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# PRODUCTIVITY STRATEGIES FOR GETTING MORE DONE FASTER, BETTER & EASIER

FROM **ALEX MANDOSSIAN**

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## BUSINESS CARDS

*You can have more than one business card; in fact, you can have many*

### How do you boost your productivity with business cards?

I have my business card in hand. I want you to know right now that you can have more than one business card. You can have many.

I have a seminar business card. It is the most productive business card I've ever designed. I'm not a graphic designer. I'm a marketer. I'm a productivity expert who works from home, and these tips I teach you I've used myself. They've worked for me, so I've turned my students on to them.

This productivity tip about business cards is one of those gems I want you to live into because it will change your life.

For every single person I hand my seminar card to, I generate two fans on my Facebook fan page. I have another business card, and with that one, for every single person I give it to, I generate three people on my opt-in list. If I give away 500 cards, that's 1,500 opt-ins or leads I'm getting over the course of the year.

I can just throw out the card in a stadium, and all of a sudden, I may get more opt-ins and fans on my fan page.



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**FROM ALEX MANDOSSIAN**

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*Put your picture on the front of your business card so that people can find you*

I hope you have one of these because it's a great networking tool, and it will raise the productivity. So it can work hard on your behalf. Plus, it never asks for a pay raise. It works 24 hours a day, and it works like magic. Let me give you the anatomy of my seminar business card.

- **Tip #1: Put your picture on the front of the card**

I have my picture on the front of the card. This is not because I like to look at myself, but it's because, if I'm at a seminar and hand out my cards, people can find me.

There's a headline at the very top. I'm going to read it to you right now. It says, "I'm really looking forward to meeting you again at this event; look for me."

That's a template. It doesn't give the specific seminar. It could, but it doesn't. I print up a couple thousand of these at a time, and when I give them away, what ends up happening is they come back. Then, that second discussion is more meaningful. It's more nectar centered, and we go deeper.

It's big talk, not small talk.

Put your picture so that people can find you, if you decide to have a seminar business card like this one.



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- **Tip #2: Put a 24-hour recorded message number at the very bottom of the front of the business card**

*Use a 24-hour recorded message to answer the five most frequently asked questions that people have for you*

I don't put my private office number on my card. If I did that, then well-intentioned people, well-intentioned candidates for strategic alliances or even prospects would be calling me with the same questions.

That's redundant, and that is not productive. In fact, it causes stress and sometimes overwhelms, especially the week after you get back from the event.

I have a 24-hour recorded message, and that message, if you call it, will answer the five most frequently asked questions that people have asked me at seminars, expos and intensives.

I want them to listen to that before contacting me directly. If they're not willing to listen to that, they're not being prequalified. It would waste their time and my time if they ended up talking to me.

Once they listen to that message and listen to those five questions, then I give them access to my general manager, and she decides whether or not they are a good fit for a private conversation.

Many people get offended when I tell them this, "Use a 24-hour recorded message." They say, "Alex, isn't that impersonal?" No, it is very personal. You'll have a laser-like conversation when you finally talk to them.



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*The back of your business card is billboard space to put an irresistible offer*

There won't be any fluff. You won't be wasting time. You will find more time, and you will be a lot more productive on that first conversation, which could have sucked your time and energy, if you know what I'm talking about.

So use your picture and a 24-hour recorded message on the front of your card. Those are the two elements that are extremely productive and really save you time.

- **Tip #3: On the back, put an irresistible offer**

Let me ask you a question. What does the back of your business card look like? Is it blank?

This is a great space. This is billboard space to put an irresistible offer. Here's what mine says, "If you're an entrepreneur who wants to get more done faster, better and easier, then visit [BeProductive.com](http://BeProductive.com)."

You've heard me say it again and again on these tips — faster, better, easier. That is productivity — getting more done faster, better and easier or with a lot less human effort. That's what I believe productivity stands for.

I give an irresistible offer on the back of the card, and I tell them, "Your email is not required." They take a deep breath. It's like a sigh of relief. "You mean I don't have to give you my email address?"



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*Get each person to become a fan, and that's the first step for pre-qualification*

It says, “You’ll get free instant access to time-proven productivity video tips.” Guess what those video tips are. They are recordings of me sharing tips like this one.

So, I’m getting them to become a fan, and that’s the first step for prequalification. Then I lead them into joining my list and then into becoming a student — hopefully, a student for life. That is a productive business card.

*“Many admire, few know.”*

*- Hippocrates*

I don’t want you to admire this productivity tip for its simplicity. I just want you to know it. I want you to live into it because I want your business card to work as hard as mine does for me.

It never asks for a pay raise. It works 24 hours a day, seven days a week, and as a result, I build my fan base and my list day after day, week after week, year after year.

My name is Alex Mandossian, and I hope that you have done whatever it takes to get more done faster, better and easier.

I hope our paths cross again soon.



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## EXPERTS ARE RAVING ABOUT ALEX



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*"I want to a more intense coaching relationship with you. I'm on the verge of a massive breakthrough. Last week, I had my most successful call yet, where 24% of people on the call bought."*

**Philip Tirone**

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*"Alex, it touched me so deeply that I was on your Thanksgiving Day gratitude list. It touched me so deeply because I share in my presentations about how you inspire me to live a life of transparency. Thank you for your gift to me. Love to you!"*

**Janet Attwood**



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*"I really enjoy how your thinking evolves in response to this perpetually changing marketplace. It's truly a pleasure to hear what you produce. Your insights about how marketing works and how to deliver extraordinary training get more profound each time around."*

**Stephen Josephs**

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