

## Networking Page

### Getting the Biggest Impact From Your Smallest Ad

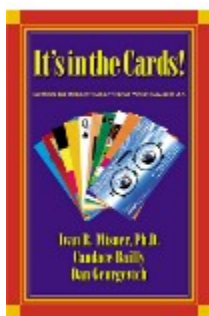
When networking or meeting new people in everyday business situations, it may not be possible or appropriate to bring out brochures and marketing materials.

However it is easy pull out a PromoCard from a wallet or purse in a natural way, as one would a Business Card. Besides just showing contact details it can show what you do and why people should do business with you. It can become a reminder and a hook to a website or for more information.

Even if used as a mini brochure, without your personal details it is easy and convenient to insert your normal business card into it.

### It's in the Cards

By Dr. Ivan R. Misner, author of the New York Times bestseller "Masters of Networking"



#### **ALL THAT MONEY YOU SPEND ON ADVERTISING:**

does it work? Of course it does. But what form of advertising is the most effective of all? Television? Radio? Newspaper? Billboards? **Networkers know the answer**, and it may surprise you, because it's one of your least expensive and smallest ads, dozens of which

will fit easily into your pocket or purse: **your business card.**

When you hand someone your business card, you're setting in motion a chain of contacts that can become a new branch of your network. That's why you want your card to be attention-getting, pleasing, informative, and memorable – so people will look at it, comment on it, pass it around, and keep it handy.

Link to BNI It's in the Cards

<http://store.bni.com/p-54-its-in-the-cards.aspx>