



CONTINUING EDUCATION THAT MAKES A CHANGE

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Take your time and enjoy the process of learning.

When you are done with the course, take the posttest. When you pass the posttest (70% or higher) and pay the course fee (\$10 per unit), you will be issued a CEU Certificate of Completion.

Enjoy!

This is a side bar:

You will not be tested on the side bar information unless it is a highlight of information from the text.

Course Name:	Your Most Important Marketing Tool Costs 5¢
Course Number:	Business 1203
CEU:	3.0
Instructor:	Philip Copitch, Ph.D.

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COURSE OBJECTIVES

1. You will study the ethical and legal requirements of your business card advertising.
2. You will read examples of hutzpah marketing a private practice, group practice or agency.
3. You will study ways to save money on printing costs.
4. You will experience how focusing on your potential clients' needs positions your private practice for growth and profit.
5. You will see *secrets* of how to circulate your business card.

SUGGESTED PREREQUISITE COURSES

Business 1201: Are Therapists Allowed to Make Real Money?

Business 1202: The One-Paragraph Business Plan

INTRODUCTION

Welcome to the beginning of growing your successful private practice, group practice or agency. Your most important marketing tool is your business card. No, really, I'm not kidding. Let me prove it to you.

If you had \$5,000 dollars you could put up a billboard on a busy thoroughfare by your office. Hundreds or even thousands of drives would pass by it everyday. Over the course of a month you would be able to teach many drivers what you think they should know about your business. For a few moments you would have a captive audience as each driver glances at your well-designed sign. If traffic backs up your sign gets noticed for minutes or (sadly for the driver) hours.

Your attitude, not your aptitude, will determine your altitude"

Zig Ziglar

I want you to think of your business card as your pocket size billboard. To the eye of the reader they are about the same size. I want you to think of what you would like to teach everyone, through your business card, about your practice.

In this course we are going to look at how a therapist can use her card to get information into the mind of the public. This information will let potential patients and referrers find your practice. We will also cover the ethical issues of advertising for MFT's and LCSW's.

HUTZPAH MARKETING

A boring, uninformative, therapist centered business card is a waste of time and money. That's right, even the paltry 5¢ should not be wasted.

I advocate for hutzpah marketing! Hutzpah marketing is business boldness coupled with supreme self-confidence. It is the art of doing something right, fairly and with value. An old Yiddish joke illustrates the power of hutzpah.

A man murders his mother and father. Then he throws himself on the mercy of the court because he's an orphan.

Now that's hutzpah!

Business is said to be cutthroat, but that is not what I am teaching. I am talking about being basically lazy and getting a lot done. I want you to do what works and skip the aggravation of wasted effort. A hutzpah marketer doesn't waste time or money. She works hard and plays hard while loving it all. She has clear goals and follows them. She looks at her options and makes only well informed decisions. Once a decision is made she does not second-guess herself. She is confident that she did her homework and is now following a sound course of action. A hutzpah marketer can make a decision. She is task oriented and prides herself on task completion.

A hutzpah marketer won't spend a dime if 9¢ will do. But, she is not cheap. She is value oriented. When making purchases she is value conscious. She is future oriented and sees that she is investing in her business, not merely spending money.

For everything you must have a plan.

Napoleon

A hutzpah marketer is ethical. She carefully abides by the ethical standards of her profession. The ethical standards are incorporated into the very foundation of her business plan. (See, Course 1202: The One-Paragraph Business Plan.)

We are going to develop a Hutzpah Business Card, but first let's look at a regular non-hutzpah business card.

A BORING PROFESSIONAL BUSINESS CARD

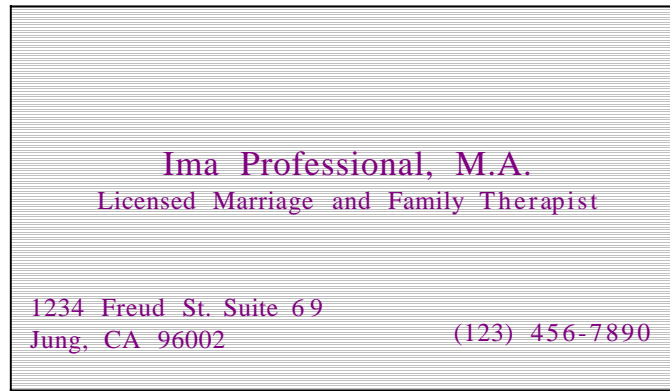
If you ask professionals why they have business cards they tend to look at you strangely and answer with one of two statements:

1. Because I'm in business.
2. So I can conveniently give out my basic information: name, address and phone number.

That is not hutzpah talking!

For most professionals a business card is just a 2 inch by 3.5 inch piece of card stock with ones name, address and phone number. Some are fancy with bumpy ink and nicer paper.

