

SPECIAL BULLETIN

from

Farriers' Greeting Cards

Is Your Business Card Working for You?
We show you how to make sure that it is - with these helpful tips & hints

Everything you ever wanted to know about farrier business cards

How to choose a logo

Writing your copy

Navigating printing options

Distributing the finished cards for maximum exposure

written by Gina Keesling • www.HoofPrints.com • 13849 N 200 E • Alexandria, IN 46001 • phone 765-724-7004

“You never get a second chance to make a first impression.” The old saying is still true. Make sure your card represents you and your business to it's maximum potential. Your business card should be more than just a way to contact you. It needs to tell a little more about you; perhaps that you're serious about your work and belong to a trade association, or that you're qualified and willing to take on corrective or therapeutic

work, or that you do equine dentistry, or horse training or welding or ironwork also. The back of the card can state your policies on billing, schedule subsequent appointments, or feature an interesting or humorous quote that can reflect your beliefs or values. Don't let your business card be just a paper with your name and phone number, it represents a major way to present yourself to customers and prospects.”

Who needs fancy cards? Why go to all the trouble to have them made?

The obvious reason is to have your name and contact information legibly contained on a piece of paper, so people can call you to work on their horses hooves.

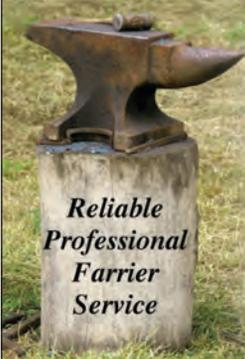
But, think about the other questions customers (and potential customers) are asking:

- "Where did you go to school?"
- "How long have you been shoeing?"
- "Are you certified?"
- "Where shall I send payment?"
- "Can you hand make / hot fit shoes?"
- "Do you have an emergency phone number?"
- "Do you do corrective shoeing?"
- "When is my next appointment?"
- "Can I contact you by email?"
- "What happens if my horse won't stand still?"
- "Can you bill me for the work done today?"

Check out how the business cards at the right have answered these questions, and more!

Maybe it's because I make my living creating graphic design & advertising solutions - I can spot an amateur business card a mile away. And when I see one, I find myself assuming that the card's owner might be a little less than professional with his or her work, too. I know it is unfair to judge a book by its cover, but people still do, and why take chances with your first opportunity to make a positive impression?

-card designer Gina Keesling



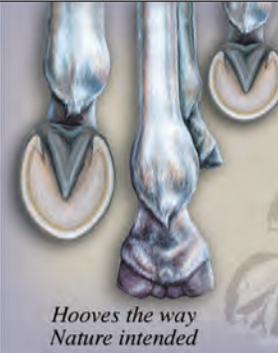
**KEESLING'S
HORSESHOEING**
*Correct Shoeing
for Balance & Performance*
Robert Keesling
AFA Certified Farrier
Alexandria, IN
(765) 724-7004
(765) 724-7353 cell

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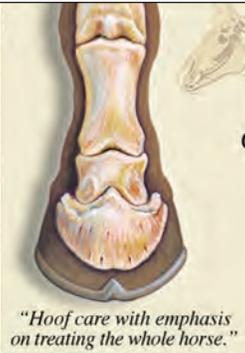
**THE SOUND STEP
HORSESHOEING**
Jeff Steiner
BWFA Certified Farrier
Oklahoma Horseshoeing
School / B.S. Animal
Science CSU
*Specializing in lameness
and corrective issues*
907-223-2664

#BC9



Brian Smigielski D.E.P.
Degreed Equine Podiatrist
*Specializing in
Whole Health Hoof Care*
Correct Trimming for
Balance & Performance
248-486-5659 Home
248-756-2702 Cell
*Hooves the way
Nature intended*

BC25



**JASON WILLOUR'S
FARRIER SERVICE**
Willour Services, Inc.
Corrective trimming & shoeing
Jason Willour
11141 E. Calle Vaqueros
Tucson, AZ 85749
Home **520-886-4370**
Cell **520-429-1445**
*"Hoof care with emphasis
on treating the whole horse."*

BC19



**CARPENTER'S
FARRIER SERVICE**
*Specializing in Hunters,
Jumpers & Dressage*
AFA Certified Farrier
JEREMY CARPENTER
Algonquin, IL
847-658-0289
jchorseshoeing@aol.com
*Working with you to keep your
competitive horse sound.*

BC21

How to Order Business Cards

1. Choose a design or logo

Your logo should be appropriate for the type of work that you do. Farriers' Greeting Cards offers a selection of full color business card designs geared specifically for farriers. Or, you may wish to develop a logo that is unique to you. Many print shops offer this service, or you may know someone who is involved in graphics that could design a custom logo for you.



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2. Make a list of information

Think about / decide what you want to include on the card.

3. Choose the most important information

This should be shown in the largest, boldest print. In most instances this should include your name and business phone number. Less important information should be smaller to avoid crowding and confusion about what to read first. It is often helpful to use italic printing for the wording that describes your type of work (see #5) It is usually not a good idea to use more than one font (lettering style).

