

How to sell more Business Cards

Reseller Guide



How to Sell More Business Cards in **CANADA**

Business cards remain a powerful branding tool for professionals, and as a reseller with access to wholesale pricing, you can offer **high-quality cards at unbeatable value**. This guide will help you stand out, generate leads, and close more deals.



BOOST
Your
Sales

Position Business Cards as a **Branding Essential** (Not Just Print)



Many people see business cards as “just paper,” but you can shift the conversation by positioning them **as a brand’s first impression** — a mini billboard in their client’s wallet.

Target niches that always need cards

Real Estate Agents

Pitch:

“Stand out at every open house or networking event. A premium business card makes agents look polished and trustworthy — even before they speak.”

What they value the most:

Professional image
First impressions
Brand consistency

Best Upsell:

Raised Foil or Spot UV
Soft Touch finish
Custom design that matches brokerage colors



Insurance Brokers

Pitch:

“In insurance, trust is everything. A sharp business card with clean design and quality stock makes you look credible and dependable — especially when meeting clients for the first time.”

What they value the most:

Credibility
Legibility
Traditional, clean layout

Best Upsell:

Extra thick cardstock
Double-sided printing
Professional logo redesign



Fitness Coaches & Personal Trainers

Pitch:

"Your card should match your energy. Bold colors, modern fonts, and sleek finishes help you stand out in the gym or at wellness events.

What they value the most:

Vibrant personality
Branding that reflects movement and strength
Referrals and visibility

Best Upsell:

Rounded corners
Painted edges in bold colors
Plastic cards for durability



Restaurants, Caterers & Food Trucks

Pitch:

"Your card can keep people coming back. Use it as a booking tool or a discount voucher — and let your brand live beyond the plate."

What they value the most:

Repeat business
Local brand recognition
Functionality (menus, QR codes, promos)

Best Upsell:

Kraft or textured stock
QR code linking to their online menu
Loyalty punch card version



Photographers & Event Planners

Pitch

"Your business card is part of your aesthetic. Impress with premium finishes like Spot UV or metallic foil that reflect your creative signature."

What they value the most:

Visual appeal
Uniqueness
High-end look and feel

Best Upsell:

Soft-touch coating
Raised foil logo
Custom shapes (square, mini, etc.)



Beauty Professionals

(Nail Techs, Stylists, Lash Artists)

Pitch:

"Your work is beautiful — your card should be too. Glossy finishes and elegant designs make your brand shine while QR codes make booking easy."

What they value the most:

Feminine and modern design
Social media visibility
Easy scheduling

Best Upsell:

Rose gold foil
Square format
QR code to Instagram or booking app



Construction & Home Services

Pitch:

“After a job well done, leave behind a card that’s just as solid. Bold fonts and tough stocks help your name stick — even on job sites.

What they value the most:

Visibility
Durability
Straightforward design

Best Upsell:

Plastic or waterproof cards
Extra-thick matte finish
Magnetic business cards



Therapists, Life Coaches & Wellness Professionals

Pitch:

“Your card should reflect your calm, care, and clarity. Minimalist layouts and soft textures make your practice feel welcoming even before they book.”

What they value the most:

Simplicity
Gentle tone
Emotional connection

Best Upsell:

Uncoated or soft-touch stock
Elegant serif fonts
QR code linking to appointment page or reviews



Construction & Home Services

Pitch:

Your card is your credibility. Make it feel premium from the first handshake.

