

Quick Cash Concept #3 Sell Photo Business Cards to Businesses.

A few weeks ago I was invited to give some thoughts on how to help out of work local people to make some money and make it fast. I talked about one way to make money that I had read about and it got the attention of this one guy that lost his wife and job in the same week. (That's another story) Well he seem to be a well dressed and spoken man and wanted me to help him set up a business where he could make some decent money. The idea he was interested in was to sell business cards to local businesses. I told him to meet me a couple of days later and I would have everything he needed to start right then without spending a dime. I will tell you more about how he made out a little later but let me give you some background on this business.

When I first got this idea I thought I could just go to my local Office supply store and order cards for customers and tack on my fee to the price and make some money. But when I checked here is what I found.

To have 1000 Photo cards printed in my area it will average \$180.00 per order. To have just a block picture printed on the cards (like the real estate people have with a picture of themselves) it averaged \$110 per thousand. Because I have sold to businesses before I knew it would be a tough sell to get even \$150 per thousand for the cheaper ones and I would only make \$40 per order. Then you have shipping or delivery charges and set up charges, which would knock down my profit some more.

But what if I could get the high price ones for under \$40 bucks then I could get a ton of orders for \$99 and make \$60 bucks per thousand. The businesses would be saving over \$50 and I should sell a lot of cards that way.

Now why would a business want to spend \$99 for a thousand Photo business cards when they can get the plain black ink on white stock for about \$35 per 1000? Because it will draw more customers.

The plain cards are not worth the \$35 because everybody that goes into business has them and they do not stand out amongst the hundreds of others. A full Photo card stands out and will be saved by the prospect quicker then the "tomb stone" type card most are using.

Just about every business uses business cards. And it is an easy sell to walk into a business and show a sample of Photo business cards along side the plain text ones. The Photo cards look a lot better then the plain text ones and any business can see the benefit of using them over the others.

Potential customers are easy to find, just open the door to any business and show them the Photo cards compared to the plain ones and the sale is made. They are unique and stand out and the business owner can see instantly the benefit of using them.

Ok, how do you set this up to make over \$500 per day. Here is what you do.

The first thing you have to do is get some samples. Just call or walk into your local printer and ask for some samples photo cards. If in person tell them you want to show your partner so you can take them

home. (Your partner could be your wife or any other person that you pick) Get at least ten samples. Take these samples home and put in a clear plastic 8 ½ X 11 sheet protector. You can buy these while at the copy center or printer. Ten cards fit nicely into these protectors. Then go to the super market or some other place where they have a bulletin board where people leave their cards and get ten simple plain cards or even two color cards and place in another sheet protector.

Now you have your “Sample Case” to show business owners. And it should be of local businesses because you got the samples locally and not from one of the mail order companies. Just put these in a folder and presto you have a side-by-side comparison of the great and the bad business cards. You will take this Sample case with you along with a digital camera (if you do not have one, these cost under \$100 bucks, or for your first few orders borrow one from a friend or family member.) and you are ready to make some money.

Now back to the story of this guy that needed to make some money fast.

That night I asked him if he had a computer and he did. I asked if he had any Publishing software and he told me he had MS Publisher. Then I asked if he had an Internet connection so I could email him. Nope, he had to cut expenses and just gave up his IP to save money. But he said he was using the library to check his email account that he shared with a family member. I told him I would email him a script and for him to go over it before we met the next time.

After I talked to him I went and got my “sample case” made up and met him the next day at a business park. This business park had about a hundred stores and offices. I figured I would do the first few sale pitches and then let him do some. But he surprised me and said he had memorized the script and he was ready to sell the cards right now. So one of the samples I got from the local printer was of a local insurance agent and there right in front of us was an insurance office. So in we went with high hopes.

On the owners desk set his business cards in a holder and they were the kind with just a picture block with his picture. Jim went up to him and started his pitch and the man cut him off in mid sentence. He stated the last time he got the business cards that he was using now he had priced the full Photo cards and they were \$190 per thousand and there was no way he could justify that price for business cards.

Well, Jim, without missing a beat asked how about \$99 per thousand for the full Photo cards. The insurance guy said he paid more then that for the ones he was using now. He then went into his file cabinet and brought out a sheet of paper with a complete layout of a full photo business card that he had wanted printed last time but did not have done because of the price. To make a long story short we walked out with an order. It was so easy. I told Jim that, that was an exception and don't expect all the sales to go that easy.

