



Elements of a Great Business Card

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Front

- Logo and/or Company Name
- List of Key Services – Easy to Scan
- Contact Information – Main phone, Mobile Number AND Email (Website)
- Your Guaranty (or some other compelling point about your business that hits a “hot button” for the homeowner)

Back

- Create a mini-consumer report – “5 Questions to ask any landscape contractor before you hire them” or “5 questions to evaluate a landscape contractor’s service and reputation”.
- Focus on YOUR strengths – length of time in business, design experience, certifications, safety training etc. (Stuff other landscape contractors can’t easily copy)
- Key – when you hand it out – hand it out with the back side up and say – “I am a landscape contractor and here are some key questions you should ask to evaluate any landscape contractor’s service and reputation.”
- Then turn it over to the front and say “I’m Mike Jeffries and we back every project with a 5-year guarantee” or whatever your guarantee is. You can also put something else compelling on the front as long as it is unique and hits a “hot button” for the homeowner.