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**How To Make An  
Instant \$50.00 -  
\$200.00 Per Day With  
Your Own Online  
Custom Made Photo  
Business Card Service**

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**The Definitive Turn-Key Training System That  
Shows You How To Make Residual Income By  
Creating Personalized Multi-Photo Business  
Cards Using Your Computer And The Internet**

**By Terrance Smith  
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# **PLEASE READ FIRST**

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## **WELCOME**

**First of all I wanted to congratulate you on purchasing this course. Personally, it has been a very profitable and exciting business for me. Until a few years ago, technology would not have allowed me to turn this into a real money making sustainable business.**

**However, because of the brilliant strides in online print technology and outsourcing, I have been able to create a very easy way to turn your computer into another way to create cash. You don't need your own printer or own paper. You only need to learn a certain skill that takes you 2 days to learn and then you keep making money as long as people need business cards.**

**There are two things I really love about this business. The first thing that I love is that your potential customer base is huge. Anyone that has a business NEEDS a business card. The second thing I love about it is that it is residual. Your customers will always run out of cards. They have to order new ones.**

**The ONLY way they can order cards is to come through you. It would be very hard to have them re-created with anyone else. The only thing you have to do is just jump the internet, touch a few reorder buttons and POOF, your card are on the way. Once you create them the first time, you never have to recreate it. You just hit the reorder button and they are sent automatically. Expect your customers to call you back a few times per year to send you money for no extra work.**

**Now before you get involved with any business, you should have a 10 point checklist to determine if a business is right for you. Here is my personal list.**

- 1.) You should have the choice to work full or part time**
- 2.) You should be able to work out of your home.**
- 3.) It should be extremely easy to make money**
- 4.) Very profitable (makes you a nice sized income)**
- 5.) Very easy set up. (No special skills needed)**
- 6.) Offered no competition. (You are the only one will be able to make the business cards. No two cards are alike because they are customized for your client)**
- 7.) Low investment cost (under \$50.00 to get started)**
- 8.) No fancy equipment needed.**
- 9.) A business you could be proud to tell others about.**
- 10.) Most Important – The product has to sell itself**

**Now given that set of criteria, don't you think it would make your business a whole lot? more fun as well as profitable to run? Of course it would. It worked well for me and others that I have taught and it will work for you**

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**PART I**

**The Step-By-Step  
Process On Creating  
Your Multi-Photo  
Business Cards That  
Will Make You Money**

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## **MY PERSONAL BACKGROUND**

Now, before I started this particular business, I had been involved in the custom made industry for about 3 years. I created personalized t-shirts, pens, pencils, candy bars, newspapers and so many others. I knew that people loved to pay extra for anything that was different and unique for their personal wants or needs. People loved to see their names, family names or company name in print or photo. They loved the special attention. This was not just for individuals but businesses also paid a lot of money for the same thing.

How many pens have you seen over the years with a customized named of the actual business on them?



How many T-shirts have you seen with a company name on them?



You see them every single day don't you?

**Here is the really neat part**

**They don't just order 1 or 2 shirts or pens, they order THOUSANDS of them. With that said, I discovered just how lucrative the custom made world was. Not only that, you can start just about any customized type of business for a few bucks. The risk was so low and rewards were so high that it would not have made sense not to try it. I succeeded by just doing things a little different or with a twist to it to make myself stand out.**

**Now, of all the personalized business products I have created over the years, nothing was as easy to make money in, simple to create and most importantly EASILY to sell to others as custom made multi photo business cards.**

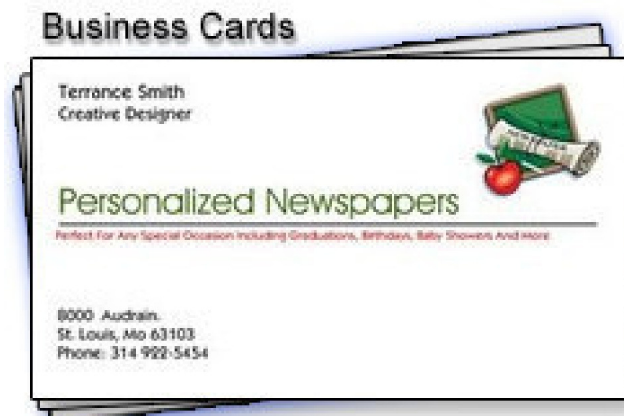
## HOW I CREATED MY FIRST PERSONALIZED PHOTO BUSINESS CARD

Now, usually what happens in my case, everything I have done comes by accident. I didn't suddenly wake up and discover that I could make money selling business cards. I mean, you can get business cards anywhere and for cheap. It was not even on my mind.

In my other business, I sold personalized items. When I would meet people, they would always ask me what I did for a living. I would explain that I sold personalized and customized gifts. They would then ask me what type of gifts. I would tell them that I sold personalized candy bars and newspapers.

That was when I would get that blank look on their face because they never heard of it before. I would try and explain it to them for 2 minutes but unless I had a sample in front of me all the time, they would never get it. I would carry samples some of the time and people would understand and order but I could not carry newspapers and candy bars all the time in my pocket everywhere I went.

I went to the print shop one day and ordered some of those regular business cards that you see others have. It had my name, the name of the business, logo and my contact information. It was **BORING AND GENERIC LOOKING.**



When I passed them around, people still didn't really get it and I did not receive a lot of calls from my business cards because they looked like everyone else's.

People still did not understand my business.

The business cards were not helping my phone ring at all.

That got frustrating. That was when I took a look at my business cards and wished that I could explain everything on my card and put all the photo samples on them. I knew that there had to be a place online or offline that did that. I searched and searched and searched. I could not find one. No one really offered anything I was looking for.

Now there were a lot of companies that did do photo business cards. They would place a person's photo on the card itself. Many real estate agents and mortgage companies do it this way.



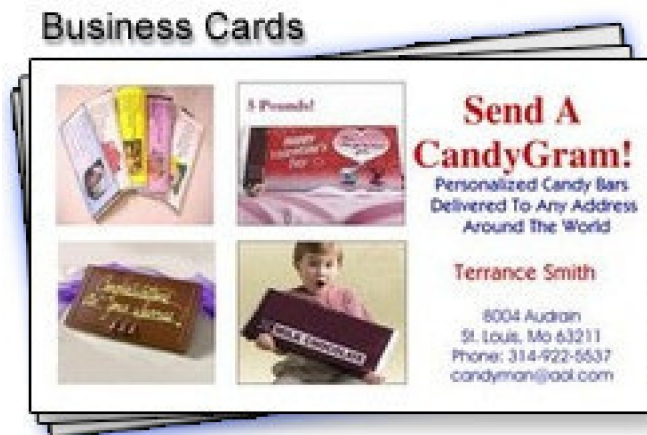
Now, this was not bad to do but it really did not solve the problem I had. Placing my photo on a business card would not really show people what I could do for them. They would know who I was, but would not help to explain my business.

I wanted cards that showed multiple samples of my products, offered coupons and even explained what I did in detail. I guess what I really wanted was a brochure. That of course, would have been too large and too costly. I wanted something that was eye catching, informative and could easily fit in a wallet.

I then went to a computer and electronic store and bought one of those make your own business cards type of software programs. I played around with it a little bit. I began to take photos of my products and place them on the card. It didn't look too bad. I also had to buy those expensive business card tear sheets from the electronic store. They come in batches of 100 cards each.