They look like:



This is a basic card that makes a few assumptions:

1. The reader doesn't need or want more information.
2. The reader has 20/20 vision.
3. The reader is already aware of what a Licensed Marriage and Family Therapist offers, and more specifically, what you offer.

Some professionals add a logo to brighten up their business card:



This adds a nice focal point, but why? What has Ima Professional taught the reader about her practice?

Let's look at what has to go onto your business card and what should go on your hutzpah business card. Then we will learn how to develop a hutzpah business card.

WHAT YOU LEGALLY NEED TO HAVE ON YOUR BUSINESS CARD

It is outside the scope of this course to give a comprehensive overview to the ethical considerations of our profession. The California Association of Marriage and Family Therapists (CAMFT) offer excellent resources. Their website, <http://www.CAMFT.org/> is packed with valuable information. It is updated regularly and is the standard you will be held against. Membership in CAMFT is a must for you to conduct your practice in a knowledgeable manner. Their booklet entitled: *Ethical Standards for Marriage and Family Therapists* is a must read reference. I have excerpted the section concerning *advertising* for your convenience:

10. ADVERTISING

Marriage and family therapists engage in appropriate informational activities, including those that enable lay persons to choose professional services on an informed basis.

10.1 Marriage and family therapists accurately represent their competence, education, training, and experience relevant to their professional practice.

10.2 Marriage and family therapists assure that advertisements and publications, whether in directories, announcement cards, newspapers, or on radio or television, are formulated to accurately convey information that is necessary for the public to make an appropriate selection.

10.3 Marriage and family therapists do not use a name which could mislead the public concerning the identity, responsibility, source, and status of those practicing under that name and do not hold themselves out as being partners or associates of a firm if they are not.

10.4 Marriage and family therapists do not use any professional identification (such as a business card, office sign, letterhead, or telephone or association directory listing) if it includes a statement or claim that is false, fraudulent, misleading, or deceptive. A statement is false, fraudulent, misleading, or deceptive if it a) contains a material misrepresentation of fact; b) fails to state any material fact necessary to make the statement, in light of all circumstances, not misleading; or c) is intended to or is likely to create an unjustified expectation.

10.5 Marriage and family therapists correct, wherever possible, false, misleading, or inaccurate information and representations made by others concerning the therapist's qualifications, services, or products.

10.6 Marriage and family therapists do not solicit testimonials from patients.

10.7 Marriage and family therapists make certain that the qualifications of persons in their employ are represented in a manner that is not false, misleading, or deceptive.

10.8 Marriage and family therapists may represent themselves as specializing within a limited area of marriage and family therapy, but only if they have the education, training, and experience which meet recognized professional standards to practice in that specialty area.

10.9 CAMFT clinical, associate and prelicensed members may identify such membership in CAMFT in public information or advertising materials, but they must clearly and accurately represent whether they are clinical, associate, or prelicensed members.

10.10 Marriage and family therapists may not use the initials CAMFT following their name in the manner of an academic degree.

Board of Behavioral Sciences (BBS) website is packed with information concerning all aspects of your practice. You can find it at:

<http://www.BBS.ca.gov/>

10.11 Marriage and family therapists may use the CAMFT logo only after receiving permission in writing from the Association. Permission will be granted by the Association to CAMFT members in good standing in accordance with Association policy on use of CAMFT logo. The Association (which is the sole owner of its name, logo, and the abbreviated initials CAMFT) may grant permission to CAMFT committees and chartered chapters in good standing, operating as such, to use the CAMFT logo. Such permission will be granted in accordance with Association policy on use of the CAMFT logo.

10.12 Marriage and family therapists use their membership in CAMFT only in connection with their clinical and professional activities.

Violations of these standards should be brought to the attention of the CAMFT Ethics Committee, in writing, at CAMFT's administrative office, 7901 Raytheon Road, San Diego, CA 92111-1606, or at such other address as may be necessary because of a change in location of the administrative office.

The legal experts at CAMFT answered the following question in the FAQ section of the CAMFT website: It is excerpted here for your convenience: See: ([CAMFT-FAQ](#))

What should I include on my business card or in advertising?

The business card or advertising should not be false, misleading or deceptive; and should either spell out the full title of the license, e.g., "licensed marriage and family therapist," or one must use the license number, e.g., "MFT 12345." If the word psychotherapy or psychotherapist is used in the advertising or on the business card, one must spell out the title of the license, e.g., "licensed marriage and family therapist."

Persons who are prelicensed need to indicate that they are not yet licensed, e.g., "marriage and family therapist registered intern," and indicate that they are working under supervision, e.g., "supervised by Jane Doe, Licensed Marriage and Family Therapist or MFT 12345."

HUTZPAH BUSINESS CARD

A hutzpah business card is a fingertip billboard that lets the holder receive your message in three seconds. Ask yourself this question:

If you had only three seconds, what would you want to teach the public about your practice?

