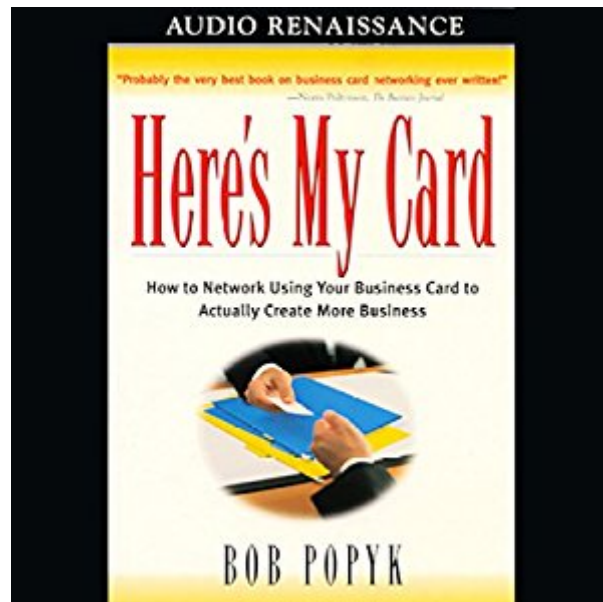




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Here's My Card



Synopsis

How many business cards have you given out over the years? How many have you received? Hundreds? Thousands? Tens of thousands? How many of those people do you stay in touch with on a regular basis? You could probably count them on your fingers. The rest were the people who were happy to give you their card during a few magic moments when your lives crossed. And then they were gone. Vanished. Never heard from again. Maybe you did business with them. Maybe you didn't. Maybe there was a reason, even if it was fleeting. Now if all of those people who gave you all of those cards don't call, don't write, or don't contact you in any way, think of the enormous opportunity you have if you contact them. You do the networking. You do the schmoozing. You develop and maintain your own platinum pipeline. You control your own golden database that could result in a lifetime supply of business. Business cards are a start. Personal linking is what makes things happen. If there's no follow-through, nothing happens. That's what this book is really about.

--This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

In some sense if you read Popyk's columns about selling, you may already know the vast majority of the information in this book: his Acknowledgments section notes that his readers and those who have heard him speak have contributed to the ideas included. The 97 chapters are very short, at times a bit repetitive, and are aimed primarily at people in the various types of sales (whether services or products). One of the main objectives of the book is to provide ideas on how to make you (and your business card) memorable to the people you meet. The second main point is about

follow-up. Most of the remainder of the content is about how to design your own business card. I enjoyed reading this ... folded down a few page corners, and highlighted a few things. So while some of the advice is 'obvious', at least here it's collected all in one place for future reference!

This is a great book. I believe in business cards. When to give them, when to hold them. Great advice on business card usage. I give out a lot of business cards. I was in a book store at the local mall and when I finished checking out I gave the cashier my business card. This book will teach you how to effectively use your business cards, when to use them, and when not to use them. Buy this book, read it, reread it. Use what you learned to get the most out of your business card.

I agree with a previous reviewer who stated "It was too basic...this is stuff any college kid would know." However, that being said, one can't just start in the middle of a topic and write a book. I thought it was more like reading a business cards for dummies edition type book. If you are new and starting out in the business world and never owned a business card, then you should probably read this. Not to say I didn't find a few useful tips, but this book certainly hasn't turned my business upside down or changed my life as the editorial reviews would lead you to believe. Those reviews were probably written by close friends and family. I walk away from this glad I didn't pay full price and got free shipping on the book.

Great information. Written in a light tone yet packed with solid tips. Business owners, particularly small business owners could get great ideas from this publication.

I had the audio for like 10 years and would listen every couple of years, but the book lets me review faster and more often, great ideas in this book

I liked this book. Not a large book and certainly easy to read. Not every tip is right for me but the few I did like, really make sense. Interesting book...a book that the author should update.

A book with some good suggestions for networking. Your card is your best tool - this shows you how to use it.

I don't know what I was expecting, but more clients and a customer list is important to me and this book was a real eye-opener. The thing with the stapler and business cards (I don't want to give it

away) is priceless and costs nothing to do. Networking no-how at it's absolute best. I am getting this book to give away to my clients. It's a real kick.

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