It took a few tries, but I got better as I practiced. I knew that most people looked at the photos first and then the information last. Most people look from left to right. The important part was that they looked carefully at my cards, because they were not the same generic boring cards. They looked professional and provided more details using the photos

I started off placing just 2 photos, then 3 and then I found that I could fit up to 6 descriptive photos of my products on the card without it looking tacky. I placed the photos on the left and the details on the right. Most of the time I used 4 photos. Now finally I was able to perfect the exact type of cards hat brought the best results. I created my own business cards with photos to increase my business sales. That was the whole point



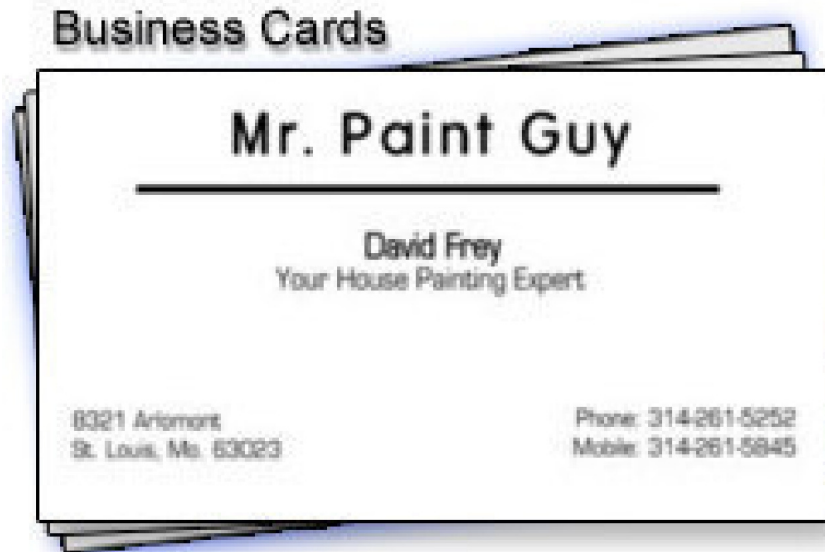
**I did this for my own business for about a year.**

**I didn't even think about doing it for others. One day, I had a neighbor who had started a business doing house painting. He gave me his card which didn't tell me much so the only reason I let him do any work because I knew him from the neighborhood. I was a little bit scared because I didn't want him messing up the house.**

**When he finished, it looked like I hired a \$10,000 painter. I was VERY IMPRESSED! I asked him how much business he was getting. He told me that he received a few jobs but business was very slow and he was just starting out. I told him the reason business was slow was that people didn't really know him. You have to show then RESULTS from other house jobs you have done. You need photos. You need proof. You need examples. You need to impress people and show them what you could do. Forget words. A picture is worth a thousand dollars!!**

**I took his business cards, went upstairs to my computer and redid his business cards on the spot.**

## **Now this is what David's business cards looked like BEFORE**



## **This is what DAVID's cards looked like AFTER I Added The Multiple Photos**

### **BUSINESS CARDS**



Once I showed him his new business cards, he NEVER wanted to return back to the old way. I had a customer for life and I was not even looking for business. I wanted to just test it out.

I had a small problem though.

Printing 500 cards on my home printer was something I could do for myself but NOT for others.

It took forever to do that though. It would not be worth my time to print out business cards from my printer for others. Not only that, although the cards looked great, they still had that *"I created a business cards from my home printer feel to them"*.

They didn't look as professional as I wanted them to.



**So for the next year, I left it alone. Technology did not allow me to do anything further. I just did what I always have done. I just created business cards for myself and used them to drum up business for myself.**

**However, everything changed in 2005.**

**Technology and fast speed broadband internet services started to explode. This created a way for internet printing companies to allow anyone to produce self made business cards and order them online. You could design your own or use their services. They would handle all the printing inexpensively and then ship them to you.**

**I tested it one time and created my business card with their system. When I received my first order of 1000 business cards, I KNEW I STRUCK MY NEW GOLD MINE. They looked glossy and professional. The photos stood out and it was everything I ever hoped it could be. I no longer had to print a thing.**

**I begin to do other business cards for others without telling them. I would just collect their business cards and email them a BRAND NEW DESIGN WITH PHOTOS. I never had to even to speak to anyone. The cards spoke for themselves. My brand new business was created and started to make money from the very first day I showcased it. Now, I am going to teach you how to do the same thing.**

### **HOW MUCH MONEY CAN YOU MAKE**

**This is always the first question people want to know. Now I personally only like to work a few hours per week. The average amount will vary according to your motivation. I can't tell you an exact amount. I can make anywhere from \$50.00 - \$200.00 per day. The important part is to understand that once you create a card for someone and they want to reorder, you never have to recreate the card again. It is stored on the internet and you just press a few buttons and you can send the order to your customer.**

### **WHAT EXACTLY ARE MULTI-PHOTO BUSINESS CARDS**

**Let me explain exactly what these types of business cards are and why they are different. Multi-photo business cards are visually descriptive cards which showcase a product or service with a variety of different photos. They help identify and sell a product or service more so then other types of cards. While there are many other types of photo- style cards on the market, they are mostly face-style photos as you see on many real estate cards.**

**Multi-Photo business cards give you more ways to promote a product. You can showcase before and after photos. You have the ability to show different colors, sizes and give a much better description on a card. Once your customer witnesses the difference between**



**their old card and a multi-photo business card for their particular business, you will have a customer for life.**

### **WHAT DO YOU NEED TO GET STARTED?**

**So what kind of tools will you need to get started? The first thing I recommend is a broadband or high speed internet connection. Many of the online companies that you will use have online software that utilizes high speed connections to make their systems run efficiently. You might not be able to work a lot of components without a high speed connection.**

**Now, all though you will not need a printer to create your product, you will need some sort of basic printer so that you can print out the finished product as a rough draft. You want to see exactly how your card lines up before you have it professionally done by the online printer. Again, any type of low cost printer that you already have will work just fine.**

**Just to clarify, the printer is not for the customer. They will not receive any cards that come from your printer. You are the only one who will use a sample card from your printer just as a guide to see how well they will come out or if you have to make adjustments.**

**You are going to need any type of photo software to edit, cut and paste certain photos on the business cards. You can obtain any low cost photo software on the market. You do not need any of the high budget photo programs at all. As long as the software allows you to brighten, darken or resize the photos then that is all you need. You can purchase photo software programs anywhere from \$5.00 -\$20.00 online or at any electronic store.**

**You also want to try and obtain a digital camera. Again, any type of digital camera will do. Cannon, Sony or any digital camera is fine. You can order an older one very inexpensively from EBay. There are going to be times where you will want to really help your customer by offering to take photos of their products if they are unique. If they have a service, you can show them in action or show before and after photos of a completed product.**

**Another software product that I use is Pickpic(free) from from Pickpic.com or get Snagit.com. If your customer has a website and you want to place portions of the website on the business card, then Snagit allows you to capture images from the website itself and place it on the card. You can get it free for 30 days to test it out at <http://www.snagit.com> and then if you like it (and you will), you can get the full version for \$39.95. This investment will more then make a great return for you. . Pickpic is free. Many of the pcs also carry free photo snag software**

**That is basically all you need. There really isn't much to obtain. The online printing companies will print everything for you using their million dollar equipment. The only**

**thing you will really need to do is just practice a little bit. This business does not take a lot of money to get started.**

## **TO RECAP**

**Here is what you will need**

- 1.) High Speed Internet Connection - Cable, DSL, Etc.**
- 2.) Printer – You can use any basic printer as sample proof**
- 3.) Photo Software - Any type of photo editing software to crop and edit pictures**
- 4.) Digital Camera – Any digital camera to take custom photos of client's product or service**
- 5.) Snagit.com or (PickPic.com) – Used to capture images from websites or the actual website itself.**

## THE NUTS AND BOLTS OF CREATING A MULTI-PHOTO BUSINESS CARD

Simple is better. That has always been my mantra. This case is no different. Let me show you how to create a business card from scratch with your computer right now. Here is what I want you to right now to get started.

There are many business card creation services online. In my opinion, the two original leading online services has always been

1. PrintsMadeEasy.com ([www.printsmadeeasy.com](http://www.printsmadeeasy.com))
2. VistaPrint.com (<http://www.vistaprint.com/proprint>)

PrintMadeEasy is free but is limited to United States customers and does not drop ship.

If you live outside the United States, then please use <http://www.vistaprint.com/proprint>

They handle shipping all over the world and offer more products to resell. These are the ones that I use for just about all my business cards. Their systems are second to none.

You can create a business card in seconds from any computer in the world and everything is organized. You can create an account just as easy as creating an account with EBay or Google.

