



Get More Miles per Gallon Out of Your Business Cards

You can make your business card more helpful by adding some key information – valuable to your clients – on the back of your cards.

For example, let's say that you are a real estate agent and you want to get more mileage out of your business card. Let's also assume that you want to become better known for great customer service and service after the sale.

Here's what you could do.

On the back side of your business card you set up a title called "Helpful Telephone Numbers". Run the list the long way down the card. This list could include utility companies, cable service providers, the local chamber, a reputable electrician and plumber, a great handyman. You should only put very dependable and providers worthy of your referral as your business card and their performance will now be connected.

Also, you could exchange referral contact information by calling each and every one of the providers of these services and let them know that you will be doing this and ask them to do likewise. It is a great way to build and enhance your network.

I recommend that you only use providers with a strong service history and you need only select a few (perhaps half of your list). You can round out the list with providers that are very stable such as utility companies and the registry of motor vehicles for example.

If you are a B&B Owner your list would be different than the realtors and you could have again the chamber, local parks or attractions, restaurants and canoe rentals, car rentals bike rentals and golf courses.

Each and every business has a contact sphere and to leverage this contact sphere only makes sense.

With this approach you will have more reasons to hand out your cards and your cards will be more valuable and kept in a more-handy spot. Your card will also become a nice ice breaker and perhaps even a topic of conversation as you will be known as a person that connects.

As you hand out your cards you can also encourage people to take more than one to give to others.

This is a simple concept that can provide you with more referrals and can make a better connection for you with some of the connections you already have.

When you reorder your cards be sure to check the numbers again to keep your cards up-to-date.

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