

The Plumbing Business Card - What Makes It Effective?

If you are a plumber and the requests for your services have gotten to be few and far between, you may have often asked "What makes an effective plumbing business card?" True, the attractive design and the glossy finish should count for something but more importantly, your business card should say what the customer wants to hear.

Now this isn't to say that you should not pay so much attention to what your card looks like. A presentable business card is of course the first thing that a potential customer would be looking at so the card's design is also a big consideration. So the first challenge is to get people to look at your card.

More than just the initial impression it gives however, the visuals should then give way to highlighting your plumbing business and how it can help your customers. Some business men spend too much time looking for the best business card and end up letting slip business opportunities. Keep in mind that the nice-looking cards do not always guarantee steady clients and good income.

So, how can you effectively promote your plumbing services via a business card? Here are three simple yet essential tips that should help you be an easy recall for customers who may encounter plumbing troubles.

First, keep the look presentable. Having the most convincing words on your card would hardly be of help if no one would bother to take a look at it in the first place. Now this is not to say that you have to come up with an award-winning design but it does need to be reasonably eye-catching to for you to well, catch the eye of possible customers.

Secondly, a good plumbing business card should contain readable font. Stay away from a merry mix of font types and sizes that will only serve to distract the customer, instead of getting your message across. And if you change phone numbers or move office, change the info by getting a new batch printed - no crossed-out numbers or addresses please.

The last but definitely not the least aspect to take into consideration is the actual words. It's difficult to squeeze in so many words in a 2.5" by 3.25" sized paper so give a lot of thought to what info should be included. Basic contact details are a must but aside from this, your card should also say what your plumbing service can offer like 24/7 and guaranteed service.

If you want a plumbing business card that will get to the customers, try talking about what they want to hear too. While yes, it is very important that you get the people to like your card, it is just as important that your card convinces them to call your number when they are faced with plumbing troubles.

About the Author

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