Neocleous, CEO

Cashflow Marketing
3 Namoi Place
Sylvania Waters
NSW 2224
Phone: 61 2 9522 5026

alexik@kaizenmarketingsystem.com

- Guaranteed to add an extra \$10,00 to your bottom line or get **DOUBLE** YOUR MONEY BACK!

- For A Free e-Book “*8 Highly Lucrative And Amazingly Powerful Marketing Breakthroughs Guaranteed To Skyrocket Your Business Profits Virtually Overnight*”

go to www.kaizenmarketingsystem.com

- Internationally recognized authority on non-conventional marketing methods and direct response advertising.

And here’s another example of a card that epitomizes everything I’ve outlined so far. Here’s the front side...

**To get more customers for your business
100% GUARANTEED call... Brett McFall**

And visit his [FREE Website](http://www.adsecretsrevealed.com) to discover how to DOUBLE the response of your advertising OVERNIGHT! Just go to www.adsecretsrevealed.com for 5 ‘killer’ ways to instantly get all the customers you’ll ever need for your business.

- Author of “*Inside Secrets Of Advertising*” & “*The Lazy Way To Advertising Riches*”
- Writer of over 7,800 ads & sales letters for 153 industries
- The first ad writer in Australia to offer a money back guarantee

HOT COPY
5 Chaucer Place WINMALEE
NSW 2777
Fax: +61 2 4754 5992
brett@adsecretsrevealed.com
+61 2 4754 1060

And now the back side...

What others say about Brett McFall...

*"The first campaign that I put together after completing Brett's **"Inside Secrets Of Advertising"** had unbelievable success. Within 9 days I had tripled my advertising response and earned an astounding \$28,600. Not bad for a \$180 outlay!"*

David Chettle, Under Construction Personal Training, Qld

"When Brett wrote an ad for us, not only did response go through the roof, but those enquiries turned into sales."
Ross Menzies, Texcrete, NSW

"I had never used a professional copywriter before, but thought it was worth a try. Inside 8 weeks Brett had added an extra \$19,500 a year to my turnover with an ad costing just \$49."

Glenn Binskin, Riverlands Butchery, NSW

"I've used copywriters for over 11 years, and Brett is without doubt one of the best in Australia. One campaign alone netted my business \$33,420 in just 10 days."

Michael Katsis, Business Opportunity Centre, Vic.