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**PART 2**  
**Advanced**  
**Customization**  
**Methods And**  
**Techniques That Will**  
**Bring You More**  
**Money For Your New**  
**Business**

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# **ADVANCED CUSTOMIZATION METHOD #1**

## **ADDING CONTENT TO THE BACK OF YOUR BUSINESS CARDS**

One of the things that I do for my own business cards is that I put information on the front as well as the back of the card. Now, I usually like to either place helpful information on the back of the card like a directional map, calendars, a listing of people, places or things that relate to my business. When you have something like this, many people will use it for references. They will place it in a prominent place in their purse, wallet or home appliance like a mirror or a refrigerator.

Another option is to provide some kind of call to action incentive to make people contact me like a coupon or incentive option

**For example: On the Front** I created this card for a gym membership fitness consultant. His goal was to get people inside his gym so that he could sell membership plans. He needed an incentive that would help motivate potential customers to visit his club. The very first thing I did was showcased photos of the gym on the front of the card. I went to the Gold's Gym website and used Snagit.com to copy the Gold's Gym logo and heading then copied and pasted it on the business card to give it a professional look. It looks very natural.

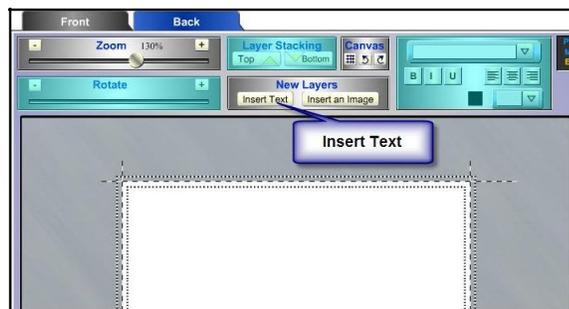


**On the back** of the business card, I usually will work with the client **to come up with an incentive for people to use the card for a specific purpose.** We decided that on the back of the gym business card that he would offer anyone who brought the business card to the gym “a one free 30 day diet program” that they could take home.

So here is the step by step process I used to create the incentive business card



Insert text onto the back of the card.



I added details to the back (like a coupon or incentive) of the card to help motivate customers to use card to bring in business. Just update the artwork and now your business card will be printed on double sides. I usually add \$10-\$15 extra fee for the double side option.



Again, I want to point out that you can place anything on the back of the card that you want. As long as it goes well with your clients business, then you can create a very effective super card and once again, this will help you obtain more clients and will help generate more additional orders. If you have a client who has a dog grooming business, then you can place a calendar listing of top dog shows in the area for the year. Just brainstorm and you will come up with some very good ideas.

## ADVANCED CUSTOMIZATION METHOD #2

### ADDING POST CARDS, LETTERHEADS AND ENVELOPES AS ANOTHER OPTION

Want to earn more money for no additional work? In the last couple of years, many online printing companies have added additional print options. PrintsMadeEasy.com and Vistaprint.com have a great system to transfer everything you created on the business card onto a postcard or envelope format



With just a touch of the button and maybe just a few alterations you now can have more options to give to your customers. Look at the additional projects that can be added.

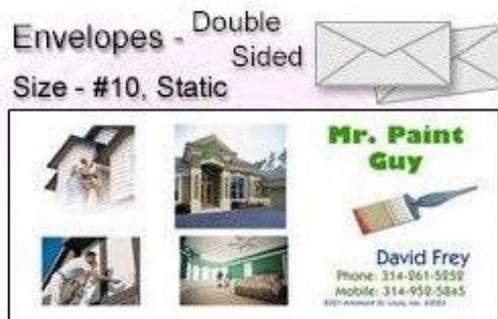
## **1.) POSTCARDS**

This is perfect for your clients who are now able to use the same design for their business card and mail it to their prospects. You make more money adding this feature for your customers.



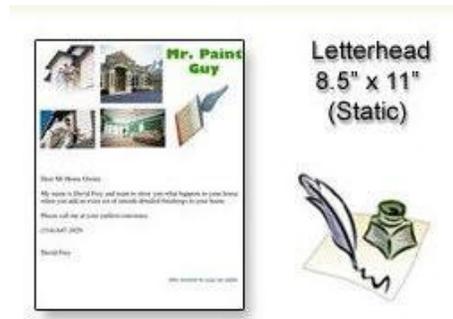
## **2.) ENVELOPES**

How about envelopes? You can show your clients that matching envelopes creates an immediate advertising generator for their business. This is another money making option for you.



### **3.) LETTERHEAD**

Matching letterhead has a very unique look and adds to their business



## **THE NEW FRONTEIR - THE ONLINE WORLD**

During the past few years, there has been dramatic shift from businesses and social communities in the physical sense to the virtual world. In the last few years, you have more people who have started all types of internet bases businesses online. They have websites which sells all different types of products.

EBay is another type of business where people make a full time income. All of those businesses also need ways to showcase their websites to the outside world. Now you have the ability to make more money by helping them.

Let's take a look at the different options.

### **WEBSITE WEBCARDS**

You can take a snapshot of your customer's website and place it on the business card or postcard.



## EBAY STORES AND WEBSITES

If you have a customer who has a EBay store or sells on EBay, what better way to show them how effective a business card would be that actually shows items that can be purchased or bided on from their EBay pages.



## PERSONAL AND BUSINESS BLOGS

Many people have blogs. One of the best ways to showcase blogs and get other people to visit them, is to actually place a snapshot of the blog on a business card. You can go after bloggers and explain how much traffic they can acquire by using your business card service to obtain that much needed traffic.



## TWITTER, FACEBOOK AND OTHER SOCIAL NETWORKING SITES

Many people not only utilize social network websites for their business platform but many take their hobbies and social activities very seriously. They would love to have a way to showcase their social pages to people outside the internet world. You can easily help them by producing any social networking photo cards and post cards. You just capture their front websites using Snagit and now you have a new way to reach new customers.

**FACEBOOK EXAMPLE #1**



**FACEBOOK EXAMPLE #2**



**FACEBOOK EXAMPLE #3**



**FACEBOOK EXAMPLE #4**



## **CONCLUSION:**

### **WHAT YOU SHOULD DO NOW RIGHT NOW?**

Ok, by now, I have shown you everything you need to do to get started. You don't need much. The first thing I would do is just take a few hours and play with the Printmadeeasy.com, Vistaprint.com and GotPrint.net. software and delivery services.

You want to create your own business name. Try and figure out a catchy name for your new business. I called my photo business cards *Show Me My New Business Cards*.

You now want to create some cards for yourself or your friends. Then you want to order 20 cards just to see how the entire process works.

## ADDENDUM

Here are just a few more examples of other business cards I completed to give you some more ideas. Remember, start off simple. With time, you will be able to see little twist that you can add to your customer's business cards that will help them stand out.

Good luck. If you have any questions, please email me

Terrance.

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Please make sure you sign on to my newsletter for other personalized and customized business programs that I deliver every month.