Now Vistaprint has a special business program for people just like us. It is called the Vistaprint Reseller program. You can join their reseller program and they will give you a separate website with wholesale prices, drop ship program, worldwide delivery, customer service agent, unbranded packaging and unlimited proofs. <http://www.vistaprint.com/proprint>

The screenshot shows the VistaPrint website interface. At the top left is the VistaPrint logo with the tagline "BEST PRINTING. BEST PRICE.". To the right, there is a yellow banner that says "NOW AVAILABLE Email Marketing" with a "Learn More" link. Below the banner is a navigation bar with links for Home, Specials, Select a Country, Free Products, Order Status, Help, Log In, My Account, and Cart. A left sidebar contains a "Business" section with links for Free Products, Business Identity, Marketing & Signage, Marketing Services, Promotion & Events, and Accessories, and a "Home & Family" section with links for Free Products and Stationery & Home. The main content area features a blue box with the text "VistaPrint WorldWide Reseller And Dropshipping Program". Below this is a section titled "VistaPrint Reseller Program" with the sub-heading "Be Your Own Boss Become a VistaPrint Reseller". It includes the text "It's easy and lucrative!" and a list of benefits: Flat 25% OFF pricing on all products, FREE shipping over \$150 and 25% OFF shipping under \$150, No additional charge for drop shipping, Unlimited FREE image uploads and FREE PDF proofs, and Unbranded packaging and products. A photo of a smiling man in a light blue shirt holding a business card is also visible.

This screenshot shows a different view of the VistaPrint Reseller website. The header features the "VistaPrint Reseller" logo. A large blue callout box with white text says "This Is My Personal Reseller Dealership Format Where I Create My Cards And Have Them Dropshipped". Below the callout, a yellow banner contains the text "Don't forget! These offers come with your business reseller benefits such as FREE shipping over \$150 | FREE image uploads | FREE PDF proofs Unbranded products and packaging | FREE drop-shipping convenience".

You can do what I always do. I sign up with both services and use the ones that I feel the most comfortable with. You do not have to pick one service. HOWEVER if you live outside the U.S, then you must pick Vistaprint for their worldwide delivery program.

A.) Lets start with going to <http://www.printsmadeeasy.com> and creating an account first. The sign up process is very simple and easy. Both VistaPrint and PrintsMadeEasy have a similar sign up and start up process, so I will use the PrintsMadeEasy.com format and you can use the example to sign up for both accounts.



B.) Once you have signed up, go to the front page, then touch the business card category.

Then execute the *get started* button.

**PrintsMadeEasy**



## VistaPrint – Start off choosing the Premium Business Category

The screenshot shows the VistaPrint website interface. At the top, the logo and tagline "BEST PRINTING. BEST PRICE." are visible. Below the navigation bar, a banner features a woman's face and the text "The Easy Design and Print Solution" and "Chosen by more than 17 million people worldwide". The main content area is titled "Browse Our Products" and contains a "Shop for Business" section. This section is organized into several columns of product categories:

- Free Products:** Free Business Cards, Free Websites, Free Rubber Stamps, Free Pens, Free Logo Design, Free Checks, Free Car Door Magnets, Free Email Marketing.
- Business Identity:** Premium Business Cards, Return Address Labels, Websites, Note Pads, Note Cards, Logo Design, Letterhead, Checks, Envelopes, Folders, Rubber Stamps, Creative Services.
- Promotion & Events:** Pens, Tote Bags, Sticky Notes, T-Shirts.
- Marketing Services:** Postcard Marketing, Creative Services, Partner Special Offers, Email Marketing.
- Accessories:** Business Card Holders, Clear Adhesive Hangers, Lawn Sign Stands, Stamp Ink Pads.

A callout box with a blue border and white background points to the "Premium Business Cards" category under "Business Identity". The text inside the callout box reads: "Choose Premium Business Card Category".

C.) On the next page, you will be given a list of options, I want you to choose browse by category option.

## PrintsMadeEasy

The screenshot shows the PrintsMadeEasy website interface. At the top, the text "How do you want to start?" is displayed. Below this, there are three navigation options: "Browse by Category", "Search Engine", and "Upload Artwork". The "Search Engine" section is highlighted, showing a search box and a "Search" button. Below the search engine, there is a section titled "Browse Templates by Category" with a callout box pointing to the "Browse by Category" link. The text in this section reads: "Are you looking for new ideas? Browse through collections like 'M... Remember that our templates are... Mix & match layers from different templates or upload your own images. [Browse by Category](#)".

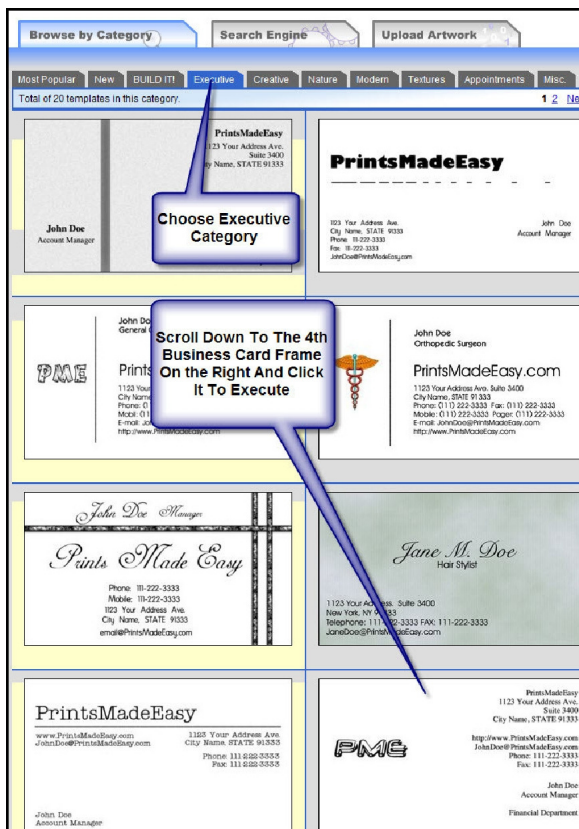


# VistaPrint

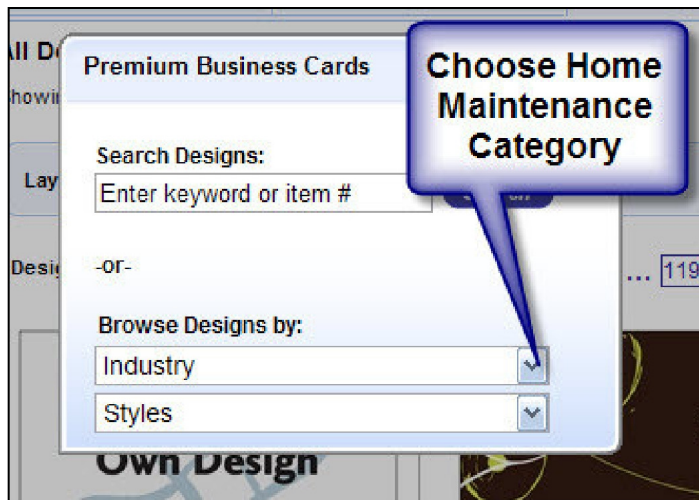


D.) Now, there are hundreds of business card templates to choose from. They all can be edited to your specifications. Photo business cards are the easiest to create with a white background. When starting off, until you get more experience, all your photographs should be on the left and the contact information on the right. We want to choose the business card category that helps us the fastest.

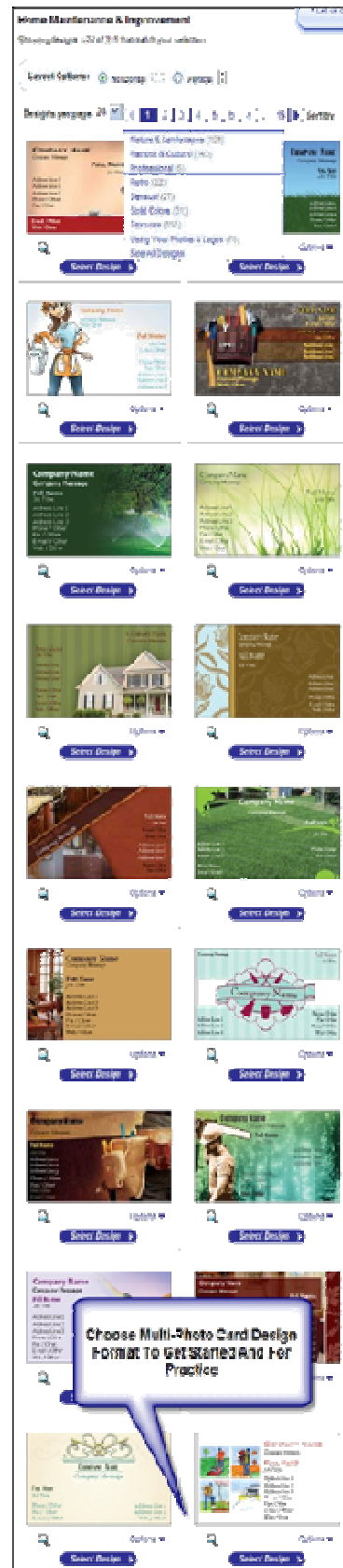
In PrintMadeEasy.com go to the Executive Category in the business card section and then head down to the 4<sup>th</sup> card frame on the right.



