



Make Sure You Are Holding the Right Cards

Free Business Card Quiz from Marketing Expert, Debbie Allen

Does your card accurately underline what your business is all about?

Your business card may be the first visual evidence about your company. Your card will either promote or deflate your professional image and the success of your business at a glance. If a prospective customer views the business image as unprofessional or confusing they will simply not show interest.

So if you want more business ... improve your business image.

While presenting marketing seminars to thousands of business people around the world, I discovered that many had a poor representation of their business starting with their business cards. After leaving my presentations, I would pull out the attendees' business cards to learn more about what their business was all about.

What I discovered was shocking!

Many presented a poor and unprofessional image of the business at first glance. Very few business cards or marketing materials had an effective message that described the business clearly. Most lacked a strong visual logo, branded image, or benefit phrase that set them apart from their competition.

With this newfound discovery, I began to ask members of the audience to stay after my presentation to receive a free business card evaluation. This intrigued attendees, and many waited for up to an hour to have a chance to talk with me personally to get feedback on how to improve.

Most of us are so close to our businesses that we don't see the most obvious mistakes. The reason for this is that we don't always look at our business through the customers' eyes. We often view it from a very narrow focus.

This can be disastrous for a company's image.

Just as people judge individuals at first glance, so they judge a business image the same way. If a prospective customer views the business image as unprofessional or confusing they will simply not be interested.

That same prospective customer would then be lost to a competitor that does a better job at marketing their company's image, brand and uniqueness.

The goal of an organization should be to create a strong, immediate message that clearly defines their business. The message must connect an emotional bond with their customers both verbally and visually. This same image and message must be coherent on all of the company's marketing materials.

Where do you start?

A great place to start improving your business image is to take a close look at your business card as if you were a prospective customer. First, compare it with the list of top 10 mistakes below, and then take Debbie Allen's Business Image Improvement Card Quiz™ below.

The 10 Most Common Business Card Mistakes

1. Scrambles messages with inconsistent design elements.
2. Does not clearly define your business services and/or products.
3. Does not make you memorable (in a good way).
4. Indicates unflattering things about your business.
5. Does not generate additional business.
6. Creates a cluttered impression.
7. Omits essential information, or is filled with non-essential information.
8. Looks out of date or information no longer applies.
9. Is hard to read or confusing to the eye.
10. Lacks a point of interest, image or theme.

How Does Your Business Card Rank?

Print out this page and take the business card quiz below.

Place a checkmark in the YES or NO column where your current card applies.

Debbie Allen's Business Image Improvement Card Quiz TM	YES	NO
Presents a positive, interesting and professional image	<input type="checkbox"/>	<input type="checkbox"/>
Features an attention grabbing and professionally designed logo that is unique to your business	<input type="checkbox"/>	<input type="checkbox"/>
The logo 'visually' defines what you sell at a glance	<input type="checkbox"/>	<input type="checkbox"/>
Benefits and features are described in branded catch phrase	<input type="checkbox"/>	<input type="checkbox"/>
Typeface and text size is easy to read	<input type="checkbox"/>	<input type="checkbox"/>
No more than two typefaces are used in the design	<input type="checkbox"/>	<input type="checkbox"/>
Good use of color to present the image of your business	<input type="checkbox"/>	<input type="checkbox"/>
Color design is consistent with other marketing materials	<input type="checkbox"/>	<input type="checkbox"/>
E-mail and website address are featured boldly	<input type="checkbox"/>	<input type="checkbox"/>
Card has been updated and improved within the past year	<input type="checkbox"/>	<input type="checkbox"/>
Back of card is used for additional information	<input type="checkbox"/>	<input type="checkbox"/>
Features all services you offer to your customers	<input type="checkbox"/>	<input type="checkbox"/>
Each staff member has his or her own personalized business cards	<input type="checkbox"/>	<input type="checkbox"/>
You act upon every opportunity to present your business card	<input type="checkbox"/>	<input type="checkbox"/>
You receive comments from others such as, "What a great card!"	<input type="checkbox"/>	<input type="checkbox"/>
Prospects often ask more about the business when viewing your card	<input type="checkbox"/>	<input type="checkbox"/>

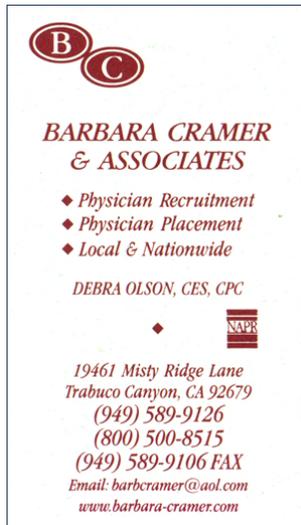
Now count all the YES answers above, and see how your card ranks below:

- _____ 16 to 13 YES responses
You have a professional and effective card. You should be proud to present it!
- _____ 12 to 9 YES responses
Your business card needs some work. Re-design your card for effectiveness.
- _____ 8 or less YES
Get to work! Re-evaluate and re-design your business card now.



Tammi Spruill is the "designer behind the curtain" for Fruition. She is also the creator of The Exploded Business Card, an innovative, mini postcard brochure solution. You can view samples and sign up for monthly design tips at <http://www.ExplodedBusinessCards.com>. Other samples of Tammi's work can be found at: <http://www.FruitionDesign.Net>.

Before:



After:

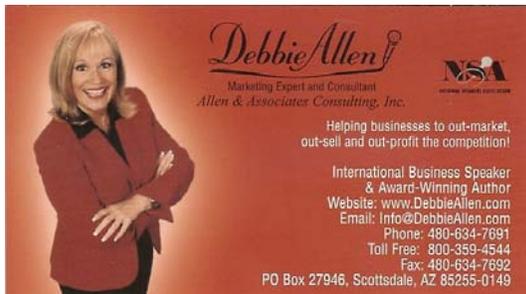


Front -



Back -

Before:



Front -

After:



Front -



Back -



Back -

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