Don't get concerned about the three seconds. That's a lot of time when it comes to holding someone's attention. In the first 3 seconds you have to get the reader to want to spend more time learning more about your offerings. If your card has relevant information to the reader, your card goes home with them and it becomes a reference card for them.

What goes on your hutzpah business card? Your positioning statements so that potential patients and referrers know you're the right therapist for the job.

This information is part of your one-paragraph marketing plan. (See: Course 1202: The One-Paragraph Business Plan)

Your one-paragraph marketing plan answered the following questions:

What benefit do you offer your patient?

Who is your patient?

What is the personification of your business in the community?

How does your patient find you?

Let's see how Bob's one-paragraph business plan helps develop his hutzpah business card

Bob's one-paragraph business plan:

I help angry men reinvest in their lives and their community. I work with angry men who can afford private therapy. These men want to avoid jail and/or want to reinvest in their family and community. I am a private practice therapist who helps angry men rebuild their lives from the destruction of their own behaviors. Their doctor, their attorney or their victim's therapist, hand potential patients my well-designed treatment package.

What key thoughts might Bob wish to teach the public about his practice (his positioning)? Focus on the benefit that your reader can obtain:

Help for angry men

Bringing families back together

Leave destruction behind

Private practice (confidential, high end)

In community (Community based)

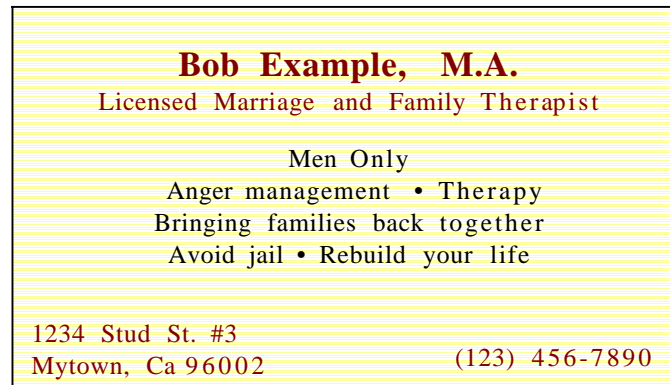
Avoid jail

Rebuild your life

Works with your attorney

Male therapist

Here is bob's first attempt at a hutzpah card. It is much better than a boring waste of 5¢ card, but it is only a first attempt:



This is good start but it is too confining. A hutzpah marketer doesn't limit himself to convention. Hutzpah is expansive—it is powerful.

BUILDING YOUR HUTZPAH BUSINESS CARD

A business card is not limited to 2 inches by 3.5 inches. Think about this for a moment. If a driver stopped in traffic was stuck in front of your billboard, wouldn't you want it to teach the driver about your services? In fact, with hutzpah thoughts wouldn't you want your signage to be interesting, informative? Wouldn't you want the signage to motivate the driver into action? Motivate the driver to call you? To refer to your practice? Wouldn't you need space to put all this motivational stuff? In billboards that means mega bucks. But, in business cards, that means pennies.

The standard card is 2 x 3.5 inches and it has two sides. A hutzpah card can be whatever you want. Think of them as mini brochures. A fold over card is 3.5 x 4 inches, two sided. When folded it is the standard 2 x 3.5 inches with attitude. This card costs a few pennies more but gives you an easel to create your masterpiece. You have two 2 x 3.5 areas and one 3.5 x 4 area. The card can be printed either tall or wide. Now we're talking. Let's create...

Figure 1 is your work area:

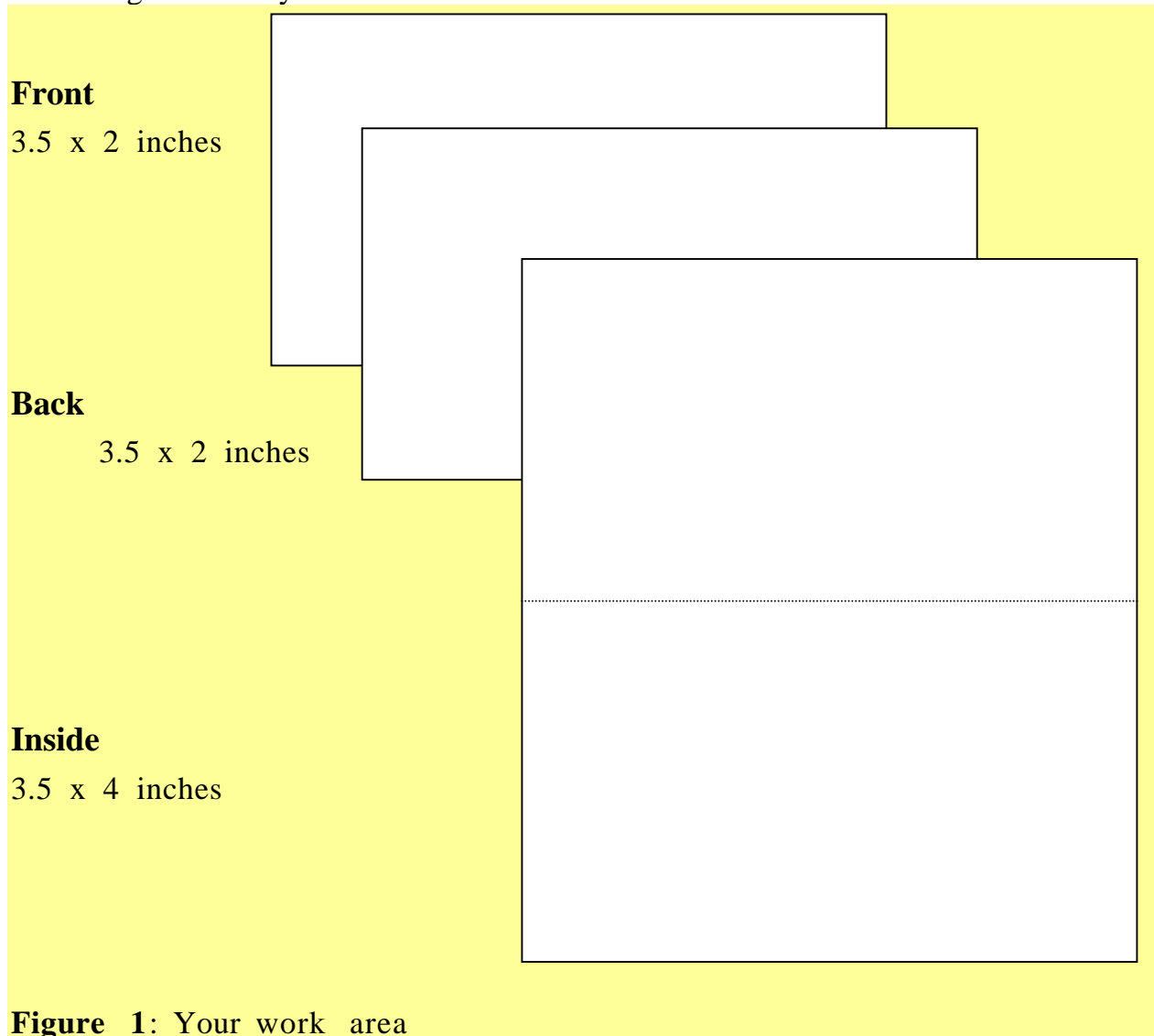


Figure 1: Your work area

Keep the following in mind while you create:

Use	Avoid
<ul style="list-style-type: none"> • Clear and accurate words • Give your qualifications • Offer to treat within your scope of practice • Show how your practice is user friendly: <ul style="list-style-type: none"> ○ We do your insurance paperwork ○ Evening appoint- 	<ul style="list-style-type: none"> • Misleading statements • Testimonials • Guarantees • Braggadocios statements • Only offer what you actually do, not what you wish or hope to do. • “Friendly Staff” is mean-

ments

- No cost initial session
- Common words
- Use a logo if it adds to your message:
 - Add a feeling
 - Teach something
 - A logo of a family teaches family counseling. A logo of a couple, teaches couple counseling.
 - Teddy bears, lambs, puppies teach caring.
 - Association logo teaches professionalism.
 - Religious symbols tend to limit.

Why choose you – Say it!
Be positive, uplifting!

ingless. Who wouldn't say that? Show that your staff is friendly with action words.

- Jargon
- A logo for the sake of having a logo:
 - A shape or swirl is not a logo.
 - Generic logos are generic and make you look generic!
 - A picture of your office tells potential clients that they will be paying your mortgage.
 - A photo of your cat, dog, or horse tells the reader that you're a little confused about who you treat. Use a line drawing to teach a feeling.
 - Photos of your family. Seems like a testimonial.
 - Religious symbols tend to limit.

No negative statements.

Hutzpah copy

Hutzpah copy is written text with a purpose. Its purpose is to sell you to your target population. These are the words that teach your positioning.

Professional copywriter's are a creative (and highly stressed) bunch of individuals. They tend to paint pictures with words and marshal the

reader to action. An old copywriters saying is, “If I had more time I would have said it shorter!”

In copy writing, words count. You want to use the best word for the job. You want every sentence to be as long as it needs to be and no longer. Every word needs to be the correct word. Your goal is to influence the reader.

I once worked with a group of medical doctors that mortgaged their homes to raise half a million dollars to open a “doc-in-the-box” in a busy mall.

After thirty days they were fearful that they were going to lose everything. They had staff, equipment and medical skills. But, they had no patients. When I met with the group I pointed out two major problems with their business start up plan:

Marketing is defined as anything you do to get or keep a customer. For people who think they hate marketing, the good news is that customer service is the best marketing

Rick Crandall, Ph.D.

