

Bonus #3: How to Create Your Own Hypnotic Business Cards

Business cards are so important that I just spent hundreds of dollars, two months of my time, and a lot of sleepless nights creating a new one for myself---and *I* live in the Texas Hill Country, hardly see anyone any more, and have enough books and tapes circulating out there to act as "cards" for me.

In short, I don't even *need* business cards.

Why did I go through all the trouble?

I remember seeing P.T. Barnum's card when I was researching him for my book, *There's A Customer Born Every Minute*. It simply listed his name and where he was from. It was a simple calling card.

The thing is, he was one of the wealthiest and most famous men in the entire world---and yet he needed business cards, too!

You and I are the same. We need cards to leave behind and, with luck, intrigue people to call us. I had cards, of course, and I thought they were pretty good. But then my girlfriend, Nerissa, started a new online business and created new cards for herself. Her cards were the most impressive, original, colorful, and direct ones I had probably EVER seen.

In short, she shamed me into wanting new cards for myself---especially since I am a so-called marketing guru.

Below are the seven steps I took to create a new card. It may be a process you can follow for your own needs. If nothing else, it will show you the importance of this often-overlooked marketing tool.

1. I thought about my message. What do I do? What did I want people to know? With little space to write on, a business card forces you to condense your business to one strong line. I went to my email list a few months ago and asked for help. More than a dozen people offered suggestions. I finally settled on calling myself "The World's First Hypnotic Marketer," which seems to be my strongest claim to fame, particularly since one of my ebooks, *Hypnotic Writing*, continues to be a global best-seller, and my most recent ebook is titled *Hypnotic Marketing*.

2. I then read Dr. Lynella Grant's definitive 500-page guide, *The Business Card Book: What Your Business Card REVEALS About You...and How to Fix It*. Talk about a humbling as well as overwhelming experience. Grant's book is packed with samples, ideas, advice, tips, and more. Since the author is also on my email list, I wrote her and got some personal advice. I probably spent three weeks on this step alone.

3. I then had a phone session with Ann Taylor Harcus to help me remove any limiting beliefs I may have had regarding success. I didn't want to sabotage my own plans. One hour with her and I was clear about my business cards, myself, and my goals. She also helped me "charge" my new business cards with an energy designed to attract the kind of clients I wanted. This is very *Spiritual Marketing*, and will make sense if you read that book.

4. Once I had a feel for what I wanted to say on my card, I decided to add a new photo of myself to it. Friends who saw me in New York City on a recent trip said I didn't look at all like my old pictures. Today I'm called a "hipster" and "magical looking." Well, whatever. So I had Nerissa bring out her mini-DV video camera and shoot some video of me. She then used a non-linear editing system to grab frames from the video. Out of those shots, we found one we loved. But to be sure it was "the one," I sent several pictures to several friends and clients and asked for their vote. After all that, I chose one picture.

5. Now I needed a graphic designer. I didn't want a card that looked like it was done by me, or with a software program I bought at a discount store. I wanted a unique design and new image. So I went to elance.com, where freelancers bid on jobs posted by people like you and me. I posted a description of my job. Within 24 hours I had 17 bids from graphic designers, freelance artists, and even full-blown ad agencies. I settled on one, an ad agency out of Florida, and hired them to create my new business card using the elements I gave them.

6. The agency stayed in contact with me, brainstormed ideas for me, and showed me mock-ups of their ideas. This was fun. I had never worked with an ad agency before---though some had been my clients over the years---so this was a first for me. I was very impressed that one artist at the agency stayed in very close contact, emailing ideas, making changes, being sure I was happy.

7. Finally, I needed a printer. While printers are a dime a dozen and can be found by the bag in any major city, I wanted one to do justice to my card and my new design. I asked around, asked for samples of their work, and finally settled on one my ad agency suggested.

I now have new business cards---ones that are striking, professional, and even hypnotic. I'm proud of them. The whole thing cost me less than \$250 total. But what a process to get to this end result!

In short, business cards are worth the time and trouble. If I think having impressive business cards is so important---and P.T. Barnum thought it was important---shouldn't YOU, too?

References & Resources:

* Nerissa's new business is described at www.makeyourpetastar.com.

* *The Business Card Book* is available from www.small/>lpotatoes.com.

* Ann Taylor Harcus' website is at www.innerhealing.com.

* *Hypnotic Writing* is available at www.hypnoticwriting.com.

* Post your request for artists or designers at www.elance.com

* The ad agency/creative team I hired is at www.paoloroman.com.

* See my new business card at www.mrfire.com/contact.html.