

Business Cards Done!

Do you have business cards yet? You should. Business cards help with visibility, credibility, and sometimes even likeability in a business.

This is one of the first marketing tools that you should be using as you will need them in almost every single type of business relationship that you are developing.

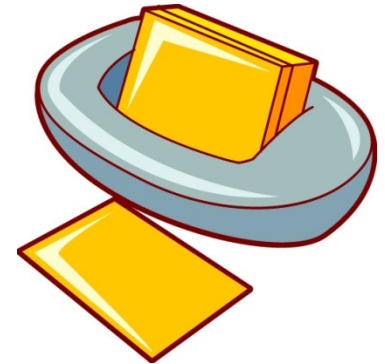
This includes:

- Customers
- Suppliers
- Financers
- Potential employees/contractors/sub-contractors
- Referral partners

Think about how you can use your business cards creatively to stand out:

- Have an interesting job title
- Use the back for product information, a discount, or as a loyalty card
- List unique ways to contact you including Twitter, Facebook, a scan code (QR code)

Business cards are often someone's first impression of your business. If you don't have one, that leaves an impression too.



TIP: Business cards should help you stand out. Do yours help you?

Business Solver Modules:

- ❖ Creating A Business Name
- ❖ Who Is Your Target Market?
- ❖ Try the Marketing Solver tool

