

Maximizing your 'promotional' architecture

Bob 'Idea Man' Hooey

The back of your business card is very valuable 'architectural' space that should be used. Building on this primarily under-utilized white space can move you into the ranks of the well promoted, well positioned and well paid professional.

Well over 85% of the cards I've collected over the years have *nothing* on the back. What a waste of time, money and promotional opportunity! Just think, you can double the effectiveness of your card by simply printing a valuable tidbit on the back. Amazingly the additional cost, including set up, is marginal from the cost of your one-sided business cards.

I often counsel my professional clients to enhance their effectiveness by transforming their 'business cards' into 'mini-brochures'.

Here are some ideas you can build on:

1 - **Your business philosophy**: why not share it with prospective customers who might just choose you over your competition.

2 - **A list (or partial list) of your various programs, services or divisions**: make sure your current and prospective customers know what you offer.

3 - **Directions to your office or place of business**: make sure you are easy to find and even easier to do business with...

4 - **Your guarantee**: and you should stand behind your efforts

5 - **An affirmation or favorite saying**: similar to philosophy, sharing this might just be the bridge to launching a profitable relationship

6 - **Three benefits of doing business with you**: (only three?)... share the three major benefits with your customers. Why should they choose you?

7 - **Your picture or caricature**: personalize your business or organization. People like to deal with *real* people - be one of them.

8 - **Trivia about your business or niche industry**: Wet their appetite, make them interested, and give them a behind the scenes peek.

9 - **A mini-notepad** with lines to make notes: at the very least provide a small service with your card.

10 - **A short joke**: make them laugh and perhaps they will remember you?

11 - **Your recipe for success**: share something they can blend into their own marketing or best practices efforts.

12 - **A calendar of upcoming events, presentations, or promotions**: strategic planning for the year can be a competitive edge.

13 - **Tips** on how your products or services can save money or make money:

14 - **Your rates**: unless prohibited by law, why not differentiate yourself from the timid that are uncertain of their worth in the market?

15 - **Third party testimonials**: letting other people brag on you is a very effective, yet under-utilized promotional and credibility technique.

You've spent your good money, invested time and effort in naming your business or organization and building some branding or awareness in the marketplace.

Wouldn't it make sense to capitalize on every opportunity to share your advantages and benefits with prospective customers?

If they haven't heard of you they will not hire you. If they don't know what you do they may hire someone else.

What do you need to do to avoid these two challenges? Call your designer now and order some mini-brochures...

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Bob 'Idea Man' Hooley is a sought after productivity strategist, creativity catalyst and idea farmer, who regularly writes for North American consumer, association and trade journals, on-line magazines and company intranets. He is the author of ten success books, a mini-book series, four success systems and an e-book series. Bob was the 48th person in the history of Toastmasters International to earn their coveted professional level Accredited Speaker designation. Bob is a motivational, business and association keynote conference speaker and executive leadership trainer and coach. He is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers. **Visit his website for additional leadership, business and career development articles like this one:** <http://www.ebusinesssuccess.biz>