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“Resources for the Single Shop Owner

Business Cards Policy and Procedure

Q: When should you carry business cards?

A: Anytime you leave your home. Keep them in or with your wallet.

Q: Who should you give your business cards to?

A: Pretty much everyone who drives a car. Exceptions for unique reasons should be rare.

One of the best examples of this was a man who owned a local department store—long gone now without him running it. He never got gas at the same gas station. This habit allowed him to hand out a business card with a personal invitation to visit his store every time he got gas. He followed the same system in everything he did outside his home. Restaurants and other stores of all kinds. He was always selling people on visiting his store.

When you hand out your business card – especially if you make a point of designing unique ones – some people will call or make an appointment because not everyone is in love with their current repair shop, or they don't really have one. Odds are that no other shop is handing them a business card!