

## The Littlest Billboard: Top 10 Reasons Your Business Card is a Marketing Machine

1. Properly used, your business card is almost like having your own **miniature billboard** and, seen at arm's length, is actually the same apparent size as a thirty-foot billboard viewed at a distance.
2. Business cards are something that we take for granted when we shouldn't. **The look, feel, and message on a card can affect how potential customers perceive you** and more importantly, if they will even remember you.
3. Every time you hear someone say, "May I have one of your business cards?" you should **get excited**. This is your opportunity to make a memorable impression.
4. **People usually take colors for granted, but they can be a powerful tool** that helps your business card stand out. You're wearing CertaPro Gold. You're driving a CertaPro gold vehicle. Ensure your business card is reflective of the color your customers recognize.
5. Image is everything, and your business card is a visual representation of you and your entire business. **Keep them in a proper case** so they are handed out clean, flat, and without crumpled edges.
6. Begin to **think of the card as an item of value**, and then practice waiting for exactly the right moment to present it. There is often a natural pause in the start of a conversation. This can be the perfect time to take out your card. Look the customer in the eye, and as you present your card, repeat your name clearly and distinctly, even if you have introduced yourself only a few minutes earlier. This will leave an enduring impression of your appearance and your name, linked to that of your company and its logo, as the recipient meets your gaze and hears your name, before instinctively glancing down at the card.
7. **Recognition increases with a headshot**. Using the same headshot on a number of different marketing materials can lead to people connecting what they see in other forms of advertising you already have going (direct mail, website, etc.) to the person they will be dealing with if they decide to go with you. When a customer sees the same headshot on a business card that they do when they open the letter they received in the mail, their awareness in your brand increases, and you are associated with your respective field. \* Be sure you're wearing a CertaPro Gold shirt or other gold branded apparel in your headshot.
8. **People connect with imagery**. When a headshot is used, you take up a little bit of space, but it adds character and style to something that may otherwise be boring.
9. When giving out business cards **hand them to your customer so that the card is facing up**. Being handed an upside down business card represents you do not take pride in your brand's image.
10. Ordering our well-designed business cards **shows that you are a successful entrepreneur** and not a fly-by-night. It also positions your business for success by presenting a clear image of a company that can be trusted.



When your current box of cards is running low, visit [CertaProStore](#) to order a set of our newly redesigned cards! They compliment the style of the brand refresh and include more white space! You can choose from either a one-sided card with a blank back, or a two-sided card with your headshot. **Also, now offering USPS Shipping. We can deliver your box of cards in three days (a quicker, cheaper method of shipping for our West Coast franchises).**