

THE BIG FOUR!!

Photo Niche

What are the most successful dealers selling?

The Big Four designs are: 1. the photo of the front of a building 2. A photo of a product 3. A photo of service 4. A photo or portrait of a salesperson.

As an ongoing effort by Power Graphics to share helpful information with dealers, I am continuing “**The Big Four**” series that is an absolute proven method of selling business cards. Placing a photo on a business card changes it from a communication device to a marketing tool! I’ve been told that a knowledgeable dealer can confidently advise the client to the design and photo that will be most effective for their business.

One of the questions I run into is, “Nick, what do I take a photo of?” Listed below are examples of businesses and recommended photos to be taken. Once you start looking at the simplicity of this niche you’ll be able to analyze and confidently advise your clients to create POWERful marketing tools.

Automotive Services	Store Front - Service Activity	Tree Service	Tree
Automotive Dealership	Store Front - Car - Salesperson	Tire Store	Store Front - Product
Insurance Agent	Portrait - Background Image*	Office Supplies	Store Front - Product
Real Estate Agent	Portrait - Background Image*	Window Installer	Product - Installation
Money Manager	Portrait - Background Image*	Country Club	Store Front - Highlighted Service
Hair Salon	Store Front - Inside of Store	Plumber	Service Vehicle - Service Technician
Candy Store	Store Front - Inside of Store - Candy	Recycler	Store Front - Materials
Music Store	Store Front - Inside of Store - Instrument	Doctor	Store Front - Portrait
Restaurant	Store Front - Inside of Store - Food	Manufacturer	Corp. Office - Product
Home Builder	Home - Building in Progress	Machine Shop	Specialized Equipment
Motorcycle Services	Store Front - Inside of Store - Product	Sales Representative	Portrait - Product
Landscaper	Equipment - Landscape	Satellite Services	Product
Carpet Store	Store Front - Carpet		

*Background Image = A generic background from www.photos.com

Having a good digital camera, design form and the nine common designs is a sure way to close a sale. If you’re not selling digital photographs and your marketing knowledge... your just selling price.

Marketing tools work better with photographs! That’s the niche.

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The Building

The Big Four designs are: 1. the photo of the front of a building 2. A photo of a product 3. A photo of service 4. A photo or portrait of a salesperson.

Business Card Design Form Client Company: Tri-City Nissan

1. Standard Layout or BCE To save time proofing fill out with the customer present. Use this rectangle to layout the business card

Sample Card 2. One or Two Sides? Design Form Front Back

NOTES:

NEW Logo

Building

SCRIPT → "SINCE 1959 THE COMFORTABLE PLACE TO BUY" 300 WEST AVENUE • TALLMADGE, OH

Tom Howard
330-633-3234

3. Colors Black

4. Photos: Number of Photos? 1 photos.com stock#

Name of Photo:	Name of Photo:	Name of Photo:
<input type="checkbox"/> To Be Scanned	<input type="checkbox"/> To Be Scanned	<input type="checkbox"/> To Be Scanned
<input type="checkbox"/> Emailed to Office	<input type="checkbox"/> Emailed to Office	<input type="checkbox"/> Emailed to Office
<input type="checkbox"/> On Disc or CD	<input type="checkbox"/> On Disc or CD	<input type="checkbox"/> On Disc or CD
<input type="checkbox"/> On File	<input type="checkbox"/> On File	<input type="checkbox"/> On File
<input type="checkbox"/> Screened	<input type="checkbox"/> Screened	<input type="checkbox"/> Screened
<input type="checkbox"/> Square	<input type="checkbox"/> Square	<input type="checkbox"/> Square
<input type="checkbox"/> Solid	<input type="checkbox"/> Solid	<input type="checkbox"/> Solid
<input type="checkbox"/> Circle	<input type="checkbox"/> Circle	<input type="checkbox"/> Circle
<input type="checkbox"/> Bleed	<input type="checkbox"/> Bleed	<input type="checkbox"/> Bleed
<input checked="" type="checkbox"/> Oval	<input type="checkbox"/> Oval	<input type="checkbox"/> Oval
<input checked="" type="checkbox"/> Feathered Edge	<input type="checkbox"/> Feathered Edge	<input type="checkbox"/> Feathered Edge
<input type="checkbox"/> Clipping Path	<input type="checkbox"/> Clipping Path	<input type="checkbox"/> Clipping Path

Business Name _____ Phone Number _____ Name & Title _____ Address, Phone, Email _____ Tag Line, Misc Info _____ Web Site _____ Background _____ Dealer Company: POWER GRAPHICS

TRICITY NISSAN Tom Howard 330-633-3234

TRI - CITY NISSAN

"Since 1959 The Comfortable Place to Buy"
300 West Avenue • Tallmadge, OH 44278

The front of a building is a branded image! Yes, a branded image no less powerful than a recognizable logo such as the golden arches. Placing that image on a full color business card creates a powerful marketing tool. It actually increases the awareness of the business you're trying to promote.