In VistaPrint.com, choose Home Maintenance Category



Under the Home Maintenance category, I want you to go 9 spaces down where you will see a business card with 4 photos on it. Choose this business card because it is the easiest to get started with. See right -



E.) Now on the next screen, fill out the information using your name and address for practice. At the bottom of the screen, place your cursor over the PME logo and hit the delete button. A screen will pop up and reconfirm yes to delete the logo. This is the area where we want to place photographs on the card.

Enter the information as you want it to appear on your Business Cards.

Name	John Doe Account Manager
Address	1123 Your Address Ave. Suite 3400 City Name, STATE 91333
Contact Info.	JohnDoe@PrintsMadeEasy.com Phone: 111-222-3333 Fax: 111-222-3333
Initials	PME
Department	Financial Department

When you are done click **Continue** >

Don't like this template

**Fill Out Information For Practice.**

[Insert Special Symbols](#)

Front Back

Zoom 130% +

Layer Stacking Top Bottom

Canvas

Rotate 0° +

New Layers

Insert Text Insert an Image

Neurochrome

B I U

Choose Color > 27

**Place Your Cursor Over PME logo and hit the delete button. We want this area used for photographs**

PrintsMadeEasy  
Address Ave.  
Suite 3400  
City Name, STATE 91333

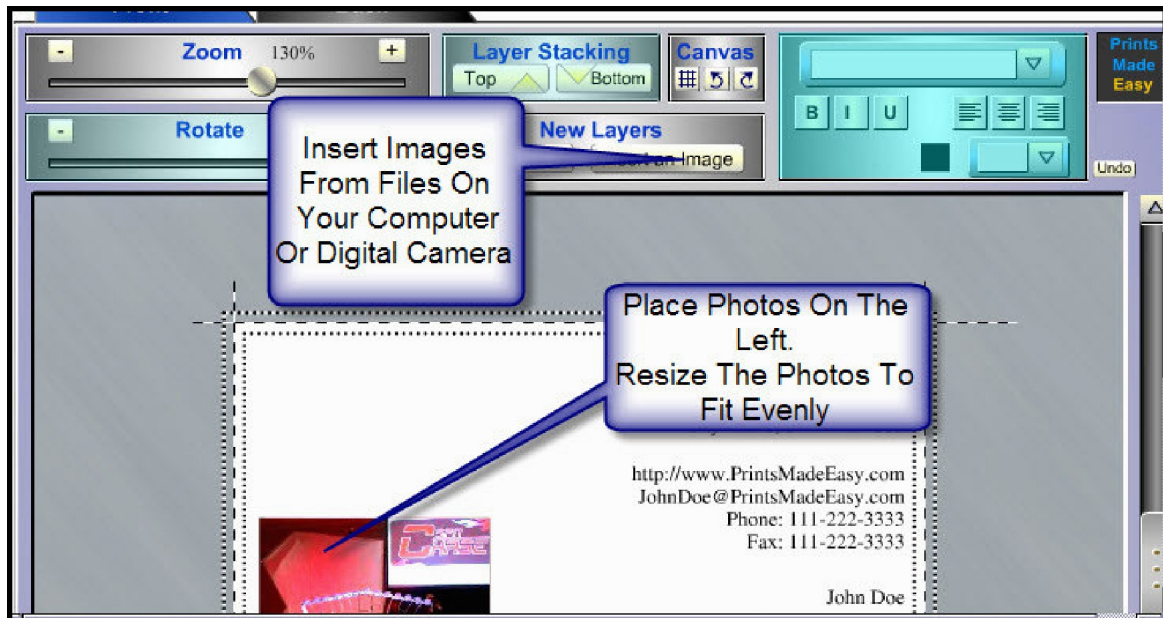
http://www.PrintsMadeEasy.com  
JohnDoe@PrintsMadeEasy.com  
Phone: 111-222-3333  
Fax: 111-222-3333