Well in four hours we had sold (actually Jim had sold) 5 orders for \$99. One was a sales company and they ordered two sets of cards. I took the copy and pictures and told Jim I would make up the proofs for these first five orders and left and went home. Later that night Jim called me and told me he had sold 5 more orders in the next three hours. He said he would have sold more but he wanted to get home and try his hand at making the proofs for these new orders.

10 orders at \$60 dollars profit per order made Jim \$600 dollars richer on his first day. He could not believe how easy it was and thank me for the next hour it seemed.

Now I will show you exactly what Jim said and did from the start to the finished product.

The first thing you should do is order your own Photo cards. On my test I let Jim use my cards until he got his own. I will give you a place where you can get 250 Photo cards free

<http://www.vistaprint.com/vp/ns/splash/freebc.aspx>

You have to pay for shipping but the cost is low. This is not the company you will be using for your customers. I have a better place to order a 1000 Photo cards for less money. I will let you know about this source later on.

I have the script below that Jim uses. He knows this script by heart but he can be flexible when needed. When ask a question he gives a straight answer and then continues with the pitch. He also knows the product. You will do well to copy his style.

Here is a sales pitch you can use. Change it any way you like to fit your style. Get to the point where you can give the pitch with out sounding like you are reading it.

Hi (name)

I'm (your name) from Photo Business cards. Would you be interested in getting twice the number of prospects (customers) from your business cards with out doubling your costs?

Note: As you are saying this hand the sample folder with it open and place it in the prospects hands. Then continue.

As you can see there is a big difference between just plain text or even 2 color business cards and Photo Cards.

Note: As you are saying these words point to the text cards and then the Photo card samples. Then continue.

Wouldn't you agree?

Then be quiet until the prospect speaks. What they say next will give you the clue to their feelings. At this point you will most likely get a question. These questions can vary but you should have an answer for each.

You will have the same answer for almost all the questions and statements. Just change the wording to fit the question. You will also get a lot of them that say they like the Photo cards and see the value in using them. Or that they were just thinking about ordering cards. You will be able to make the sale right then with these people

You will get this question or statement a lot. It is mostly used to get rid of a card salesperson.

Statement: I just ordered new cards last week.

You will now make them feel like they won but you will continue with: Ok, I understand, can you tell me how long these cards will last so I can see you when you are ready to order again? Whatever they say then ask if you can have one of their cards. If it is a plain text card or a two color card put it next to the Photo card samples and say: Don't you agree that the Photo cards would show off your business better than these plain text cards? If they agree say:

Note: If they are all ready using a Photo business card. Just ask: May I ask how much per thousand of these cards cost? The cost will almost always be more than what you are selling them for. Give him the price of your cards and you will get the sale most of the time.

I purpose a test and the worst that can happen is you will get more customers. Here is the test. These Photo cards sell for \$99 per thousand, the ones you have sell for (put the price per thousand that is the going rate from Office depot or Staples) I will give you a thousand Photo cards for 20 bucks (put in an amount here where you will make a profit instead of walking out without a sale) more than what you pay now for these plain cards. You can give out both cards over the next (put the amount of time he said his cards would last in here) and see for yourself how well the photo cards bring in the customers. As I said the worst that can happen is you will get more customers. What do you say?

The person will see the difference between Photo cards and their plain cards and see the value. Don't worry that you will now have to give this price on reorders. They will be using the cards and will not want to give up the Photo cards for the plain ones. And if they have priced out the Photo cards in your area they will see the bargain you are giving them. Add to that the service you are giving them of doing business with out going out of their office you will have no problem getting \$99 on the reorder.

Once you have the order just find out if they have a picture or if they would like to use a stock photo. If neither then offer to take a picture of their office, building, them or any other picture they suggest. Take the picture and the copy back home and then layout the card with your favorite graphic editor and upload to this company.

\$35 per thousand cards

<http://gotprint.net/gotprint/welcome.do>

Within a day you will get a notice of a proof and all you have to do is direct the customer to approve the proof and then place the order. Have the company ship the cards right to the customer.

You can start this business with NO money and build it to a nice size weekly paycheck. As always,
Best of success,

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