1. The public did not know what their name, “Ambulatory Care Clinic” meant. Medical jargon on the expensive sign made the sign worse than useless. I advised words like: Walk-in, Prompt, Immediate, Now, At-Your Service. If the public doesn’t know the word, they will assume that they don’t need to know it, if they think about it at all.
2. The doctors sent out fancy invitations to all the doctors in town. They had a nice open house and sipped wine and munched cheese. Only the doctors’ “competition” knew of the “Ambulatory Care Clinic.” (They also knew what ambulatory means.) Potential patients did not know of the new clinic.

I advised that the group spend some money on “patient friendly” hutzpah business cards and some radio public information publicity and advertisement. (This PR stuff is discussed in another course.)

Showing off to other professionals is not hutzpah marketing. It is ego stroking! I advise that you build up your bank account; it does wonders for your feelings of self worth.

When writing copy, keep your sentence structure short, 7 to 10 words are ideal. Your copy should paint a picture for the reader.

What’s in a name and the initial salad?

Which one of the following therapists is better qualified?

Natalie Attired, M.A.

Amanda B. Reconwith, M.A., MFT
Member, CAMFT
Member, AAMFT
Associate, APA

With the above information, who would know? What another therapist knows is that Amanda seems to pay a lot of dues. But, this *initial salad* gives no information concerning qualifications.

Now, let's ask the same question to a potential patient. Joe Public assumes that Amanda B. Reconwith is more qualified because she has more initials after her name. More means better for most consumers.

Should I have a business name?

A *Fictitious Name* or *Doing Business As* (DBA) allows a person to use a name other than his or her own. If you use your own full name, most counties do not require a DBA. If your name is Mary Smith but you wish to call your business, *Smith's Counseling Center*, you will need a DBA.

A DBA is usually obtained from your local county clerk's office. It is usually require a few pages of paperwork and a \$15 to \$150 fee. Most counties require that you also notify the public of you new DBA by placing a Legal Notice in the local newspaper.

Two companies in one county cannot have the same name. You cannot have a name that may mislead the public to think that you are another company. For example, you cannot call yourself Mercy Hospital Counseling Center implying that you are part of Mercy Hospital.

Large corporations spend a lot of money protecting their corporate name. You do not want McDonalds making legal ground beef out of you or Chevy's smushing you under a truckload of lawyers. Follow the CAMFT ethical standards to protect yourself.

A business name versus your own name is too large a subject for this course. I can only touch upon it.

There are 3 major reasons to have a DBA:

1. Credibility:

Oral Lone, MFT seems small.

Tri-Counties Counseling Center seems huge.

Your-County-Name Treatment Associates sounds well established.

Meadow Brook Counseling Center sounds nice.

Note, that your patients are going to expect a meadow or a big office building if your name implies one.

Bigger is not always better. Many patients are not looking for a company to do therapy with them. Many are looking for an individual or quaint practice to help them.

2. You're the boss if your name is on the door:

If your name is on the door, many patients will only want to work with you.

Some practices have used this to their advantage. If one of the therapists is well known, other therapists can ride her shirttails. This can be good or bad. As long as the well-known therapist wants to work, the practice can grow. Problems can occur if the well-known therapist wants to leave or if you don't get along with the well-known therapist. If the well-known therapist gets bad press, all suffer.

If you are the well-known therapist, you have to make sure all the other therapists are toeing the line on a regular basis. Many find it lonely at the top.

3. You can sell a business name:

"Meadow Brook Counseling Center" could be worth a lot after it grows a good reputation for 20 years. At the end of a career, a hutzpah marketer can sell the building and her practice name when she retires (or moves).

"Oral Lone, MFT" may have a great practice but it is not a commodity that is easily sold later.

Hutzpah logo

The purpose of a logo is to convey a feeling and to be a focal point in the reader's minds.

Logos are expensive to use correctly and I honestly tell you that the average therapist does not need a logo to grow a thriving practice. I have heard lots of sad tales of inexperienced therapists spending thousands of dollars for graphic artists to develop a “killer” logo for them.

Overall, logos are expensive, but they do work. Logos are not a necessity. Getting your name out is a necessity. Many of my consulting clients add the logo years after they are established.

For logos to work you have to put them on everything your business produces. The logo IBM has been plastered on billions of things over the years. Few people know that IBM stands for International Business Machines. More people know the company as Big Blue: IBM.

A name can be your logo; it works well for Xerox, Kodak, and McGraw Hill.

A graphic is usually the choice for conveying a feeling. A dentist I know uses a simple drawing of a puffy cloud with two soft “W’s” for far off birds. His tagline reads “Gentle Care.” This is an effective logo for a dentist.

A logo needs to be versatile. It needs to work in lots of different locations, some big—some small. Color is very effective in a logo, but it should also print well in grayscale. Color is expensive to print but adds a lot to the presentation.



CEUforTherapists.com uses their tagline well integrated into the Logo. The bear is cute, the computer is prominent and the company contact information is easy to notice. This is a 3-color logo (black, red and

brown), keeping down printing costs (the nose is a half tone of the brown and the gray is a half tone of the black).

