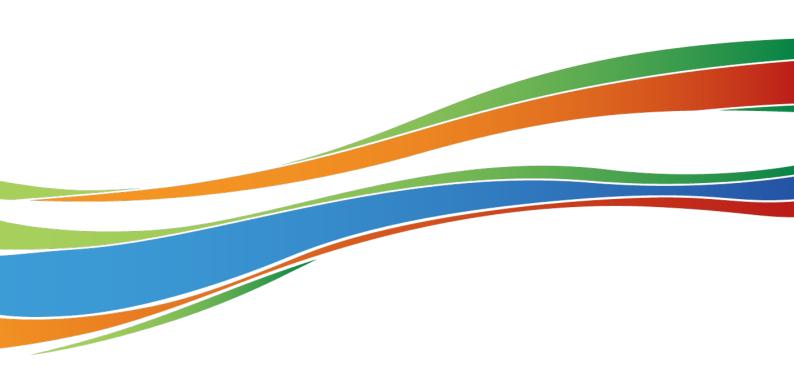
Referral Cards







Introduction

Traditional business cards are usually little more than contact cards: they display office and mobile telephone numbers, email addresses, office addresses and so on. This is obviously important information but if that's all it holds we could be wasting a brilliant opportunity.

Even in todays LinkedIn dominated world people still swap and keep business cards but often we collect so many we forget what the person, and the company, who sit behind the contact details. What do they do? Why are they different? When should I use them? Are they any good?

Supposing we answered all those questions on the card itself?

Well, that's what a referral card is – it's a sort of a mini-brochure and perhaps the most valuable piece of marketing collateral we can have at our disposal. They are especially good at improving the number of referrals people get because they don't have to remember all the relevant information – it's all on the card!

Referral Card Format

As you can see from the example shown on the next page, it's a double sized business card but when folded in two it becomes the same size as a normal business card but it carries twice the amount of information.

There are many formats of referral card and although I'm going to present the component parts of the most popular one you can print what you like. The thing to bear in mind at all times is "supposing somebody who didn't know me or my company got their hands on my card – what would I like them to know about me?"

Even though they are more popular these days' people still tend to read mine, inside and out, when I hand it over at the start of an meeting or a conversation at an event. As an added bonus people invariably stand them up so they're constantly reminded of what you do and why you do it.

So let's take a look at mine and see what you think.





- □ Contact details (bottom left): the sort of information you would include on a typical business card such as your name, title, telephone numbers, email address, office address and, in my case, a photograph. I know some people are against putting their photo on their business cards (cheesy, I'm not photogenic etc.) but I'm all in favour of it. Couple the rise of social media, where photographs are de facto, with the accepted belief that visual recognition helps in relationship building and you have a compelling argument. But you must decide what's best for you and yours.
- □ **Triggers (top right):** these should explain to the reader the challenges that you can help them to overcome or, put another way, the reasons they need you. Keep it simple though avoid chapter and verse and make it as punchy as you can.
- □ What you do (bottom right): again keep it simple. The example you see here is bordering on being too long I'm afraid to say. Just aim to get across a high level range of things that you do (your capability) in as a few words as you can.
- ☐ **Testimonials (top left):** this would normally be on the back page although it can easily swap places with the "what you do" page. This is simply meant to gain you credibility by listing out named individuals who've got something nice to say about you. Very important.
- □ Ideal Client Profile (alternative to Testimonials): if you either can't get a testimonial or you think it's inappropriate to use them you can replace them with your headline ideal client profile. This makes referrals easier because both the referrer and referee can see the match.



Essentially the message is "if you satisfy these criteria and you have the triggers we listed inside we should probably talk".

Summary

Even if you decide to use a traditional business card for when you first meet somebody I would still suggest you make use of referral cards as well. They're extremely useful at events and to hand out to intermediaries or happy clients who you want to promote your offering to their contacts.

If you still need convincing why not get out the collection of business cards that you've been given over the years and try to recall who each person was, what they did and what they looked like. If that doesn't swing you towards having some referral cards printed up I don't know what will.