

Q&A Time;

Essential Answers about Your Business Card

July 21, 2009

Liz Goodgold

Having just returned from speaking for the [American Disc Jockey Association](#) (I love these guys!), I thought I'd review a few questions that keep coming up with entrepreneurs concerning business cards:

Question: Why can't I just put my website and not my e-mail address on my business card? After all, I want people to visit my site.

Answer: If people want to contact you electronically, they want to do it quickly and easily. Making me go the extra step decreases your chances of turning prospects into customers. Further, I went to many sites after the conference and the only "contact us" information was a form. Again, do not make me do extra work by first getting out of my email program and then switching over to your site.

Question: Should I use the second side?

Answer: Business cards are inherently two-sided, meaning that precious real estate is going to waste if you leave the back side blank. This is your golden opportunity to sell! Add value in the form of a promotion (free glass of wine, free check order) or simply as a reminder: "your next appointment is..."

Question: What do you mean by having a "scanable" business card?

Answer: Many folks like me using CardScan to input and organize our contact information collected from business cards. Therefore, if your card doesn't scan, it might never make it to my database resulting in lost business and referrals. Remember: People must remember you in order to do business with you.

Question: What's wrong with having an AOL, Gmail, or Yahoo email address?

Question: If your goal is to build your brand, you don't want to be promoting someone else's brand. And, these type of emails imply a "fly by night" mentality perhaps subtly communicating that you are just doing this business temporarily until a real job comes along.

Finally, this week the company launched a [contest](#) to find the ultimate fan of the brand to be featured in ads, etc. The prize? A lifetime of KFC, valued at a mere \$13,000. Oh, and what happens to the Colonel? Management feels he is tired and with this promotion, he will probably be replaced. **Branding Lesson #5: We typically tire of our own ad or promotion long before the consumer does; resist the temptation.**

Gotta go: Time for this chicken to fly the coop!1

Until next week.....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing.*](#)