4. Other contact information

Think carefully about the address and phone number(s). Some farriers find it necessary to allow clients to contact them at home, others prefer not to offer that option. Same with the address; if you do a lot of billing and mail correspondence, then it is probably necessary to show the address. If you prefer to keep that info private, or if you foresee an address change, then it should be omitted. Many farriers and their clients find email to be a useful (and non-invasive) method of correspondence. If you check your email regularly, it can be included on your business card as a way to reach you.

It's not hard to order from Farriers Greeting Cards. Just pick a logo design from our catalog or website that you like. Then fill in the information you want included on your card. A lot of folks get stuck here! There is no reason to - just "wing it" - you will get to see a proof before it goes to print, so there is an opportunity to make changes if desired. I personally do the layout, and will help you make your card the best that it can be. I guarantee you will be pleased with the results.

-card designer Gina Keesling

5. Include a brief description of you or your type of work

This is something that you want clients to associate with you. Some examples are:

- Professional Horseshoeing
- Corrective - Therapeutic Horseshoeing
- Prompt, reliable service
- Correct shoeing for balance & performance
- _____ certified farrier
- Gentle handling of young horses
- Graduate of _____ School
- Member _____ Farriers Association



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Be aware that you will be held to the standard that you set for yourself. Stating that you do corrective or therapeutic shoeing invites that type of work, and may also get you referrals from veterinarians. If you are new to the business, stating your education or degree of certification is a good place to start. If you choose to put prompt or reliable, be prepared to act in that manner.

6. Optional back print

Many farriers use this area to write the next appointment. If you have policies regarding scheduling, payment etc, you may want to include them on your card. The back is also a good place for a humorous or uplifting quote or verse. Be sure and give the author credit. If you don't know the author, put author unknown - not doing so implies that you wrote it.

T bar T Ranch • Roger Tomlinson Horseshoeing

Horses Shod, Colts Started, Horses Boarded,
Wild Cows Caught, Horses Bought/Sold,
Equine Transportation, Cows Preg. Checked,
Animals Doctored, Custom Leatherwork, Rodeo Clown,
Dude Wrangler, Carpenter, Evangelist,
Child Psychologist, Marriage Counselor, Fences Built,
Politics Discussed, Stalls Cleaned, Dogs Trained,
Hay Broker, Equine Dentistry, Trails Blazed,
Secrets Revealed, Myths Dispelled.

"Lead, follow or get the hell out of the way."

One of our favorite examples of a clever back print comes from Roger Tomlinson of T bar T Ranch - the back of HIS card tells all of the additional services he provides above and beyond farriery. Most farriers can readily identify with being roped into doing tasks well outside the realm of trimming & shoeing horses.

7. Choose paper

Your printer will need to know the kind of paper and ink colors that you want to use on your card. If you are having an artist design a logo, he or she may have specific recommendations. Prices will vary for different grades and weights of paper. Your printer will have samples so that you can compare them. Farriers' Greeting Cards uses a 10 point C1S (coated one side)

SOMETHING ELSE TO THINK ABOUT:

Adding extra colors and using fancy paper will not improve your image if your card is badly designed. A poorly done logo, amateur looking typesetting and badly worded copy will negate all of the extras that you add. (We've all seen the person at the horse show with the most expensive tack and clothes that couldn't ride worth a lick!) "Some of the nicest cards I've ever seen consisted of a classy logo printed in one ink color on modest card stock.", **What made these cards stand out were the attention to detail in the logo, layout and typography.** (Kind of like a nice looking foot with a neat row of clinches!)

-card designer Gina Keesling

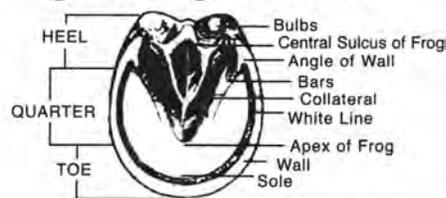
THANK YOU for your business

Your Next Appointment:

*Thank you in advance for having your horse(s) ready when I arrive,
and for scheduling regular appointments.
This helps me provide prompt, quality service.*

*Regular hoof care performed by a professional farrier can prevent
or control many common problems affecting the horses' foot.*

Engineering the Hoof



Next Appointment:

Too much info for the front? The back is an excellent place to include additional information that may not fit on the front.

cover stock. Coated means that a slick finish is applied to the paper; this gives the ink a richer appearance and makes full color printing look it's best. Paper with matte or textured finish can give a nice look to one or two color business cards.

8. Choose ink color(s)

Printers use a universal ink mixing/color matching system, and they will have a book or chart of colors for you to look at. There is normally an extra charge for mixing a color that is not considered "stock" for that particular printer. A good starting point is to choose black (stock - no mixing charge) and a secondary color to accent the logo or add a bit of interest.