The card and design sheet above are both simple yet effective. We have promoted hundreds of businesses using the same exact layout and design. This keeps your proofing costs down, and yet each card will be unique to your client! Also, don't be afraid to use a white background. White is a very clean and helps create a professional looking business card.



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The Product

The Big Four designs are: 1. the photo of the front of a building 2. A photo of a product 3. A photo of service 4. A photo or portrait of a salesperson.

Business Card Design Form Client Company: _____

1. Standard Layout or BCE Sample Card SB
2. One or Two Sides? 1
Design Form Front Back
NOTES: Background CBE copy

To save time proofing fill out with the customer present. Use this rectangle to layout the business card

Nick's Slots of Houston

Photo of Slots

SALES • SERVICE • RENTALS
PARTIES • FUND-RAISERS • FUN, ETC.
VEGAS NICK STYLE

Office: 713-734-5000
www.nickslots.com

Nick 713-385-0888
nick@nickslots.com

George 832-725-2225
george@nickslots.com

3. Colors 3/10/05

4. Photos: Number of Photos? 1 photos.com stock# _____

Business Name	Name of Photo:	Name of Photo:	Name of Photo:
<u>Slots</u>	<u>Slots</u>		
Phone Number	<input type="checkbox"/> To Be Scanned <input type="checkbox"/> Emailed to Office <input type="checkbox"/> On Disc or CD <input type="checkbox"/> On File	<input type="checkbox"/> To Be Scanned <input type="checkbox"/> Emailed to Office <input type="checkbox"/> On Disc or CD <input type="checkbox"/> On File	<input type="checkbox"/> To Be Scanned <input type="checkbox"/> Emailed to Office <input type="checkbox"/> On Disc or CD <input type="checkbox"/> On File
Name & Title	<input type="checkbox"/> Screened <input type="checkbox"/> Square <input type="checkbox"/> Solid <input type="checkbox"/> Circle <input type="checkbox"/> Bleed <input type="checkbox"/> Oval <input type="checkbox"/> Feathered Edge <input type="checkbox"/> Clipping Path	<input type="checkbox"/> Screened <input type="checkbox"/> Square <input type="checkbox"/> Solid <input type="checkbox"/> Circle <input type="checkbox"/> Bleed <input type="checkbox"/> Oval <input type="checkbox"/> Feathered Edge <input type="checkbox"/> Clipping Path	<input type="checkbox"/> Screened <input type="checkbox"/> Square <input type="checkbox"/> Solid <input type="checkbox"/> Circle <input type="checkbox"/> Bleed <input type="checkbox"/> Oval <input type="checkbox"/> Feathered Edge <input type="checkbox"/> Clipping Path
Address, Phone, Email			
Tag Line, Misc Info			
Web Site			
Background <u>copy</u>	Dealer Company: <u>POWER GRAPHICS</u>		

Nick's Slots of Houston

Sales • Service • Rentals
Parties • Fund-Raisers • Fun, Etc.
Vegas Nick Style

Office 713-734-5000
www.nickslots.com

Nick 713-385-0888
nick@nickslots.com

George 832-725-2225
george@nickslots.com

A product is a branded image! Yes, a branded image no less powerful than a recognizable logo such as the golden arches. Placing that image on a full color business card creates a powerful marketing tool. It actually increases the awareness of the business you're trying to promote.

The card and design sheet above are both simple yet effective. We have promoted hundreds of businesses using the same exact layout and design. This keeps your proofing costs down, and yet each card will be unique to your client! Also, don't be afraid to use a white background. White is a very clean and helps create a professional looking business card.



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The Service

The **Big Four** designs are: 1. the photo of the front of a building 2. A photo of a product 3. A photo of service 4. A photo or portrait of a salesperson.