What they value the most:

Trust and professionalism
Premium presentation
Always being prepared

Best Upsell:

Soft Touch with Raised Foil logos for a premium feel
Double-thickness cards for durability
QR code linking to booking or portfolio



Engineering / Architecture

Pitch:

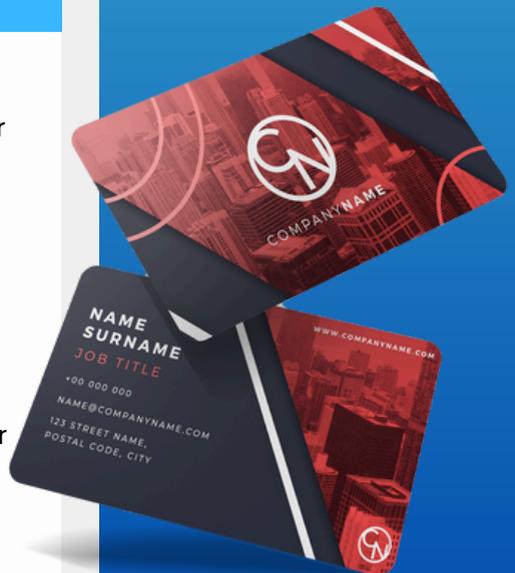
“Precision matters. Your business card should reflect the same standard as your projects.”

What they value the most:

Clean design
Technical accuracy
Professional presentation

Best Upsell:

Minimalist matte with Spot UV gridlines or blueprints
Oversized cards for more layout space
QR with access to 3D models or portfolio



Interior Design

Pitch:

“A card that doubles as a design piece – small, but unforgettable.”

What they value the most:

Style and creativity
Aesthetic impact
Tactile finishes

Best Upsell:

Square or custom die-cut cards to stand out
Raised Metallic Foil accents to show design details
QR leading to Instagram / Pinterest portfolio



Veterinarians

Pitch:

“A card pet owners actually keep – friendly, practical, and easy to find.”

What they value the most:

Practical design
Friendly feel
Clear contact info

Best Upsell:

Rounded corners for safe handling
Gloss coating for durability (owners keep them in wallets)
QR code linking to appointment scheduler or vaccination reminders



IT / Technology

Pitch:

“Modern solutions need modern cards — sleek, smart, and scannable.”

What they value the most:

Innovation
Digital touchpoints
Minimalist design

Best Upsell:

Vertical orientation for a techy look
NFC/QR integration to connect directly to apps or demos
Spot UV on icons/logos for a modern finish



Home Services

(plumbing, roofing, windows, cleaning, etc)

Pitch:

“A durable card clients keep for emergencies — ready when they need you most.”

What they value the most:

Practicality
Cost-effectiveness
Easy-to-read details

Best Upsell:

Gloss or plastic finish for resistance (kept in kitchen drawers/garages)
Magnetized business cards for fridges
Spot UV highlighting emergency phone number



Auto Dealers

Pitch:

“Your card is part of the showroom experience — make it feel as premium as the cars you sell.”

What they value the most:

Luxury presentation
Strong branding
Client confidence

Best Upsell:

Soft Touch with Raised Foil dealership logo
Folded business cards (double space: vehicle info + contacts)
Personalized QR for car model brochures or financing calculators



Mechanics / Workshops

Pitch:

“A card customers keep in their glovebox — ready for the next service reminder.”

What they value the most:

Practicality
Clear info
Durability

Best Upsell:

Gloss laminated or plastic cards (oil-resistant)
Perforated business card with detachable appointment reminder
QR code linking to service booking



Taxi Drivers / Uber

Pitch:

“The easiest way to get repeat rides — a simple card that clients don’t lose.”

What they value the most:

Affordable
Practical
Durable

Best Upsell:

Plastic cards for longevity Loyalty punch card format (10 rides = discount) QR code linking to booking or Instagram direct message



Retail / Local Shops

Pitch:

“Turn your card into a small promo — a simple tool to bring clients back.”

