

KISS

Keep It Simple!

What are the most successful dealers doing? They're keeping it simple. The advantage to our business is the simplicity of it and the ones following that formula are selling a lot of business cards!

The following are the three simple rules to follow.

- 1. Duplicate the old card.**
- 2. Use your digital camera.**
- 3. Keep design simple and have your customer sign off on the layout.**

Your digital camera is a powerful tool. The following are the most common photos used:

- 1. the front of the business building**
- 2. a product**
- 3. person or portrait**

Sell the "POWER" of having one of these three images on their card. How these images can improve their business.

Once the customer is sold on the photo have them select from the nine common designs. Then fill out the design form with all the needed information such as name, telephone numbers, etc. and their placement on the card. Once this is complete have the customer sign the design form to reduce proofing time.

Hot Potential Business!



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Automobile Service Companies! We're receiving large numbers of orders for muffler shops, small dealerships, brake shops, tire shops and so on.

These should be quick turnaround orders. Shoot the photo, layout conforming to the 9 common designs and get the payment up front.