John Doe  
Account Manager

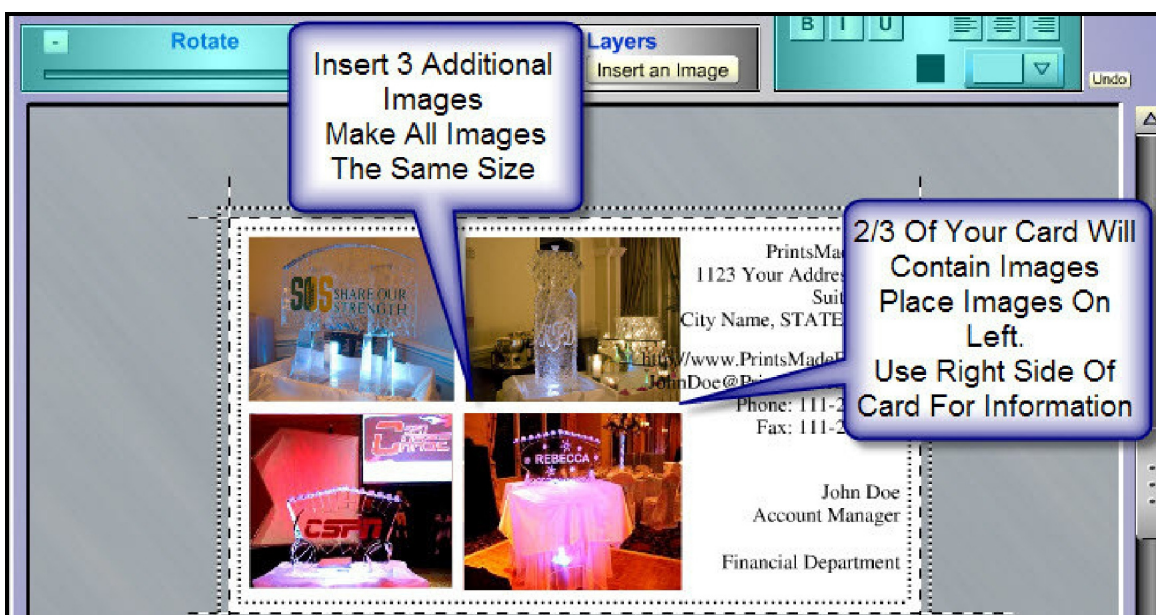
Financial Department



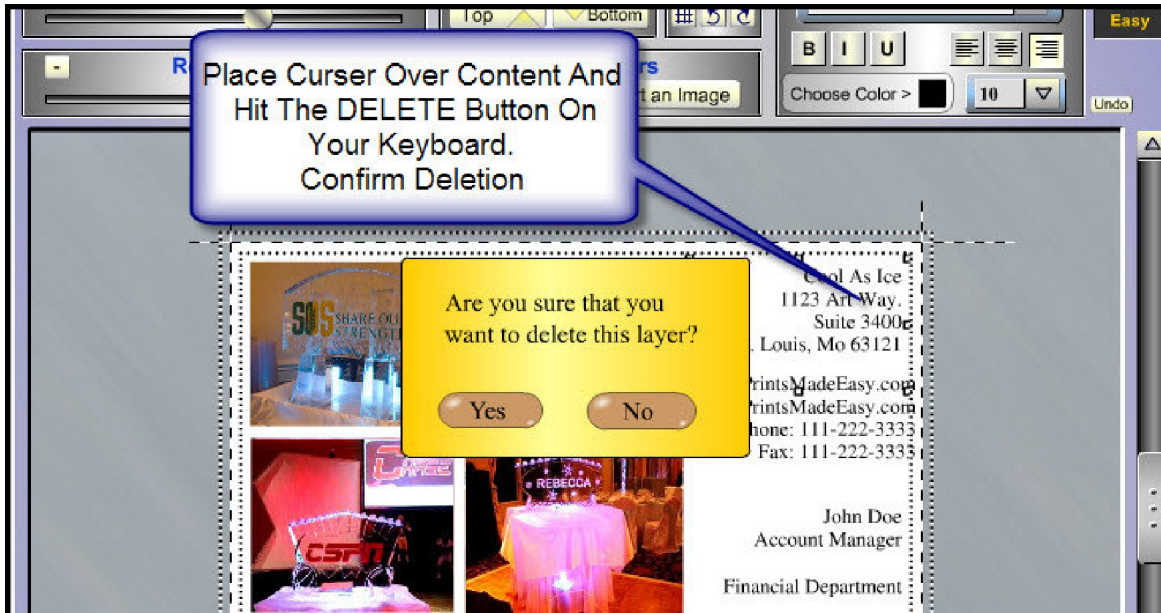
F.) The next step is to insert photos using the files on your computer or digital camera. You want to resize the photos with your cursor so that all the photos are event. For this example, just use any 4 photos that are on your computer.



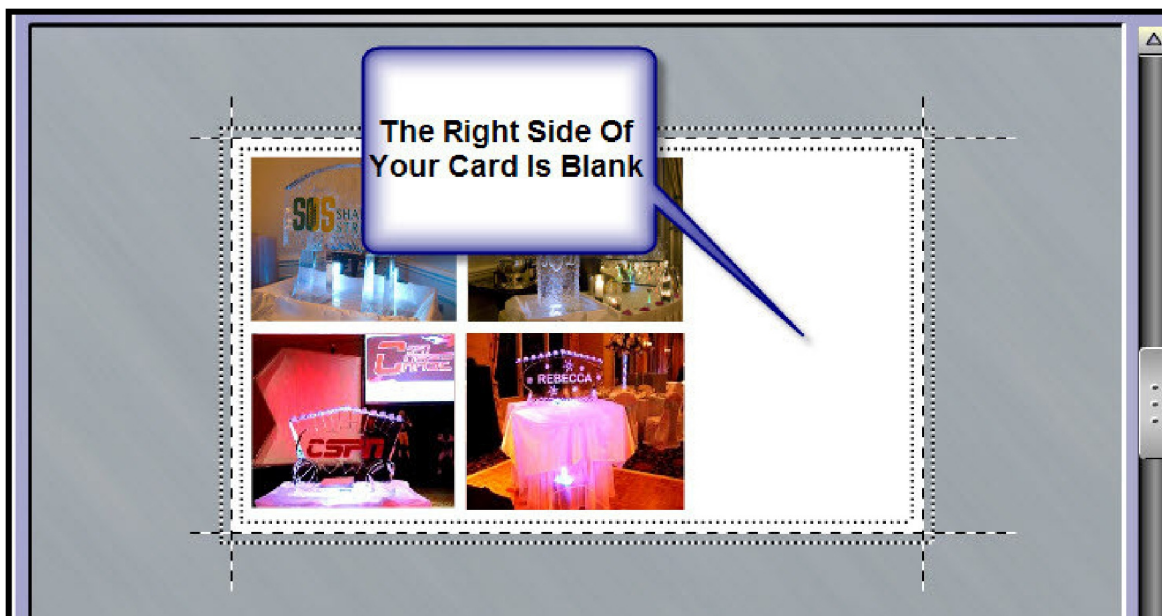
G.) Insert an additional 3 images to your card on the left for a total of 4 images. Make sure you use your cursor to make all the images the same size. They should fit evenly. Expand or decrease size of photos so that they fit perfectly. The images should take a little over half the size of the card.



H.) Now it's time to edit the information on the right side of the business card. The first thing you want to do is re-create the wording and the placement of the content by deleting the information by placing your cursor over each section and hitting delete. We want to create brand new information for the card from scratch.



I.) The right side of your card is now blank.

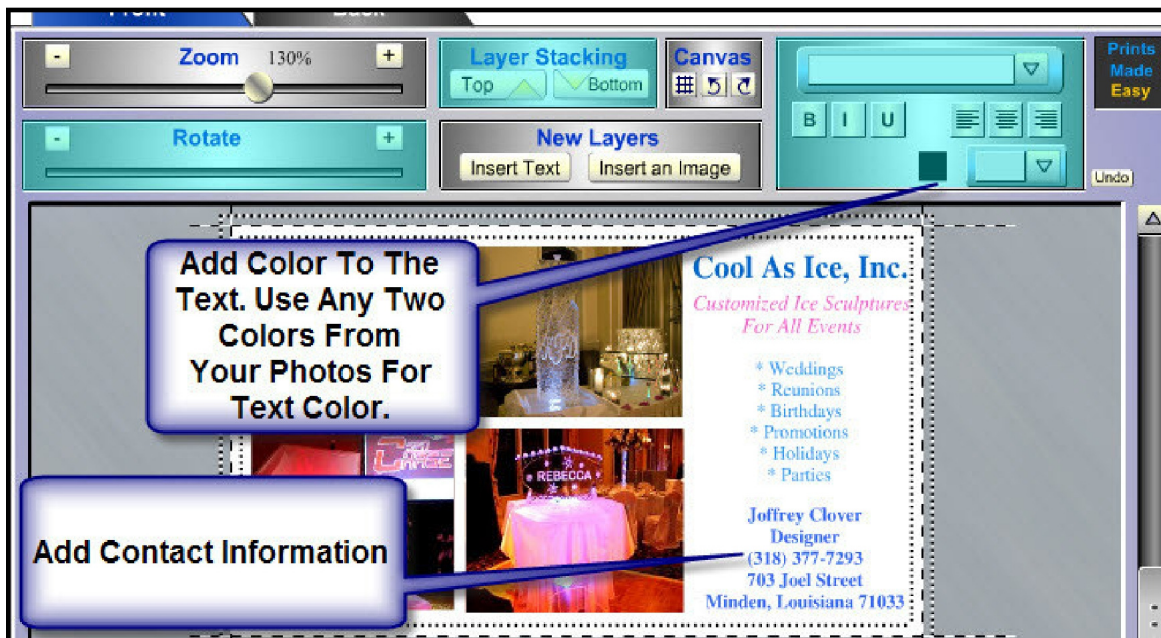




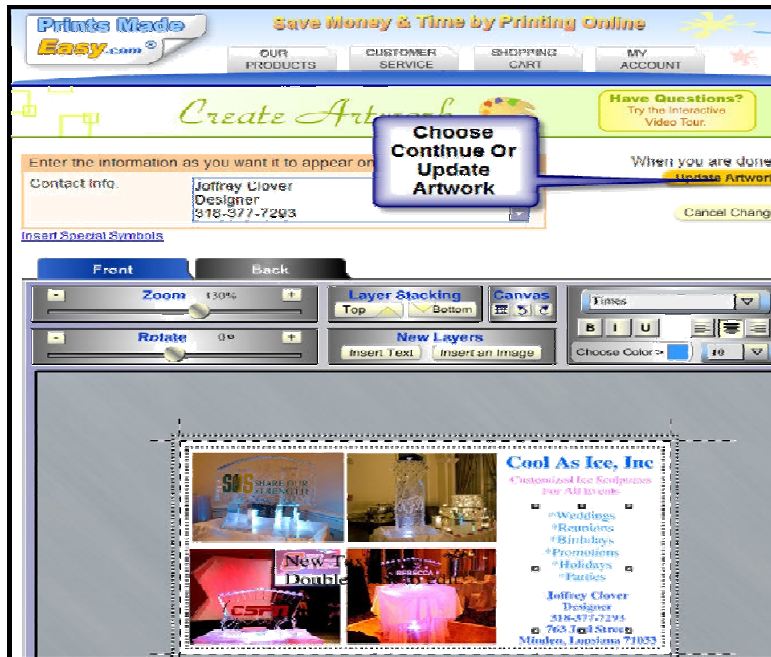
J.) Now, let's add information. Go to the top of the card and touch the insert text button. Place the cursor field on the top and input information. You can edit the text at any time by placing your cursor over the text and then enlarging or reducing the size. This is so that all your information can fit comfortably on the card.



