



Jefferson County Home Builders Association's Building Community Newsletter

May 2005
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Your business card: What's in your deck?

By Sandy Hershelman

Your business card is one of the most effective pieces of advertising in your arsenal. At least, it should be. A business card really must stand out to do its job well. . .and face it, few do.

People remember clever people. Put quality time into developing your business card and it will serve you well. Your number one goal is to have a potential client keep the card handy and then use it to make contact.

Business cards are as individual as are the people who carry them. My card is bold and colorful, as is my personality and the nature of my business—print and Web design. A lawyer, on the other hand, may choose a more traditional style of embossed black letters on fine white cardstock.

Collect business cards you like. Identify their strengths and weaknesses. Use that information, as you consider your own card.

Beware of homemade cards: If your business card looks cheap and tacky, people will expect your services to be likewise. The nubbins on perforated cards are bad news, and inkjet printer ink runs if it gets wet. Not good.

All business cards should include the basics: your name, title (if relevant), business name and logo, phone, fax, address, e-mail and Web site. If you don't want people stopping in at your home office, don't put your address on the card. If you only get a couple of faxes a month, don't waste the space including that number on the tiny card.

If you change phone number or address, make new cards your top priority. Scribbled-out info on a card

demonstrates an inattention to detail.

Include a tagline, or unique selling proposition, that tugs on the emotions, such as, "We build your dreams!" or "Strengthening family ties since 1912."

Photos work. Ask any Realtor. Including a headshot on your card provides a familiarity even before you meet the new client.

When designing a card, make sure the ink is dark enough to stand out on the paper you choose. Quality cardstock is always a winner. Vellum (that cool see-through "paper") makes unique cards. Photo paper offers an unexpected effect, but it's hard to write on with a regular pen.

Avoid hard-to-read fonts. They become even more illegible the smaller they get. Beware of going too small with any font, especially if your clientele is over 40. Can Mom read it at arm's length?

There is a whole psychology to color. Color evokes emotions. Emotions drive decisions. Warm colors excite (red, orange, yellow); cool colors (violet, blue, cyan, sea green) can be calming, peaceful and therapeutic—or induce sadness. Men often see blue as a solid, reliable color. Many women consider it businesslike, yes, but depressing. Who is your audience? What message are you sending?

Budget considerations? Use one color of ink on a standard stock. Or, use various shades of the same color

ink to create a multicolored card for a one-color price. Use impressive, yet readable lettering. Embossing is a cost-effective, and classy, option.

Oversized cards don't fit into



wallets and business card holders. Vertical cards don't staple well onto Rolodex cards, but yes, they do make vertical business card holders. Bottom line: You want your card to be kept.

It doesn't cost much more to print on the back of the card, too. I first ventured onto the backside of my card, when I designed a bold and colorful card that featured my eyes in a logo. I knew it would bring oohs and aahhs, but the design left no space to specify my business marketing services.

You could also use the back of the card as an appointment card, offer a solid piece of advice, or even add a tasteful joke or bizarre fact.

There is a catch: Most people aren't yet trained to look on the back of cards. I find myself telling them my services are on the back—then they flip it over.

The next reincarnation of my card

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Use NAHB news as info source

Make your business click with *Nation's Building News Online*, the official e-newspaper of National Association of Home Builders. It's one of the tools available to help you build new homes and your business.

NBN is a very easy-to-read, comprehensive weekly news summary of the housing industry. It includes national regulatory, technological, trends, education, business tips, legislative news and more.

NBN is delivered by e-mail to your desktop, at no charge to you. It's one of your membership benefits.

Browse past issues or subscribe to *NBN* at www.nbnnews.com. For a recent *NBN*, check out www.nbnnews.com/NBN/issues/2005-05-09/

JCHBA members on city boards

Last month, the Port Townsend City Council appointed two JCHBA members to city advisory committees. Michael Colbert (Townsend Builders) was appointed to the Historic Preservation Committee. Dave Keeler (Dave Keeler Cutting and Tree Service) has a seat on the Tree Committee.

JCHBA tees off on July 15

The Jefferson County Home Builders Association's 10th Annual Golf Tournament takes over the greens



There will be no dinner meetings in June, July or August. Have a great summer!

Do a credit check

An amendment to the federal Fair Credit Reporting Act now requires each of the nationwide consumer reporting companies to provide you with a free copy of your credit report, at your request, once every 12 months.

The free reports were available in the western states, effective Dec. 1, 2004. The phase-in of the entire country will be complete by Sept. 1.

Do not contact Equifax, Experian and Trans Union directly. The credit reporting agencies only provide free annual credit reports through the Annual Credit Report Request Service. (www.annualcreditreport.com, 877.322.8228, Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281)

You are entitled to receive one free credit file disclosure every 12 months from *each* of the nationwide consumer credit reporting companies. So, if you order from only one company today, you can still order from the other two companies at a later date.

at the scenic Port Ludlow golf course on Friday, July 15.

