

DEBBIE ALLEN - International Business Speaker
Motivational Speaker for Business & Millionaire Marketing Mentor
The Millionaire Entrepreneur Business Builder



Make Sure You Are Holding the Right Cards

**Free Business Card Quiz from
Marketing Expert, Debbie Allen**

May is Business Image Improvement Month

This Special Event was Founded by Debbie Allen

This special event was created because too many small business owners are losing thousands in lost revenue due to poor marketing and ineffective business cards.

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 do 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 who does a better job of 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 these last two pages and take the business card quiz below. Place a checkmark in the YES or NO column where your current card applies.

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Debbie Allen's Business Image Improvement Card Quiz TM

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Presents a positive, interesting, and professional image

Features an attention grabbing and professionally designed logo that is unique to your business

The logo "visually" defines what you sell at a glance

Benefits and features are described in branded catch phrase

Typeface and text size are easy to read

No more than two typefaces are used in the design

Good use of color to present the image of your business

Color design is consistent with other marketing materials

E-mail and website address are featured boldly

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. Redesign your card for effectiveness.
- _____ 8 or less YES
Get to work! Reevaluate and redesign your business card now.

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Bio: Debbie Allen is one of the world's leading authorities on sales and marketing. She is the author of five books including her best-seller *Confessions of Shameless Self-Promoters*. Debbie has helped thousands of business owners around the world dramatically improve their marketing image and brand. Her expertise has been featured in *Entrepreneur*, *Selling Power* and *Sales & Marketing Excellence*.

Sign up for her FREE
6-week e-Course *Business Success Secrets Revealed* and more bonuses (\$200 value) at
www.WealthAttractionMarketingSystem.com.