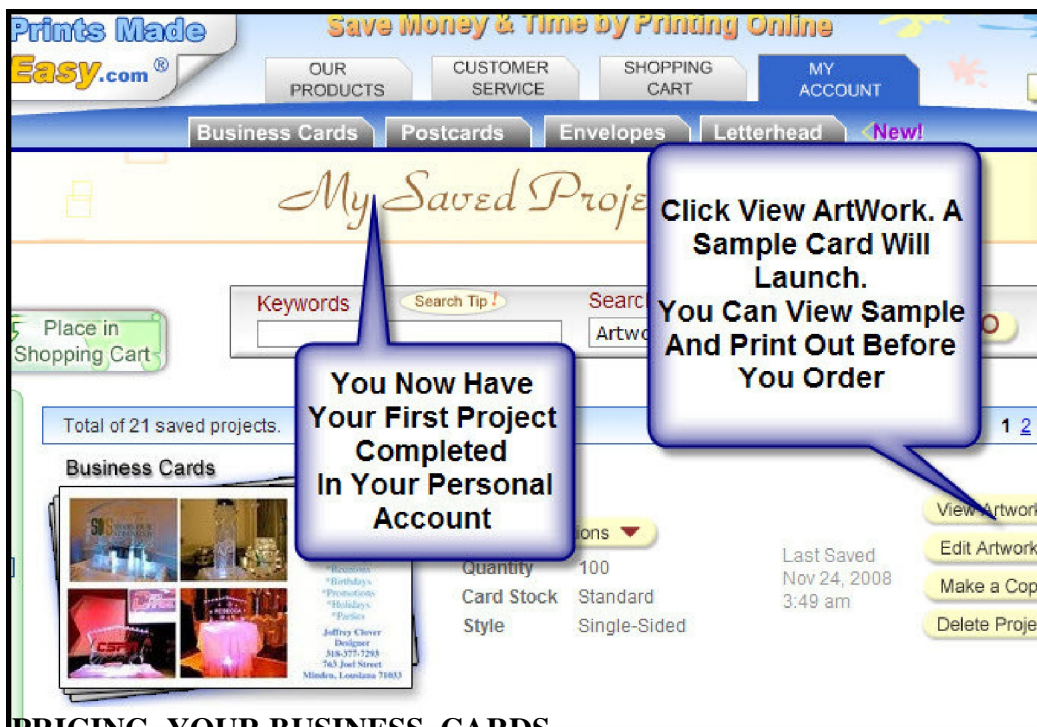
K.) Add content information.



L.) Choose continue of update artwork button to save your file on the Prints Made Easy system.



M.) You now have your first business card project in your personal account. You can log on at anytime and change, edit, create new cards from the original, order cards and etc. Click view artwork to view sample and print out on your computer to showcase



~~PRICING YOUR BUSINESS CARDS~~

So how much do you charge for your business card services? Before I give the breakdown, I want you to remember that the most lucrative part of your new business will be the residual income that will come from re-orders. You never have to do the same card twice. If you have 50 customers, then 2-3 months down the road, those same customers are going to need more cards. You just hit the reorder button in your account and that is all you have to do.

Now Prints Made Easy has an easy to read chart on how much they charge for their printing services.

<http://www.printsmadeeasy.com/pricing.php>

**Full Color Business Cards**

Single-Sided Business Cards			Double-Sided Business Cards		
Quantity	No Gloss	Front Side Glossy	Quantity	No Gloss	Front Side Glossy
20	\$2.99	\$3.99	20	\$4.99	\$4.99
100	\$14.99	\$16.99	100	\$19.99	\$19.99
300	\$34.99	\$37.99	300	\$41.99	\$44.99
500	\$44.99	\$48.99	500	\$52.99	\$56.99
1,000	\$59.99	\$64.99	1,000	\$74.99	\$79.99
2,000	\$79.99	\$89.99	2,000	\$104.99	\$114.99
3,000	\$99.99	\$114.99	3,000	\$135.99	\$150.99
5,000	\$135.99	\$160.99	5,000	\$185.99	\$210.99

**Add \$30.00 Fee For Final Price**

PrintsMadeEasy charges based upon quantity ordered. I always use glossy and will complete 100-5000 cards. I charge \$30.00 in addition to the price of printing the cards.

When you give your cards a quote, you only quote the FINAL price.

If they order 1000 cards and it cost \$64.99 (\$5.00 shipping) plus you add your \$30.00 fee so that the total cost is \$99.99 for the cards.

If they order 100 cards, the price is \$16.99 and you add \$30.00 for a total of \$49.99

If they only want 300 cards, the price would be \$37.99 (cost of printing) + \$30.00 (Your Customization) = \$69.99 for the final price you tell your customers.

**DELIVERY OF BUSINESS CARDS TO YOUR CUSTOMER**



The image shows a screenshot of a shipping checkout page. At the top, there is a 'Secure' lock icon and the word 'Checkout'. Below this, there are two callout boxes. The first callout box on the left says: 'I choose standard but will rush if customer needs it faster'. The second callout box on the right says: 'Always Tell Your Customer That Order Will Arrive 1 Day Later Than The Actual Shipping Date'. The main content of the page includes a list of shipping options: Priority (early), Priority, Priority (over), Express, Expedited, and Standard. The 'Standard' option is selected. To the right of the options, there is a 'Guaranteed Arrival' section with a table showing 'Wed, Dec 10th' for '1000 Business Cards' with an 'Approx. 3 lbs' weight and a cost of '\$8.85'. Below this, there are 'Scheduled Delays' for 'Thanksgiving Holiday - Fri, Nov 28th' and 'Heavy Volume Order - Mon, Dec 1st'. A 'Shipping Total' of '\$8.85' is shown in a box. A link 'Click here for information on shipping policies and rates.' is also present.

Now, I always have the printing company ship the business cards to me first, just to make sure everything looks good. The cost of shipping depends on the speed your customer wants it. PrintsMadeEasy.com gives you the exact date of delivery and gives your price options. If you are part of the Vistaprint dealer program, <http://www.vistaprint.com/proprint> they will dropship the cards for you.

It all depends on the location, the quantity of cards and the delivery date. I pretty much use the lowest cost of delivery (which is usually \$6.00-\$9.00) I also add this cost to the customer. If they need it faster, I adjust the price for rush delivery.

Now, Prints Made Easy gives out actual delivery dates for all its orders. I usually will tell the customer that the order will arrive one day later. Now, once your business cards do arrive on time, you just contact the customer and tell them that the cards came in early and are ready for pickup. Again, if you are in the Vistaprint dealership program, they will drop ship the cards for you

Make sure you take out the sales receipt from PrintsMadeEasy before you deliver to your customer.

## **MARKETING YOUR BUSINESS CARD SERVICE**

Now, you have the basic ideas on how to create your business cards and setting up the price format. The next important step is actually selling your card services. How do you obtain customers?

The first thing I want you to do is understand that in any business it is very important to target a certain group of people. I know most people think that everyone in business needs business cards and that is true. However, this service is somewhat unique in that I found that it is more successful when you go after small business owners and especially home business start ups.

Let me give you a breakdown on the types of businesses that will need your card services and is easy to sell too:

- 1.) Salons/Barber Shops
- 2.) Home Repair
- 3.) Landscaping/ Home Decorating
- 4.) Any Type Of Trainers (Dog, Horse, Fitness, Computer, Etc)
- 5.) Any Small Service Business You Find In Local Newspapers Ads

Basically I find the most success by concentrating on business owners who have a product or service that can be sold faster showcasing past examples by using photos of their previous work. Many businesses fit this category.

