



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Designing a Business Card that Works

Business cards are only going to work if the people you give them to hold onto them. A business card isn't going to get you any enquiries or sales if it's in the bin.

Second Nature Graphic Design can create a unique business card, that works for your your business, with one of our suppliers.

Sometimes simply looking better or being unusual is enough to have your potential clients hang onto your card. We have many unusual and attractive options ranging from unusual papers (or plastics), scented inks (scratch 'n' sniff), metallic foils and inks and embossing to engraved metal look plastic or lenticular (moving and/or 3D) images.

How about a discount voucher or special offer printed on the back? Now the card is worth something and most people will hang onto it simply because it's worth something. A good example are rewards cards, often used buy cafes and fast food outlets, buy 10 coffees and receive the 11th free, and similar offers. Other options are scratch off panels, good fun, and with a discount or prize under the panel.

There's also the option of having a "useful" card. A business card that doubles as something else. The most common option is a magnet, but there are other options, including engraved metal bottle openers, fully functional, but the size and shape of a standard business card, and these can be single or double sided.

Information. Extra information can also help. Instead of leaving the back of your card white put a list of your products and services there. Existing clients might not know that you sell potted vegetables as well as being a landscaper. If you have that there, for them to see, they'll probably bypass the nursery and go straight to you. Give them information that will help them to choose you over your competitors. Make it easy for them.

A card that works doesn't have to cost a fortune, it just needs to have some extra thought put into it, and be created to suit the business it's representing. At Second Nature Graphic Design we put that thought into our work and can give you some suggestions that will work, and to stick to your budget.



Top service, excellent prices, with a guarantee to meet your deadlines.

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So now you have your business cards... What next?

One problem a lot of people have is simply getting their business cards out there, into the hands of their potential clients. So, here's a list of ideas to help you start:

- Networking events. Take twice as many cards as you think you'll need, give them to everyone. Don't just shove them in hands and move on, chat to the people, give them a good reason to remember you.
- Other businesses. Approach other businesses, not your competition, but complimentary businesses work well. An example would be a car detailer trading cards with a mechanic. You can leave your cards, in a holder, on their counter and ask them to give them out and refer you. Of course, you'll need to do the same, and make sure the businesses you do this with are reliable and honest, if a dodgy mechanic that's just overcharged you recommends another business to you you're going to avoid it at all costs.
- Send them out, with every invoice, every letter, everything you mail to you clients and potential clients, and send a couple at a time. If your clients are happy with you they're going to hang onto your card for when they need to contact you, so give them more than one, so that they can give their friends and colleagues when they refer you. They're not going to give away the last card they have, so give them plenty.
- If you have presentation folders don't just put one in the card slot, put a few, for the same reason as above. Make sure happy clients have cards to give out when they refer you.
- Community notice boards. Pin a few up, and keep restocking them as needed.
- Use them as "scrap" paper. This only works if you have a blank back, but if you get asked for directions, a phone number, or refer another business, and need to write down the information for a stranger write it on the back of a business card. Not only will they hang onto the card for the information on it, but you and your business will be remembered favourably as helpful and the card will probably end up in their holder or wallet in case they ever need your products and services.
- Give a handful to friends and family. The more people who hand them out for you the better.
- Are your kids organising play dates? Give them business cards to give to their friends at school. Their parents will need your number to organise a time anyway, and now they know what you do, what you provide and where to get what you have to offer, from someone they trust.
- If you sell products both retail and wholesale consider putting your cards into the packaging so that people who buy your products from a different store learn where to buy them directly.
- Show bags. If you're going to trade shows, or have friends, family or business contacts with stalls at fairs, shows or expos get your cards into those show bags.
- Give them to people you're hiring, or who are trying to sell you products or services. If someone's going to give you a call or send you an email about putting up a pergola or washing your dog, give them your business card instead of telling them your phone number or writing on a scrap bit of paper.
- If you can, consider an acrylic card holder outside your office. This is only worthwhile if a lot of people walk past, and you'll have to keep an eye on it in wind or rain, but potential clients who want to avoid you trying to sell things to them until they have done a bit more research, had a look at your website, or have decided for certain that they need your services (and there's a lot of potential customers just like them out there) will feel more comfortable taking a card from outside than from a counter with a receptionist.
- There are businesses who rent space in large, business card holders that are placed in high traffic areas. If you're considering this approach do your research first. As well as researching before, make sure you monitor your results. One way is to get two lots of business cards printed, a standard one for you to hand out and another one especially for these holders, with a discount voucher or special offer, so you are aware of what sales are coming from your investment. Remember, all marketing is an investment, and if you're not getting returns it's time to invest elsewhere.