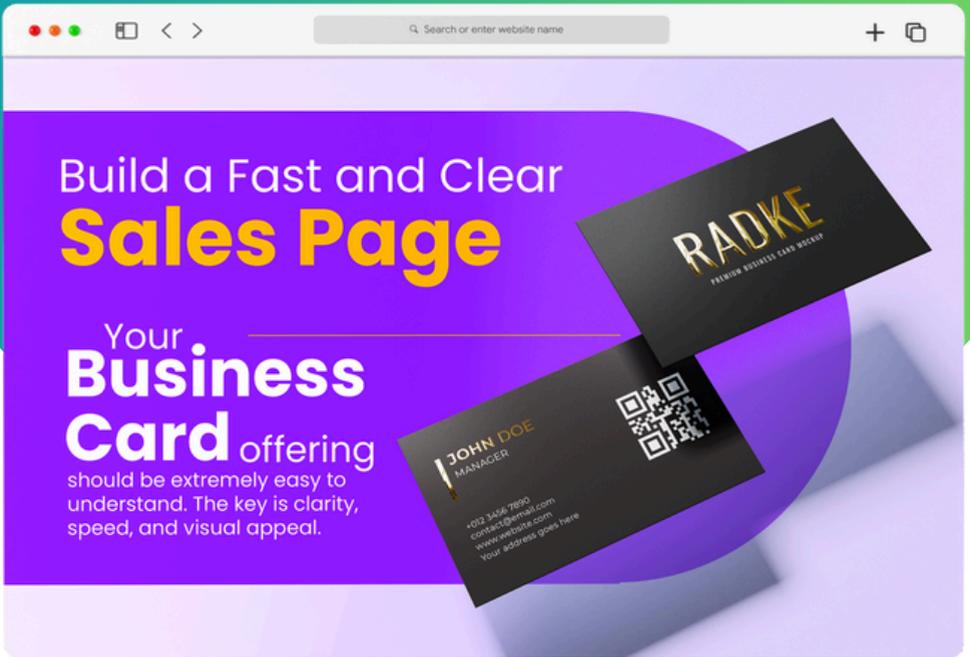
What they value the most:

Conversion
Attractive design
Low cost

Best Upsell:

Mini cards with discount codes
Folded cards with promo info inside
Spot UV or Foil on limited-time offers





What to include:



- Product types: Matte, Glossy, Raised UV, Foil, Spot UV, Kraft, Plastic
- Quantity/pricing options
- Design options (upload your own, order with design)
- FAQ about turnaround time, shipping, and materials
- Easy-to-use order form or quote request button

Recommended Free Tools



Tools	Purpose	Link
	Beautiful product pages with visuals	https://www.canva.com/website-builder/?msockid=189194494fd76abf353181e64e786ba8
	Free, powerful forms for orders/quotes	https://tally.so/
	Build a quick catalog page or pricing table	https://notion.so/

Use a **Free Sample Kit** to Show Card Quality



Business cards are tactile — people want to feel the finish. Request the **Free Sample Kit** from **Wholesalepocketfolders** to get:

- A variety of business card stocks and finishes
- Real samples showing Raised Spot UV, Foil, Suede, or Painted Edge options
- A tool to help clients choose the right look for their brand

Use samples to close sales during meetings, in videos, or in mailers to hot leads.