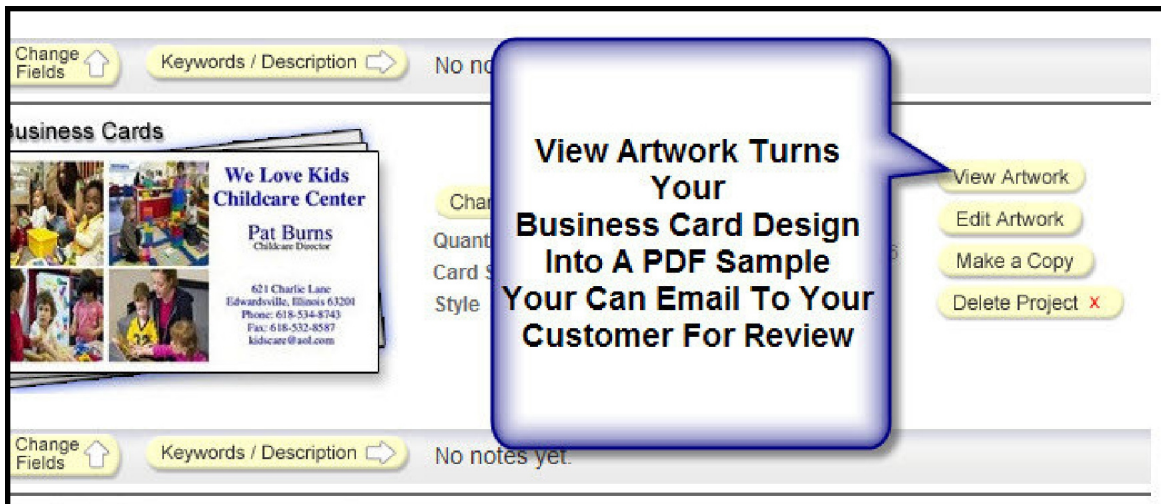
## METHOD #1 Word Of Mouth Marketing

The easiest way to market your new business is by actually obtaining business cards from others. I am usually more than happy when someone hands me their business card. The very first thing I look at is to see if it's interesting. Does it accurately describe their business or service? Check to see what types of boring logos the business card has.

When someone hands me their business card, I tell them that I customize business cards using photos and I will ask them if I could email them a sample card of their business for free.

I make sure their email address is on the card and I will go home, design their card and then use Printmadeeasy to create a PDF version. I will then email them the final copy.

Use PrintsMadeEasy AUTOMATIC PDF Viewer system to send email sample to your potential new customers. Once they see the sample, most will want to order. You just email them your price list or contact them on the phone.



The screenshot displays the PrintsMadeEasy interface. On the left, a business card design is shown for "We Love Kids Childcare Center" featuring photos of children and the name "Pat Burns, Childcare Director". The card includes the address "621 Charlie Lane, Edwardsville, Illinois 63201", phone number "618-534-8743", fax number "618-532-8587", and email "kidscare@aol.com". To the right of the card, there are buttons for "View Artwork", "Edit Artwork", "Make a Copy", and "Delete Project". A large blue callout box with white text is overlaid on the interface, stating: "View Artwork Turns Your Business Card Design Into A PDF Sample You Can Email To Your Customer For Review". The interface also shows navigation options like "Change Fields" and "Keywords / Description".



## METHOD #2 Bulletin Boards In Grocery Store - Laundry Mats

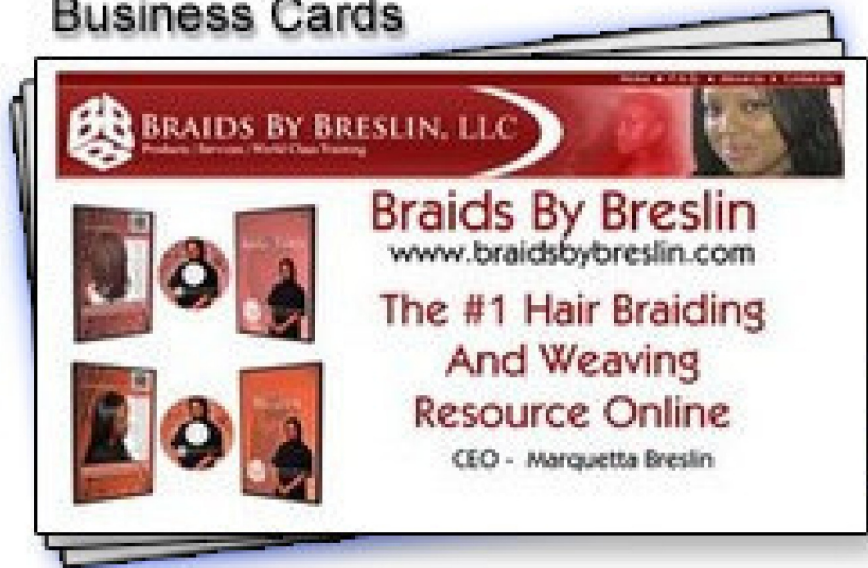
I always look for places where people place their business cards for advertisements. Most major grocery stores have a free bulletin board for small business advertisers. You can also find them in laundry mats and restaurants. You can usually find dozens of cards in one place. I choose a few business cards and recreate the cards and then just either mail a sample or email a sample to potential customer. Remember, you only need just a few people to respond. Once they do, you have them for as long as they own the business.



## METHOD #3 Internet Based Businesses

One of the easiest ways to obtain customers is by scouring the internet for small start up businesses and creating a business card in regards to their website. For example, I was checking out some of the internet businesses online and ran into a well designed website that sells DVDs on hair braiding training called <http://www.braidsbybreslin.com> I copied the photos from the website and placed them on the business card.

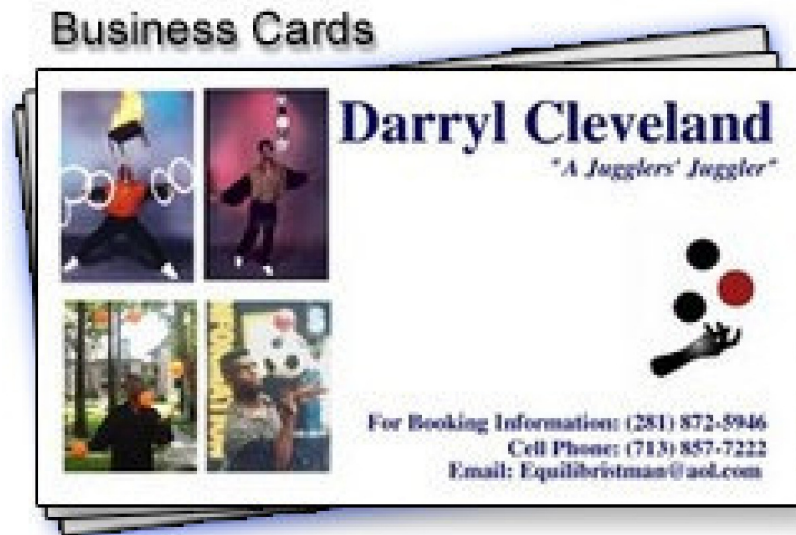
### Business Cards



## METHOD #4 Local Small Business Magazines

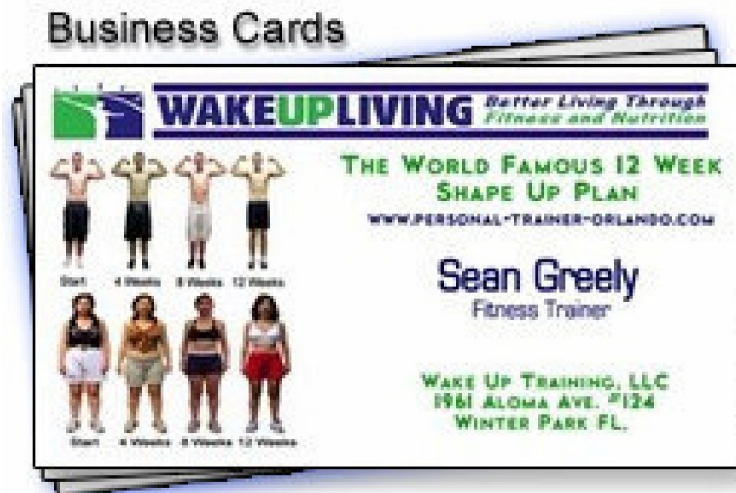
Remember that your target is small 1-10 person businesses. Every small business person has a business card. One of the things I also like to do is scour local publications that specialize in small business. In my local area, we have a newspaper that caters toward small business and they place advertisements in the magazines advertising their businesses. This is a great way to find new clients.

