

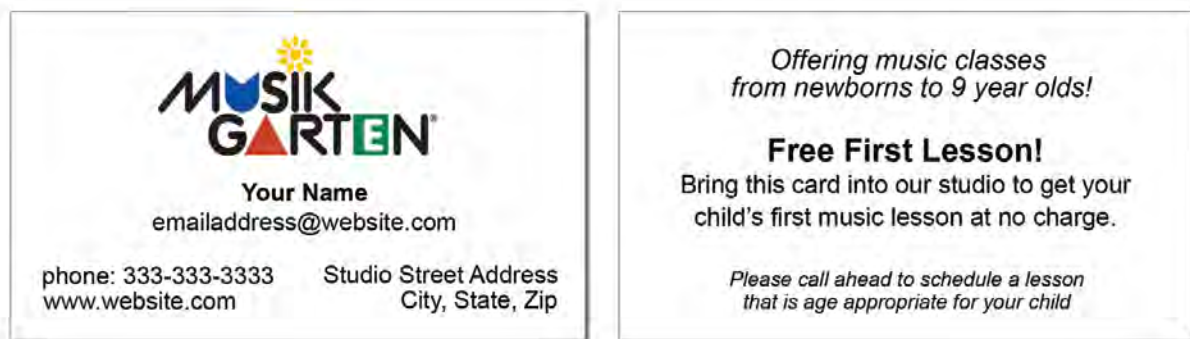
Business Cards and Postcards

Business Cards

Business cards are important to provide basic information to potential new customers. They also help to legitimize a business as established and professional. Musikgarten provides high resolution logos on its Teacher's Extranet for use in a variety of marketing and advertising, including business cards. When creating a business card, consider the following:

- What information do you want to include on your business card? It is recommended that you include a logo (whether Musikgarten or your own), your name, phone number, web site domain, and email. If you your studio has a storefront, a street address is also helpful.
- How will you use your card? Will you hand them out when you meet people during the course of your day? This may determine how many cards you would like to print the first time.
- Will you put the same info on a label to stick to the Musikgarten brochures? Consider getting stickers at the same time as cards to make good use of the professionally designed brochures that Musikgarten has available.
- Give a brief description of what you offer, either as a tagline (or catchphrase) under your logo, or as more detailed bullet points on the back.
- Consider using the back of the card to further explain your business, or as an incentive to get prospects into your studio, such as *Free First Lesson*.

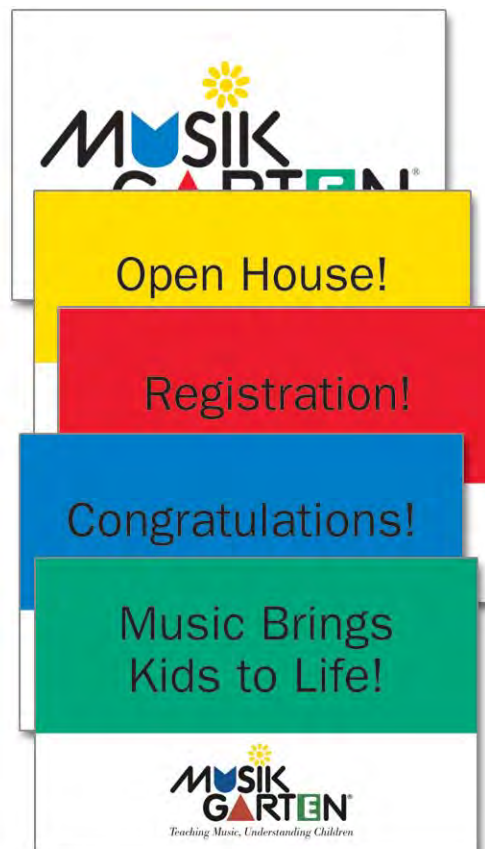
Here is an example of a business card layout for front and back:



Postcards

Musikgarten also offers, glossy, colorful postcards on which your studio information can be printed on a home printer. These can then be handed out to people you meet at the grocery store, school, or gym. Public or private organizations such as the library, a pre-school, daycare, or pediatrician's office may allow you to leave a stack in the waiting room.

- Print your contact information on the back using a home printer, or use pre-printed stickers.
- If you have a personal contact list of addresses, these postcards can be mailed out. Lists with very specific selects, such as age of children in household, zip codes, etc., can also be purchased through list brokers such as InfoUSA,
- The Post Office offers a special rate if a minimum quantity is mailed and your information stays within their specified print areas on the back of the card so that it can be processed by machine at the post office.



Here is a diagram of the “safe” print areas for the Post Office machine processed rate and suggested contact information to include:

