



Here is how to turn your business card into a Referral Magnet!

MAGIC PHRASE to print on the back of your business card:

“The purpose of my business is to provide you with such a high level of service that you gladly introduce me to your friends, family, and anyone else you know who might need my help. After all, a referral is introducing someone you care about to someone you trust.”

Here is exactly what you say as you present your business card:

“Here’s my card, Jim. All of my contact information is on the front of the card. And when you turn the card over you’ll see my business philosophy printed on the back.”

And when they look at the back of your card, you say:

“My purpose is to provide you with such a high level of service that you gladly introduce me to your friends, family, and anyone else you know who might need my help. This is the true purpose of my business. This is how I guarantee that all of my customers receive the highest level of service.”