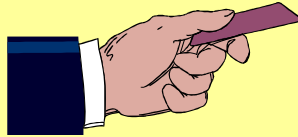


Quick Cash Concept #3

Sell Photo Business Cards to Businesses.

A Unique Report by Skip Rosell



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 than 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.

You can start this business right now with the information I just gave you. It may take you a little time and research but with a little work you will have your own business in a week or two. Can't wait that long? I will show you how to start this business for less then \$10.

I will give you all the resources and WHAT to say to business owners so this is not selling. When you use my script you will walk out with an order and never believe you could "sell" like that. Because it is not selling, you will let them buy. Within 30 seconds of walking in their door you will know if you have a sale or not. About 1 out of every 4 you see will order now or in the near future.

Let's do the math. If you see 20 businesses you will average 5 orders. That is what the test showed when I did it. Let's say you do less and have to see 40 businesses to get five orders. With my script you can see 40 businesses in about 4 hours with out breaking a sweat. That is 5 orders at \$60 profit for a total of \$300 for the day. Not bad for four hours.

If you thinking, oh, skip I can't sell, then think again. Because with my way you are just doing "show and tell". Now come on, kids in the first grade can do show and tell and so can you. And the rewards are huge. There is a company out there on the

Internet that sells this program for \$10,000. And they have been doing it for a while, so somebody is putting up that kind of money and must be making a whole lot more. Don't believe me? Take a look here and then come back here to order.

<http://bcdealership.com>

Now for \$10 bucks you can get all the information you need to start this business. Not \$10,000. So act now. Order below.

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