To keep down costs you dream up what you want as your logo. Bounce it around for a while. You can find an artist within your circle of friends and family. I know a chiropractor who got a great logo from a 14-year old cousin with a knack for drawing. Hutzpah marketers are creative. Be cautious when hiring a graphic artist. They know art, not marketing. A logo is not *art* it is a marketing tool.

What makes a logo a good logo?

- Instantly recognizable, makes a clear statement.
- Produces a desired feeling within the reader.
- Clear artwork even when small.
- Works in color and black and white. The *feeling* of the art cannot be dependent on the color.
- Your name incorporated or sits well, right next to it.
- A tagline should be the most important thing you want to teach about your company.

It's time to start playing with your own card mock-ups, yeah! Don't bother cutting up paper into card size shapes. That will just drive you nuts. Use regular, and cheap, 8.5 x 11 copier paper. You'll need lots, so crack open a ream of paper. Half of one sheet is a front or a back cover. A full sheet is the inside of your business card. I advise you not to draw on both sides as it will "bleed" through. As you go along you can tape paper together to make a mock-up.

Now allow yourself to be creative. Write big! Use colors. Experiment. Get creative. Go too far—then throw that one away.

Express yourself. Keep checking with your one-paragraph marketing plan and the subsequent list of important positioning words. Don't forget to check with your profession's advertising regulations. Be honest. Write from the point of view of the potential patient or the referrer.

Unused talents give you no advantage over someone who has no talents at all.

Mark Twain

GETTING YOUR CARD PRINTED

This is the easy part. You take your mock-up to a local printer or an office superstore. I recommend a local printer because you will get better service and the local printer can be a referrer to your practice.

Ways to save money on printing:

- Have your business cards and office stationary printed at the same time. Buy bulk if you can afford it. You should use up 5,000 cards in a few months or you are not growing your business.
- Typeset it yourself or get it typeset by that computer nerd brother of yours who eats for free at your house all the time. Resist printing your masterpiece on your \$100 ink jet printer with the pull-a-part business card paper. It looks cheap, and I'm being very polite when I say that. It also is not cost effective. You are going to hand out tons of your business cards if you have hutzpah. (Relax, I'll show you how shortly.)
- If you don't do a lot of report writing and you do have an above average computer and printer, you can print the stationary as a template whenever you need it. You will need moderately priced stock to print your reports on.
- When the printer shows you his paper choices listen politely then you say, "I want that kind of paper there in a comparable no name brand." He will start with expensive, designer paper. You don't need that expense. You need good quality, moderately priced stock. A hutzpah marketer does not spend a dime if 9¢ will do! You are shopping for value not vanity.
- It is worth your time to comparison shop for a printer. Get at least three competitive bids.

HANDING OUT YOUR HUTZPAH BUSINESS CARDS

I am pretty sure that most business cards go unused, even the boring ones. But a hutzpah marketer puts the little billboards to work. In this section I am going to give you secrets of how to put your business cards to work. But first, a story...

Back when I had been in practice for around 15 years a woman made an appoint. During the initial minutes of the intake interview she pulled out one of my cards from the paperback she had in her purse.

New patient: I've been using your card for my bookmark.

Dr. Phil: Looks pretty beat up...

To achieve, peak performers focus on only a few things at a time.

Eugene Garfield

New patient: I've had it for over 7 years (She started to cry).

It turned out that this woman picked up my card during a PTA meeting at her son's school. When I asked her why it took so long for her to call she simply replied, "I wasn't ready to talk about it."

Business cards have a life of their own. I have had new patients tell me lots of interesting things:

You've been on my dresser for a month.

You've been in my wallet...

I stuck your card on the bathroom mirror so I would remember to call you.

Your card has been nagging me from my change saucer for months.

I found you on my sister's refrigerator...

The one that still surprises me...

I don't know where I got your card.

A hutzpah business card is a powerful marketing tool. For just pennies you get to place your information in peoples homes and work places.

Shhhh, this is a secret

How to hand out business cards comfortably:

1. The most important secret is that you place your card into every hand you can. (It is really not a secret, but it seems like it is because so few people do it.)
2. A hutzpah marketer always gives two cards. If they say, "You gave me two." Respond with a smile, "That's ok, give one to a friend." I often hear something like, "My friend Susie is always fighting with her husband." Or "Everyone I know could use your help!"

3. If you are doing business with somebody you say, “Do you have a card?” They usually won’t. “Here is one of mine.” (Refer to secret #2.)
4. When you give a tip at a restaurant, assuming you are a fair tipper, leave two cards.
5. Whenever you are asked for your name, like at a hotel check-in or the vet’s office, hand them two cards and say, “All that information is on my card.”
6. When you pay a bill or send something in the mail, always put in two cards.
7. I have my web site information on my card, CopitchInc.com. I have a *links page* with lots of valuable links to needed information. Regularly I say, “If you go to my web page there is a link to...” people appreciate the leads.
 - a. Yesterday while waiting in line at Costco I gave out cards to two women who were talking about one of their baby’s ear infection. “Have you been to Healthcentral.com on the internet? No? They have lots of valuable information about ear infections and children’s health. Here’s my card. If you go to my website (pointing to the web address on my card) you can skip right over to get the information you want.”
 - b. That same Costco trip I ran into a parent of one of the children that does martial arts with my boys. “Hi dad (didn’t know his name), did you see the pictures of the kids from the last competition? No, oh they’re great, if you go to my website, (Pointing at web address on card) you will find the link to the pictures.”

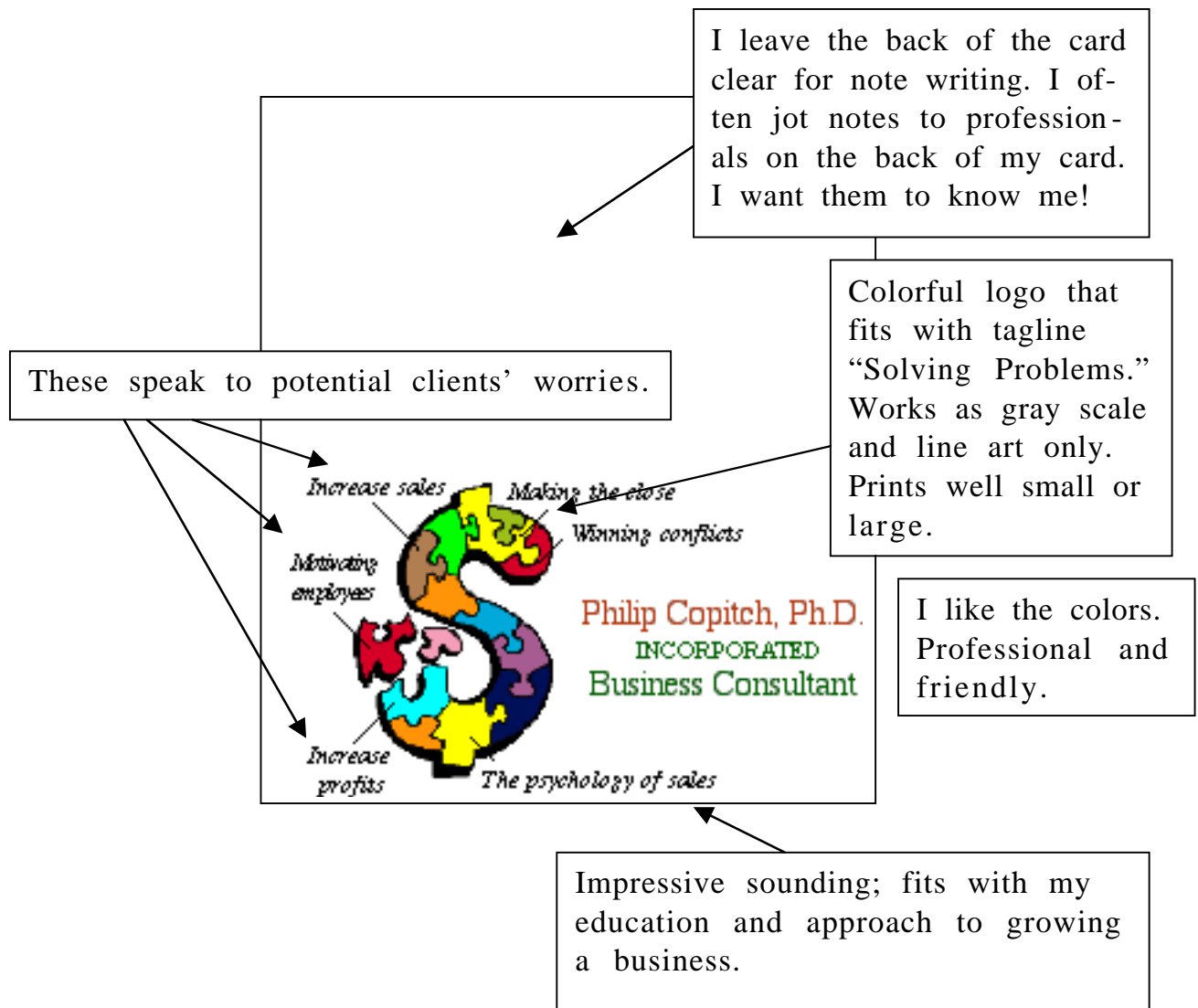
This took only moments and I get good will along with my cards circulating.