Business Card Design Form Client Company: _____

1. Standard Layout, or BCE To save time proofing fill out with the customer present. Use this rectangle to layout the business card

Sample Card A

2. One or Two Sides? I
Design Form
Front Back

NOTES:

TRACED
FACE Brand
Peterson, Co.
Photos
#1, 2 = 4/83

NEW
Logo PG
Designer

Rocky Lane
1199 West
Clinton, Ohio
cell: 330-472-8106
office: 330-882-4688
fax: 330-882-4608

The better the artwork you provide to the printer, the better the results will be.

3. Colors **TRACED**

4. Photos: Number of Photos? _____ photos.com stock#

Business Name _____ Name of Photo: _____ Name of Photo: _____ Name of Photo: _____

Phone Number _____ To Be Scanned To Be Scanned To Be Scanned Emailed to Office

Name & Title _____ Emailed to Office Emailed to Office Emailed to Office

Address, Phone, Email _____ On Disc or CD On Disc or CD On Disc or CD

Tag Line, Misc Info _____ On File On File On File

Web Site _____ Screened Screened Screened

Background _____ Squares Squares Squares

Dealer Company: _____ Solid Solid Solid

Circle Circle Circle

Bleed Bleed Bleed

Oval Oval Oval

Feathered Edge Feathered Edge Feathered Edge

Clipping Path Clipping Path Clipping Path

Name of Logo: _____ To Be Scanned To Be Scanned To Be Scanned

Emailed to Office Emailed to Office Emailed to Office

On Disc or CD On Disc or CD On Disc or CD

On File On File On File

The photo of a service is a branded image! Yes, a branded image no less powerful than a good logo such as the golden arches. To place that image on a full color business card creates a powerful marketing tool. A marketing tool that will actually increase the awareness of the business you're trying to help.

The card above and design sheet are both simple yet effective. We have done hundreds of businesses using the same exact layout and design. This keeps your proofing costs down and each card will be unique to your client!

This card also displays an example of a logo created by the Power Graphics designers.

Call Power Graphics if you have any questions or concerns.



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The Portrait

The Big Four designs are: 1. the photo of the front of a building 2. A photo of a product 3. A photo of service 4. A photo or portrait of a salesperson.

Business Card Design Form Client Company: DANIEL NOSSE

1. Standard Layout or BCE To save time proofing fill out with the customer present. Use this rectangle to layout the business card

2. One or Two Sides? 2
 Design Form
 Front Back

NOTES:
BACK SIDE
2005
CALORATE

Logo
 DANIEL A. NOSSE
 DANIAL A. NOSSE AGENCY
 1903 BROWN STREET, SUITE 2
 AKRON, OHIO 44301
 Office: 330-294-1090
 Office: 330-724-9673
 Fax: 330-724-9674
 Email: dnosse@amfam.com
 24-HOUR CLAIMS REPORTING: 800-374-1111
 Claim

3. Colors

4. Photos: Number of Photos? _____ photos.com stock#

Business Name _____ Name of Photo: _____ Name of Photo: _____ Name of Photo: _____
 Phone Number _____ To Be Scanned To Be Scanned To Be Scanned
 Name & Title _____ Emailed to Office Emailed to Office Emailed to Office
 Address: Phone, Email _____ On Disc or CD On Disc or CD On Disc or CD
 Tag Line, Misc Info _____ On File On File On File
 Web Site _____ Screened Screened Screened
 Background _____ Square Square Square
 Solid Solid Solid
 Circle Circle Circle
 Bleed Bleed Bleed
 Oval Oval Oval
 Feathered Edge Feathered Edge Feathered Edge
 Clipping Path Clipping Path Clipping Path

Dealer Company: POWER GRAPHICS

AMERICAN FAMILY INSURANCE * www.amfam.com

DANIAL A. NOSSE
 DANIAL A. NOSSE AGENCY
 1903 BROWN STREET, SUITE 2
 AKRON, OHIO 44301

Office: 330-294-1090
 Office: 330-724-9673
 Fax: 330-724-9674
 E-Mail: dnosse@amfam.com
 24-Hour Claims Reporting: 800-374-1111

REGISTERED REPRESENTATIVE
 AMERICAN FAMILY SECURITIES, LLC
 6000 AMERICAN PARKWAY
 MADISON, WI 53783
 1-888-428-5433

*Securities Offered Through American Family Securities, LLC

BACK

A sales representatives portrait is a branded image! Yes, a branded image no less powerful than a recognizable logo such as the golden arches. Placing that image on a full color business card creates a powerful marketing tool. It actually increases the awareness of the business you're trying to promote.

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