The shotgun start for the four-man scramble is set for noon. You need not have a foursome to enter.

The \$100 entry fee includes a cart and steak dinner. Your free SUBWAY lunch will be available at check-in.

There're lots of great prizes, too!

We're seeking players and sponsors for the JCHBA's big fund raiser. A downloadable registration form is available online at www.jeffcohomebuilders.com, or call 379.8784.

PSE's extension rate changes

According to Puget Sound Energy's May *EnergyWise* insert in your bill, costs for extending electric lines to homes will change Sept. 1.

Line extensions for electric distribution lines (typically run along the right-of-way) shorter than 270 feet will increase in cost. Line extensions longer than 270 feet will actually decrease in cost.

The fee for electric service lines that run to the home will decrease. However, line extension costs within developments will increase.

Just in case you work outside of our area, do note that gas line prices are changing, as well.

Questions? Call 1.888.225.5773.

BIAW SPIKE PARTY!

Wednesday, June 15

**At the beautiful
Resort Semiahmoo
Blaine, Washington**

To qualify, you must be a current BIAW Spike and recruit at least one new member between November 1, 2004 and April 30, 2005, or have earned at least 100 Spike Credits as of April 30, 2005. Qualified Spikes may bring one guest!

To RSVP, please call Amanda at BIAW at 800.228.4229 by June 1.



Welcome our new members

Ann Raab
Olympic Design Group, Inc.
606 Roosevelt
Port Townsend, WA 98368
360.385.5614
360.385.2536 (fax)
ann@olympicdesigngroup.com
www.olympicdesigngroup.com
Sponsor: **Melinda Bower**
Christopher Cates

Rob Horstmann
DuPont Tyvek
21406 132nd Ave. SE
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206.255.7691
253.631.3078 (fax)
rob@tyveksystems.com
www.tyvek.com
Sponsor: **Lonnie Linn**
Angeles Millwork & Lumber Co.

Michael Armstrong
Sears Contract Sales
18813 SE 263rd St.
Covington, WA 98042
253.639.9355 (phone and fax)
mdstrong1@comcast.net
www.contractsales.sears.com
Sponsor: **Bill Eldridge**
Eldridge Homes, Inc.



BuiltGreen™ is movin' along

We have received approval from the Home Builders Association of Metro Denver to use its trademarked BuiltGreen™ name. Having done so has allowed for many new BuiltGreen activities this month.

We've secured the domain name www.jeffcobuiltgreen.com. (Don't look yet. There's nothing there.)

Do you like our new BuiltGreen logo? The Home Builders Association of Kitsap County generously offered the use of its attractive logo. Using the same logo as Kitsap and Pierce counties should promote brand recognition and allow all of us to benefit from any advertising that the others do. Not to mention, this logo makes one eye-catching yard sign.

We have also allied with the other green building programs of the HBAs of Washington to form Built Green Washington. This organizational move should allow us to market each of our programs on a state level, as well as increase the possibility of attracting grant funding.



We are working on a shared Web site, www.builtgreenwashington.org. This informational web portal for residential green building and development will provide contact and program information on regional HBAs like ours.



Business cards

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will be a folded card: 3.5 x 4.0625 inches folded to the standard 3.5 x 2 inches. Think of it as a mini-brochure. One could even perforate the fold and use one half of the card as a coupon or referral card.

Have cards made for your staff and encourage them to use them. They'll hand them out to your customers, their friends, and at social gatherings. You build employee self-esteem and reap the rewards of word-of-mouth advertising. It's a win-win.

A money-saving tip: Your printer can print up a bazillion of your standard, full-color cards with no employee name. Add staff names to those cards, in small batches, as needed.

Make sure your business associates and devoted clients have a small supply of your cards. Fortifying a referral with the pass of a card increases the chance of contact.

If you're unemployed and looking for work, make sure you always have business cards on you. Use the backside to print a short bio with your qualifications.

Please, please, please. . . pitch the icky cards with the dog-eared corners. Don't even be tempted to hand one out.

If you regularly encourage referrals, by handing out your card in twos and threes, you should go through them rather quickly. Take each reprint as an opportunity to reevaluate your business card. As your business grows and evolves, so should your business card.

You can do anything if you want it bad enough. That's why we see so many people who can fly.

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President: Marianne Moe, CAPS
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Mediation solves business conflict

Our speaker: **Laura O'Neal, Executive Director**
Peninsula Dispute Resolution Center



**Harbormaster
at Port Ludlow
Thursday, May 26
6:30 p.m.
\$18**

Dinner choice: Steak, chicken or salmon

Please RSVP (yes or no) to 379.8784 by May 20.