*Shoes Hand Forged for
the Individual Horse*

**KEESLING'S
FARRIER SERVICE**

Rob Keesling
AFA Certified Farrier

13849 N 200 E
Alexandria, IN 46001

work **765-724-7004**
mobile **765-724-3996**

#BC28

9. Decide a quantity

Think about how you will be using your cards. Do you leave stacks of them at tack stores and stables? Do you use them to write the customer's next appointment or other notes on? The cost per card decreases dramatically as the quantity ordered increases - 2,000 cards may only cost 30% more than 1,000 cards. This is because the printer has significant time invested in job setup before the first card is ever printed. Get as many as your budget allows, but **remember that they will not do you any good sitting in a box in your desk drawer! Plan ahead to make them available to your customers and prospects each time you see them.**

10. Notes about printing costs

Extras cost more. Just like adding clips and trailers and pads to a regular shoeing job increases the cost to the customer, so does adding extras to a printing job.

Many printers have their pricing structured as follows:

- Basic card to include black ink on economy grade card stock \$____
- Upgrade to better quality card stock +\$____
- Add additional colored ink to print +\$____
- Ink mixing/matching charge +\$____
- Extra charge for logo or picture +\$____

Farriers' Greeting Cards keeps professionally designed color business cards on file digitally, ready to add the customer's information.

This represents a significant savings of time and money for the farrier wanting full color business cards, as the above charges do NOT apply. We do the typesetting and layout at no charge and submit a proof for customer approval before printing. Most proofs are completed within 24 hours of receipt of the order. Once we receive your approval, the cards go immediately to print - and are shipped out to you within just a few days!



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What to do with your business cards once you get them:

Stick them on the bulletin board at your:

- Vet Clinic
- Feed Store
- Tack Store

Make them available at:

- Horse shows
- 4-H and Horse Club Meetings
- Include them in your Christmas cards to customers



BC15

Use them to schedule existing customer's next appointments, that way they will always have your card handy in case someone asks for a referral. Farriers' Greeting Cards sells a **special magnetic calendar** that you can affix your business card to. Make sure that your farrier friends have your card, too. They may be able to refer you to potential clients that are outside of their service area.



A magnetic calendar can showcase your card and makes sure it stays in front of your customers!

**- A bit of background on our business cards:
We printed and sold Greeting Cards for
FARRIERS - several years before I began
doing the custom color business cards.**

“The very first card was done as a surprise for my husband Rob; I made a little painting of the hind leg of a gaited horse for the logo.” Rob shod a lot of Saddlebreds, Morgans, Hackneys and Arabian show horses, and enjoyed the challenge of getting these horses to move their best.



BC22

His customers really appreciated his attention to detail, and when he finished a job the horses went well and the feet looked beautiful. So a nicely shod hind foot with leather pad, clips, trailers and neat clinches was the perfect card for him. The cards were a big success, **his clients loved them** and there was no question as to the type of shoeing that he did!

Now we offer many different business card designs for all kinds of hoof care.

***A note from Gina about the examples** pictured on our website and in our catalog. You may be thinking that my husband Rob is getting an awful lot of free advertising for horseshoeing services. Actually, Rob no longer shoes horses. In order to show an example that is most helpful for folks choosing a new design and layout, it is necessary for me to come up with wording that is most exemplary and gives ideas for how my customers might want to word their own cards. When someone orders a card that I think will make a good example, then my own examples are replaced. It's nothing to do with endorsement, and everything to do with creative idea inspiration. Thanks for understanding!

What folks are saying about our Business Cards:

“Just wanted to tell you of all the complimentary remarks I have had on my business cards I bought from you.

Most folks want to know where I got them. I used them to place ads in two local papers and the next day I heard from three people who are not horse folks, that they saw my ad. Your cards made the difference by catching their attention.”

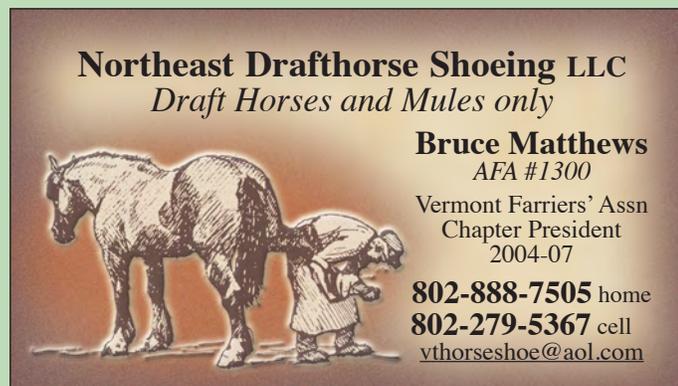
-Bruce M.

The business cards look great. I have already gotten some good remarks on them. The time from order to receiving them was also very short. I will be placing another order for more soon.

-James W.

Just wanted to let you know I got my new business cards and they look awesome. Now that I have them I can't imagine using anything else! Thanks

-Brady D.



BC24

I received my business cards today. They look GREAT! Thank you for the quick delivery and terrific customer service!

-Mark L.

CALL US TODAY to get started on your full color, professionally designed business card.

**FARRIERS GREETING CARDS
www.HoofPrints.com • 765-724-7004**