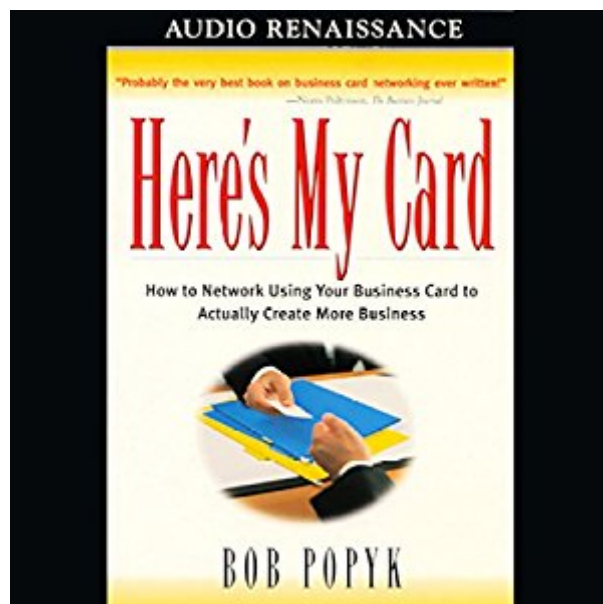


The book was found

Here's My Card



Synopsis

In Here's My Card, Bob Popyk shows how something as simple as your business card can help you make more sales, create more customers, and increase your business overall. He shows how to use those business cards with a little cleverness and creativity, and how to use them the right way. Networking smarts also help, as the author clearly points out. You also need a plan, specific goal in mind, and a little creativity as well. There are a raft of these ideas in this easy-to-read, easy-to-implement book. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

Popyk asserts that "Business cards are a start [toward developing a "golden database"]. Personal linking is what makes things happen. If there's no follow-through, nothing happens. That's what this book is really all about." Frankly, until reading it, I really hadn't given sufficient consideration to the potential use of business cards. Of course, I already knew that they are (in Popyk's words) "people linkers" which can be used for "networking, schmoozing, connecting, reaching out, prospecting, selling, and basic advertising." All of us already know that. The great value of Popyk's book is that it reveals all manner of other ways by which business cards can be uniquely and abundantly effective. He shares his observations and suggestions in 97 brief but informative chapters which are organized within three Parts: Networking Know-How and Business-Card Savvy Personalized Presentations Creative Design...It's All in the Cards The book is exceptionally well-written. There is almost nothing hypothetical or theoretical about Popyk's suggestions. All of his key points are anchored in real-world situations. One of the major value-added benefits is the fact that, once you

read his book and re-think your strategies while having someone re-design your business card, you begin to see how essentially the same principles can also be applied to marketing initiatives which create or increase demand for whatever you offer for sale. These same principles can also be of substantial value to the cultivation/solicitation process, especially when there is a lengthy sales cycle and the competition is ferocious. In such a competitive environment in which creating a "circle of leverage" is essential, the business card can be invaluable.

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