

## How to Have the Most Powerful Business Card in Town

**“Wow! We’re so excited! We selected you to do our \$110,000 remodel because you have the neatest business card we’ve ever seen!”**

Unfortunately, most business cards are standard creations with the company logo, contact information and not much else. Most of the creative energy associated with the presentation goes into making it a clever, eye-catching design.

About the best you can expect from a business card like this is a comment like, “Gee, what a neat card.” Our response to this kind of thing is, “So what? The real question is this: Is your business card a good sales agent for you, or is it sleeping on the job?”

Have you ever heard someone say something like this: “We selected you to do our \$110,000 remodel job because you have the neatest business card we’ve ever seen!” That pretty much says everything you need to know about the value of having a beautiful business card.

When it comes to advertising, it’s the content – the message itself – that motivates your audience to react, not the eye-catching design. In fact, an engaging design may even distract your audience from your main message, which is, “Go to here to learn more.”

Don’t get me wrong, I’m not saying a good design isn’t worth pursuing. What I *am* saying is that a powerful business card must have sales oriented content to function as a productive sales tool.

Luckily, converting a business card from a miniature piece of artwork into the most powerful business card in town requires the addition of only one more element: *a convenient, non-threatening call to action*. Somewhere on your card, you need to place a short invitation that elicits curiosity and offers a compelling and clear path to the next step.

Ideally, this curiosity-inducing call to action should be to offer something of real and immediate value. For example, let’s say a building contractor has an ordinary business card with all usual contact information. But, it also has one more thing... it has a short statement that says something like this: “Lots of before-and-after photos at [smithcontracting.com](http://smithcontracting.com).”

This is much better. Now, you get to learn a lot more about this guy without having to speak directly with him. And, who doesn’t like looking at before-and-after photographs? It offers a convenient opportunity to get more information about this contractor and even dream a little. But, let’s improve it a little bit more. Let’s add some more sell words... something like this, “PLUS read, [How To Avoid The Ten Most Costly Remodeling Mistakes](#).” If you run out of room on the front of the card, you can always move some of your contact information to the back.

The person holding the card is now thinking, “This is pretty good. Even if I don’t end up using this guy, at least I’ll have this free information. What if there’s something in this article that’ll save me a bundle of money or help me avoid remodel misery? I think I’ll take a look.”

Once people go to the contractor's Easy Sell landing page, he has an opportunity to impress them with photographs, tips, advice, testimonials from satisfied customers, etc. All this was possible because he added a couple lines of text to his humble business card.

*Convenient, non-threatening calls to action, that hold the promise of real and immediate value, are attention-getters. This is how you have the most powerful business card in town.*

Here's how you should deal with your graphic artist when designing a new business card: You hand your contact information to him or her, along with your call-to-action sell words (before-and-after photos, free report, etc.) and you say something like this, "My sell words and domain name are the most important items, then comes my other contact information. I want people to see and read my sales message then save my card, so they can go to my Easy Sell Page when it's convenient."

Clear communication of the benefits ("What's in this for me... right now?") is the primary goal. Attractive design is relatively important, but secondary.

Here's an example...



The primary mission of this type of card is to sell. Yes, it provides the usual contact information and looks okay, but selling is job one. With a good tag line (unique selling proposition) and a non-threatening call to action, this card is a self-contained advertisement with a clear path to the next step (go to MarketingFirst.com to hear the 5-minute audio clip then download the free e-book).

Even if someone in my target market found this card (actually it's a miniature sales letter) on the ground, it would have immediate value because it addresses an issue vital to their success and offers a quick and easy way to learn more. The call-to-action message on this card triggers curiosity then offers a convenient, non-threatening way to satisfy that curiosity.

When designing a business card like this, create the powerful content first then give it to a graphic designer to see if it can be made to look pretty, keeping in mind that the design should not upstage the message or interfere with its delivery.