

Put Your Business Cards Everywhere, Literally

From a previous blog post:

Some things are so simple BUT simple is always the best way to go. One of the best ways to get your name or business out there is to use your business cards to your advantage. Put them everywhere! It can be somewhere simple or even more creative. Yes, you always hear to hand them out when you meet someone or get the chance to talk with them about it or in other words when you "network."

That is great but you never know where your potential customers are that may have never known about your product/service/business. It could be at a gas station, grocery store, library who knows! I was in Best Buy the other day and the lady at the checkout saw my wallet with our sticker and she goes "I love that! Can I have one?" I immediately handed her some stickers and business cards as I was about to head to the radio show. Now how perfect was that? Even when you are out to eat and you leave a tip, leave a business card. The worst thing they can do is throw it away but if you have something worth knowing about I guarantee they will take a double look at it. What's the point in having a bunch of business cards if you never pass them out or leave them for others to have?



**The book that the Business Beware card is in is Mike Michalowicz's Book – The Toilet Paper Entrepreneur