Here I found an entertainment juggler who concentrates on festivals and corporations. I took photos of his juggling tricks and placed them on the business card and he now orders from me every 3 months.



## METHOD #5 Phone Book/Yellow Pages And Free Newspaper Ads

If you are still looking for ways to obtain business card clients, look no further than your local phone book or newspaper ads. You can find thousands of potential clients. Again stick with businesses that have products or services that sell better when shown. A business card for an attorney is little more difficult than one for a personal trainer. Stick with businesses where photos will help sell the service. For example, I love doing personal fitness trainer business cards you can showcase before and after photos which really helps the clients business



## HERE IS THE SAMPLE LETTER THAT SELLS YOUR BUSINESS CARD SERVICE

Here is a sample letter that I use when I email or mail potential clients for my service.

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Dear Business Owner (Place their real name here)

The other day, I was visiting the local grocery store and saw your business card on the bulletin board advertising your business. You have a very interesting service and something that your customers definitely need. You might have heard of the expression that a *picture is worth a thousand words*. Well it's true. If your customers can actually view photos or samples of your product or service then they are more than willing to use your service.

You can make more money and increase *your business by 300%* just by upgrading your business cards using well placed personalized pictures and other special features to make your business stand out. In today's world, plain ordinary business cards don't produce results. You need to get instant attention which translates into more sales for you.

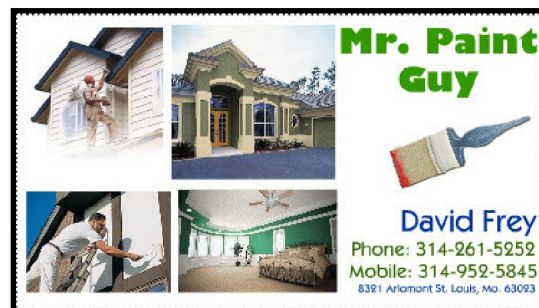
Now, let me introduce myself. My name is Terrance and I specialize in upgrading and personalizing business cards by using multiple well placed photos. This has an immediate effect on your potential customers.

Once they view your business cards, they are more inclined to remember you whenever they need to utilize your service or purchase your product. Here is just a recent sample of a before and after business card I recently created for a client.

### BEFORE



### AFTER



As you can see, the visual results are dramatic most importantly they help bring you more business. I am sending you a sample business card. I am ready to ship your customized cards.

Your entire photo business cards are professionally created using a state of the art printing facility and we utilize glossy stock at 14pt. (130 lb. cover) in thickness. The front side is UV Coated, giving it a shiny / slippery finish. You can see a reflection of light if you hold the card at certain angles.

The backside has a matte finish, which means that you can write on it with a pen. You are going to LOVE your new business card because it will stand out from any other card anyone else has. It will be unique, it will reflect exactly what you do and the amount of business you will receive will jump through the roof.

### PRICE LIST

The Number Of Customized Business Cards Needed	Total Cost For Photo Business Cards Printing And Ready For <u>Pickup In 10 Days</u>	Total Cost For Photo Business Cards Printing And Ready For Pickup <u>In 5 Days</u>
250	\$39.99	\$49.99
500	\$59.99	\$69.99
1000	\$69.99	\$79.99
1,000	\$79.99	\$89.99
2,000	\$89.99	\$99.99
3,000	Call For Prices	Call For Prices
5,000		

Please feel free to contact me Terrance at (314) XXX-XXXX or email me at [iriseup@yahoo.com](mailto:iriseup@yahoo.com) if you have any questions or if you are ready to order.

Look forward to hearing from you and sending you are new customized business cards.

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Now that is the letter I use when I am prospecting new clients. Most of the time, I will take a few minutes to create a business card for them already. Once you practice a few times, you can create a business card in about 5-10 minutes. I either mail or email a PDF version of the sample card with the letter to them. They have the price list and all the

details so that usually when they call, they are ready to order. In some cases, they might want to adjust the wording or photos but you still get a client.

## **THE RESIDUAL INCOME FACTOR**

**Definition - Residual income is revenue that occurs over time from work done one time**

**I want to remind you about the most important part of this business and why it works so well. Business cards are products that people have to reorder because they constantly run out. Since you create one-of-a-kind business cards that they cannot duplicate, then that means that they have to come back to you to reorder.**

**Now think about this.**

**If you create 1 business card each day for two months, then you have 60 customers. Those 60 customers are eventually going to have to reorder from you. In fact, they are going to always order from you. They have no choice.**

**They are NOT going back to the bland business cards they used to have because it is a step down. When you get to the point where you have 200 customers, you never have to create another business card for others because you just reorder the cards you already created from your online web file.**

**The goal is to make money on the front end and then continue to make money later with very little work by just clicking a few reorder buttons. That is what makes this business really great. You just keep records of all your projects and you can make money until you are ready to stop.**



## KEEP A RECORD OF YOUR SAVED BUSINESS CARDS PROJECTS

All your saved projects stay online and can be reordered with a click of a button. As a back up, make sure that you print out all your business cards projects and keep them in a physical file in somewhere in your office or house just as insurance in case anything should go wrong. That way, you still have records and can just recreate your projects with another online business card system just in case there is a problem.

The screenshot displays the Prints Made Easy.com website interface. At the top, the logo "Prints Made Easy.com" is on the left, and the slogan "Save Money & Time by Printing Online" is in the center. Navigation tabs include "OUR PRODUCTS", "CUSTOMER SERVICE", and "SHIPPING". A "Logout" button is in the top right. Below the navigation, there are tabs for "Business Cards", "Postcards", and "Envelopes".

Four callout boxes highlight specific features:

- My Saved Projects:** A callout box with a floppy disk icon pointing to the "My Saved Projects" text.
- Order Status & History:** A callout box pointing to the "Order Status & History" text.
- Settings For Your Account:** A callout box with a USB drive icon pointing to the "Account Settings" text.
- History And Exact Date Including Shipping Details Of All Your Business Card Projects:** A large callout box pointing to a calendar icon.

Additional callouts include "Saves All Of Your Business Card Projects" pointing to the "My Saved Projects" area and "History And Exact Date Including Shipping Details Of All Your Business Card Projects" pointing to the "Order Status & History" area.



## **HOW TO OBTAIN PHOTOGRAPHS FOR YOUR PHOTO BUSINESS CARDS**

There are five ways I get photos for my cards

1.) I search online for the free photo websites that allow you to copy photos.. Go to Google and search for free photo stock images and a number of photo websites will pop up.

There really aren't too many businesses that I have done where I can't capture a photo of a product or service from the internet unless the product or service is unique. I use any of the online free photo stock services like Microsoft . They have thousands of images.

<http://office.microsoft.com/en-us/clipart/results.aspx?sc=22&CategoryID=CM790019331033>

I also use websites like freefoto.com. I use a number of websites to obtain photos.

2.) Sometimes the client has a website that I copy website images from and then place it on the card

3.) If I product is like a popular item like a digital camera like Sony or something, I go to Sony.com and get the product images and place them on the card

4.) The customer will sometimes email me images

5.) I will actually take my digital camera and take the photos myself. Since most of my business is local, this is not a big deal.

**END OF PART 1**

**Now, I just gave you a very thorough understanding of how the multi photo business card system works. As you can see, there is not too much to it. You don't need a 1000 page manual to understand that this is really a very simple business that can be set up in just a few minutes and can obtain results within a few days.**

**It is very easy to get started. Basically, you just need to practice for a few days on the PrintsMadeEasy and/or Vistaprint.com online software. If you start off playing with the photos and adding text, just like riding a bike for the first time, it gets easier.**

**It took me an hour to make my first card. I can now make one in about 5 minutes or less from scratch because it is so easy. Now, as you get better, your creative options will increase.**

**You can make much more money and get even better results when you learn some advanced techniques and other ways to bring in business. In the following pages, I will go over these methods that have created a non stop money machine for my personal business card businesses**