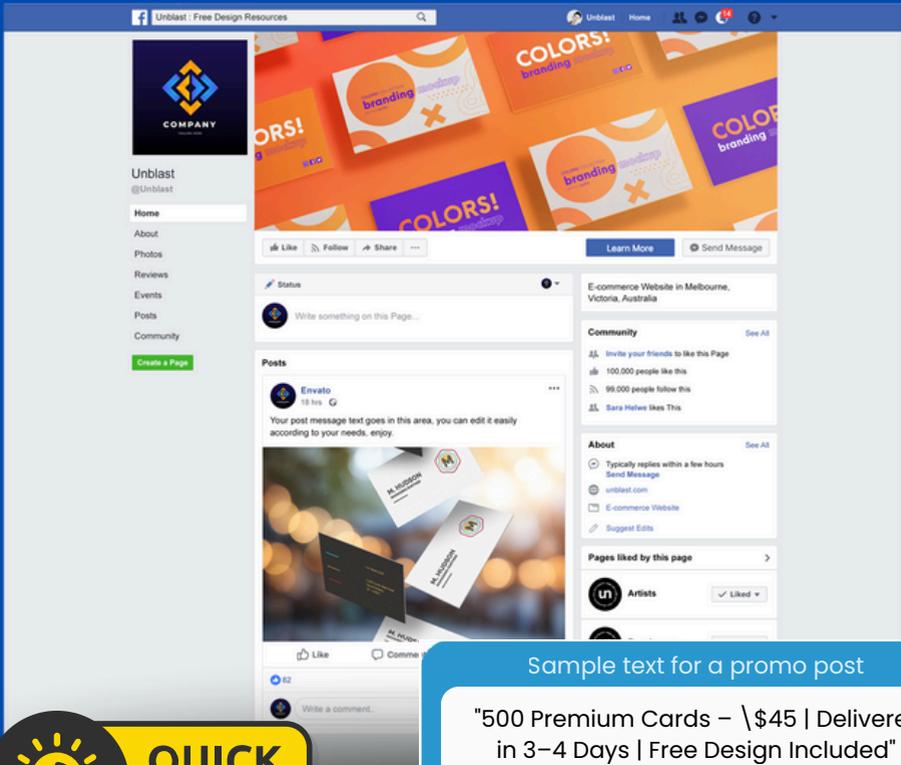
Request Your Free Sample Kit here:

<https://wholesalepocketfolders.ca/free-sample-kit/sample-kit.html>

Leverage Local Facebook Groups and Marketplaces

Unlike folders, **business cards are easy to sell to final clients directly**, especially local ones.

Where to post:



Offer flat pricing with quick turnaround

Sample text for a promo post
"500 Premium Cards – \$45 | Delivered in 3–4 Days | Free Design Included"

- Local "Buy & Sell" groups on Facebook
- "Small Business Owners" or "Side Hustle" groups
- Facebook Marketplace with a clean visual and pricing

Use Email Campaigns and Templates for B2B Leads

If you already have contacts (via LinkedIn, networking, referrals), build email campaigns offering business cards as an **entry product**.

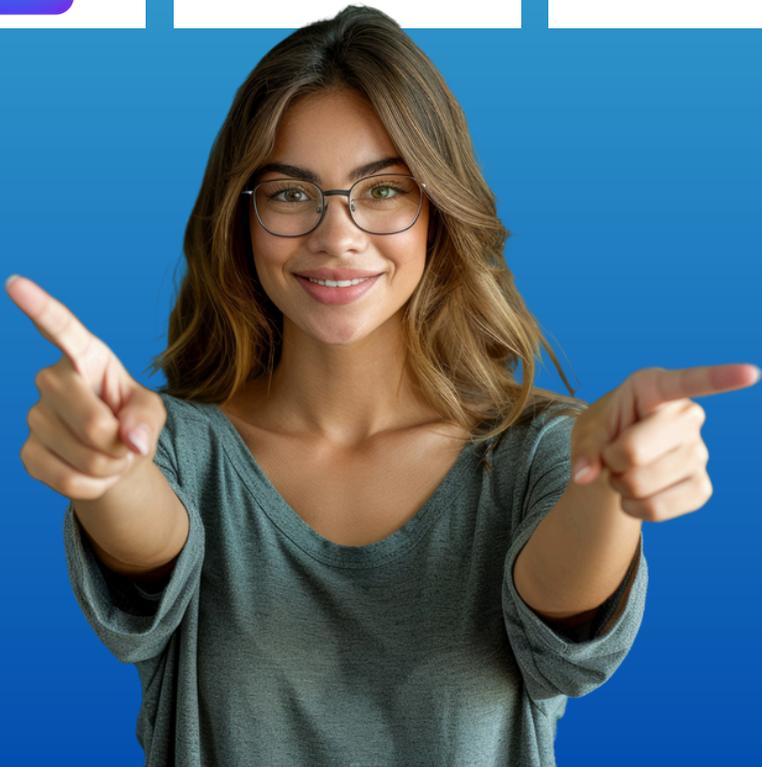


Boost your sales with expert strategy, email marketing tools, and campaign design. Contact us today!