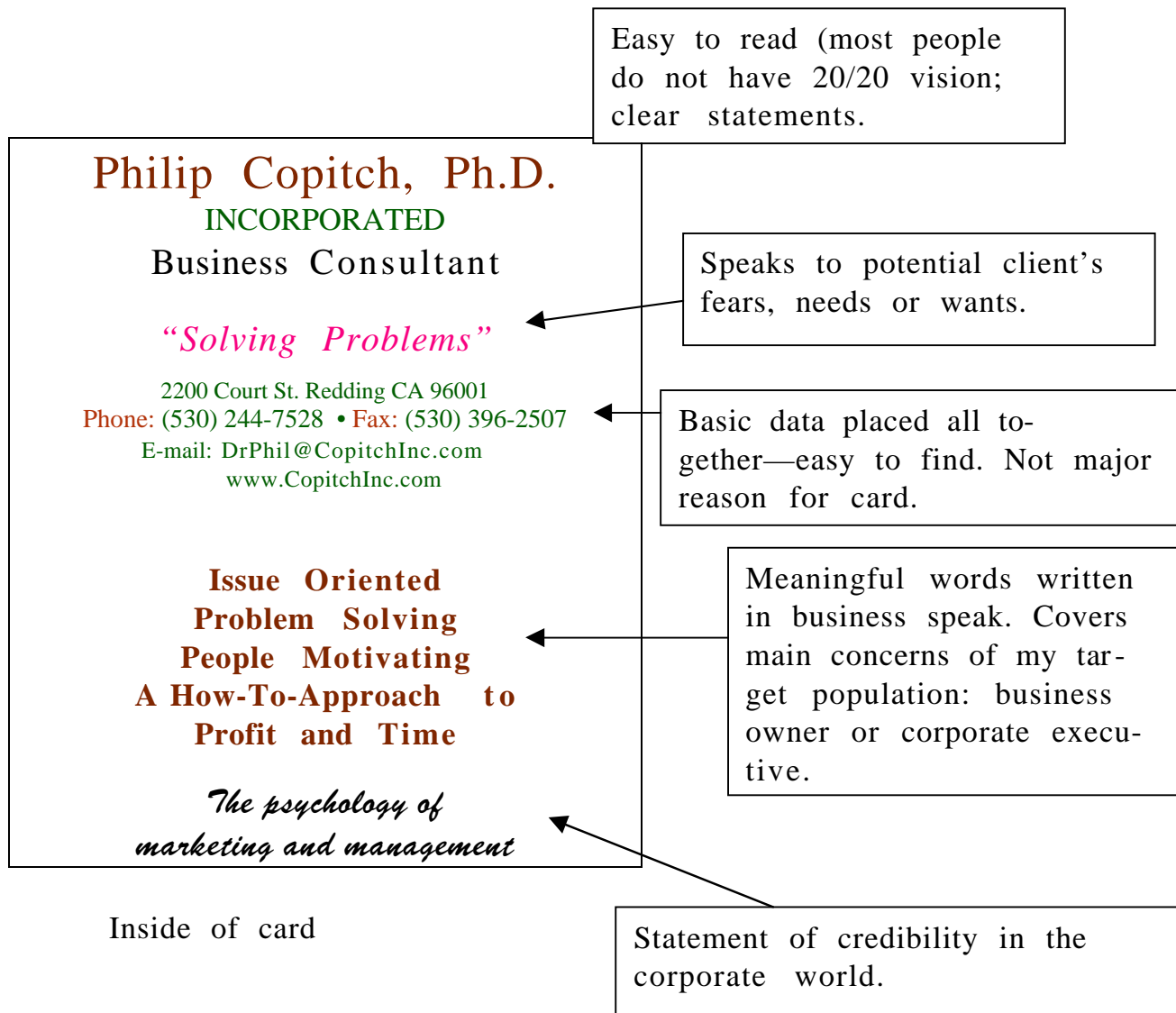
8. If I need to give someone a number or something, I write it in the margins of my hutzpah business card.
9. I use the backside of my card for my next appointment information. Patients end up with stacks and tend to give them to others.
10. Ask friends, who are professionals, if you can give them a plastic holder filled with your business cards for their waiting room. Send them replacement cards every few months.
11. If you send a thank you card, get-well flowers or a fruit basket, add cards.

LET'S DISSECT DR. PHIL'S CONSULTATION HUTZPAH BUSINESS CARD

You don't need just one card. You are allowed to have different cards for the different hats that you wear. I have a therapist card and a business consultant card. Therapists always want to see my therapist card. But, I find that if I critique my card, students are influenced by it so much that they copy my card, probably unconsciously. Let's take apart my business consultation card:

Front and back of card:





WANT MY OPINION?

After you have gone through the process of developing your hutzpah card I would be happy to give your card a once over. Fax it to me or send it to me by E-mail attachment. Please don't send me pages. Please limit yourself to only one or two pages.

Fax #: (530) 396-2507

E-mail: DrPhil@CopitchInc.com

POSTTEST

When you're ready, take the posttest to obtain your CEU certificate. Your test consists of 5 multiple choice or true/false questions per Continuing Education Unit (3 CEU course = 15 questions).

