

# Business Card Success

Business cards are the #1 best marketing tool there is! And with websites like [www.vistaprint.com](http://www.vistaprint.com), they are also the most affordable! Here are some ideas to maximize the results of these little gold mines.

## You Have Been Kissed

Wrap 2 Hershey Kisses in tulle and tie to business card. Put on the card "You have been kissed by a \*party plan\* Diva – Call me in 2 days for your FREE GIFT" Works best for Adult Industry. Can also be used with Hershey Hugs.

## Fill Your Home With Snickers

Wrap 2 bite-size Snickers in tulle and tie to business card. Put on the card "Fill your home with giggles and snickers – host a \*company\* party today"

## Jollys

Wrap 2 Jolly Rancher Candies in tulle and attach to business card – "Get your Jollys, have a \*company\* party!"

## Stock up on\*---\*

Simple and effective – "Stock up on \*scrapping, skin care, goodies\* Today! Call me to book YOUR \*company\* party and earn FREE PRODUCT!"

## Recruiting

Would you like more... time, money, freedom, fun? Become a \*company\* consultant and receive all that and more! Change lives one \*face, relationship, kitchen, etc\* at a time!

## Just for you

This one can be so simple – it is just a discount coupon. This one is for boosting web sales. It can be as simple as "Discount Coupon – Just for you. Visit my website – [www.yourwebsite.com](http://www.yourwebsite.com) and use promo code \*whatever\*."

## Size DOES Matter

"Size DOES matter – how big is your WALLET? Would you like to add \$100, maybe \$1,000 a month to it? Call me to show you how!" Use a business card with a ruler on it!

## The Smile-Back Award

This is a fun card you can give to absolutely anyone. Put a smiley face on the card (either in print or a sparkly sticker is fine). On the card put "Thanks for the Smile Back! This card entitles you to \*whatever you like\*" When you are out and about, if you look at someone and smile – and she smiles back at you – give her a card! It's that easy, and she will love it!

## Free to good home

\*Candles\* - Free to good home. Or \*Stamps\* Free to good home. You can put jail bars or a little puppy on the card.

## Bling

Get a card with jewels or diamonds – "Need some BLING – that's my thing" Jewelry party

## Light Up Your Life

Great for candle parties or adult parties. Put on a business card with candles or fire.

A Couple Other Tips – When it comes to giving a business card, consider it throwing it away unless you get the person's information as well. Saying something as simple as "I don't want to miss your call, May I have your name and number to call you?" will unobtrusively get her information. Might be intimidating at first - but soon it will roll right off your tongue.

Also, use the back – even if it is just in black and white, be sure to use the backside of the business card. You can explain your parties, offer hostess incentives, put a coupon, or even entice about the business opportunity – just don't leave it blank.