



Your Perfect Hypnosis Business Card

Training for the Professional Hypnotherapist.

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INTRODUCTION

As much as marketing our hypnosis practices has moved online, nothing beats meeting someone face to face, be it at a networking meeting or when giving a talk to a group. People buy you as a person first, then they become interested in what you have to offer. There is no profile page, or social media interaction that will ever be as personal as that one-to-one meeting.

The business card is an essential part of that offline world, there is something very personal about a business card and it can say as much (or as little) about you as you want it to.

Once your face to face meeting is over, our business card is often all that's left, so it's important that we give it some thought. Often we can miss an opportunity to make an impact and be truly memorable.

This short guide aims to help you examine this idea and choose the perfect business card for your hypnosis practice.

Hope it helps.

Keep making a difference

Sheila

1. Don't use the 'free' business cards

Free business cards are without doubt cheap to buy.

If you google “free business cards” i’m sure you’ll find lots of printers competing for your business. “Business cards are free at Vista print!”

Think about the message that you are giving out to the world though:

- I’m not serious about my business, I’m just dabbling.
- I’m very tight with money – I won’t even spend £50 on some decent business cards...
- I really don’t care about my image
- I don’t really want anyone to take me seriously
- I’ll cut corners if I can

If you’re serious about creating and sustaining real success, then your business card needs to reflect that. It’ll be part of your first impression for a lot of people, so it’s not an area to skimp.

2. Don't do the same as everyone else

When we are around other hypnotherapists and see what everyone else's business cards look like, we are tempted to produce a very similar looking business card.

DON'T.

This is a mistake that everyone else makes.

By sticking to the unwritten rules of business cards, you'll end up with a business card that looks pretty similar to everyone else's. That means that your card will be exactly 85mm x 55mm, use friendly fonts and nice colours, and feature your name, your title, your business name and logo, and some contact information.

You don't want your business card to look like everyone else's.

The majority, in any industry or sector are NOT successful. If you want to be successful, you need to stand out.

That means that your card needs to stand out from the crowd, it needs to be unique; it needs to be everything that other cards are not.

You are free to do whatever you want to with your business card. It's YOUR card, after all; and it represents you, so why not pick something that reflects your unique personality?

3. Be Brave

It doesn't really matter what you do, as long as it isn't the same as everyone else.

When was the last time you saw:

A business card printed on the back of a mirror? (good for a beautician)

A business card printed on bits of a smashed plate? (good for a Greek restaurant owner)

A business card printed on a real photo? (good for a photographer)

If someone did give you one of these cards, what would you do? Just slip it into your pocket like usual? No. It's going to be a talking point, and you're going to show it to other people, because you know it's interesting.

That's exactly what business cards are for. They are a tool to get your name in front of more people, and be remembered by them.

The cost of getting these type of business cards printed isn't huge. How many cards do you hand out? 250 a year? 500 a year? At £1.50 each, a year's supply is going to set you back £750. Not pocket money, sure, but a worthwhile investment in an effective personal marketing tool.

4. Don't Overload with text

I often see business cards with too much contact information on them.

It's not helpful, and it often means that the designer has been forced to use a tiny font to cram it all in, so it's not even easy to read.

I don't need multiple mailing addresses, just the one that you mainly use.

I don't need 3 phone numbers and a fax number, and an email address.

People hate guessing games, so my advice is to stick with:

A landline phone number

A mobile phone number

An email address

A mailing address

Because, of course, you'll want to include your web address AND your twitter ID as well, won't you – so we're already filling up here!



By giving careful thought to the information on your card, and limiting the content to what's essential, you'll increase the chances of your business card doing the job that it was intended for.

5. Say what you do

Hypnosis is still seen to be a little obscure, and sometimes your title may not make it clear what it is you actually do.

If this is the case for you – and even if it isn't - you should consider adding a benefit-driven tagline to your card, something like “we help people to _____” or “solving all your _____ problems”. The question that every one of your potential customers will have is ‘What’s In It For Me’, and this is your opportunity to tell them.

A great formula is:

“You know how _____

Well what I do is _____

so that you _____

That statement can then be put on the back of the business card.

6. Two sides to every business card

Don't forget that there are two sides to every business card. A front and a back. Too many business cards are blank on the back, wasting a great opportunity.

You could easily add:

A map of how to get to you

A testimonial

A photo

An offer...

A benefits statement, as mentioned earlier.

7. Make sure your card is easily readable

It's no good handing out hundreds of business cards if nobody gets in touch; that's why *you should give them a reason to*.

Simply add something to your card that's got a significant perceived value and your recipient is much less likely to throw away or lose your card, and much more likely to take action and contact you.

Here are three effective incentives:

- A discount
- A voucher for a free consultation
- An offer of a free report

8. A picture tells a thousand words

You can't put a thousand words onto a business card, but you can add an image. Here are three things that you should consider:

- A photograph of you
- A photo of your product
- A photo of a happy customer (next to a testimonial)
- A fun image, with an entertaining caption

Photos can add colour, personality and interest to your card, and a photograph of you makes it personal.

9. Test for best results

It doesn't matter how brilliant, how beautiful or how arresting you think your business card is, you are not your potential customer.

Testing is hugely important to any aspect of your marketing, and your business card is part of your marketing. Just because your new card looks great, doesn't mean that it's guaranteed to be a success.

You've got to test it, and know that it works, before you have a ton of them printed and start handing them out willy-nilly.

Start small and print a short run of cards.

Hand them out. See what reaction they elicit from the recipients.

What did they say?

How long did they look at the card for?

Did they laugh?

Did they put it straight in their pocket or purse?

Did it create interest?

Did they comment on it?

Did they turn it over?

Did they study it?

Were they careful with it?



These observations are big clues to what your customers and potential customers think of your card design.

By testing your card design in this way, you'll pick up valuable information that will enable you to refine the design and find a business card that will not only spark more interest on the part of the recipient so they'll want to learn more, but cause them to keep the card longer, creating more opportunities to do business together.

10. Look after your cards

Passing a battered and dog-eared business card to a potential customer will immediately undo all of the good work that you've put into designing your card. If you haven't cared for your business card, how can you expect your potential customer to treat it any better once you've handed it over?

Always keep your cards clean and fresh in a protective business card case or holder. This simple act will do a great deal to enhance the recipient's perception of your carefulness, professionalism and attention to detail.