sales@wholesalepocketfolders.ca

Tools for outreach

Tools	Purpose	Link
	Free email campaigns for up to 1,000 subs	https://mailerlite.com
	Gmail-based email merge tool	https://mailmeteor.com
	Free email campaigns	https://mailchimp.com/es/
	Branded digital catalog with product links	https://www.canva.com/website-builder/?msoclid=189194494fd76abf353181e64e786ba8



Smart Pricing Strategy with Upsells

Business cards have low entry cost – use that to your advantage with **upsells and bundle offers.**

Offer	Client Price	Upsell margin
500 Standard Cards	\$45	Base
Add Raised Spot UV	+\$15	High margin
Add Design Service	+\$25	100% profit
1000 Cards Bundle Promo	+\$75	Volume

Bundling tip:

Offer cards + a flyer or sticker as a **“Branding Starter Pack.”**



Bonus

Campaign Ideas

New Year, New Brand Cards for rebranding



After



Before



January

Bonus

Campaign Ideas

Gyms, yoga studios, and personal trainers relaunching with “New Year” offers.



January

Bonus

Campaign Ideas

Tax Season Prep
Accountants & financial advisors needing
updated business cards before peak tax
season.



January

Bonus

Campaign Ideas

Valentine's Day Specials
Florists & cafés adding themed cards
for seasonal promos.



Bonus

Campaign Ideas

Hospitality Connections
Restaurants & bars printing fresh cards
for Valentine's dinner events.



February

Bonus

Campaign Ideas

Real Estate Season Realtors need cards for open houses



Spring/Summer

Bonus

Campaign Ideas

Golf Club Openings
Membership cards & networking-focused
business cards for golf clubs.



March

Bonus

Campaign Ideas

Local Networking Events
Chambers of commerce & small biz expos
where cards are essential.



Bonus

Campaign Ideas

Realtor Season Starts
Agents ordering new cards for open
houses & spring listings.



March

Bonus

Campaign Ideas

**Travel Agencies Relaunch
Seasonal campaigns with travel agents
updating their cards.**



Bonus

Campaign Ideas

Education Season

Tutors & training centers prepping for spring classes.



April

Bonus

Campaign Ideas

Easter Specials

Retail & gift shops adding seasonal themes to their cards.



April

Bonus

Campaign Ideas

**Architects & Engineers
Firms updating designs to match spring
project launches.**



May

Bonus

Campaign Ideas

**Wedding Season Vendors
Photographers, planners, and florists
refreshing branding.**



Bonus

Campaign Ideas

Summer Camps & Activities

Camp directors, coaches, and kids' activity centers because of the Summer Kickoff



June

Bonus

Campaign Ideas

Construction & Home Services
Roofers, plumbers, and renovators gearing
up for busy summer.



Bonus

Campaign Ideas

Mechanics & Service Shops
Summer travel season means more
maintenance clients.



Bonus

Campaign Ideas

Retail Summer Sales
Pop-up shops & boutiques updating
their branding.



Bonus

Campaign Ideas

Teachers & Educators
Tutoring services with cards for the new school year.



Bonus

Campaign Ideas

Financial Advisors Prepping for Q4 client meetings.



Bonus

Campaign Ideas

Back to Business
Target business networks
post-vacation



September

Bonus

Campaign Ideas

Hospitality & Events

Bars & restaurants with themed promotions.



October

Bonus

Campaign Ideas

Veterinary Clinics
Fall campaigns tied to pet care
(vaccines, grooming, boarding).



October

Bonus

Campaign Ideas

Retailers

Cards tied to Black Friday / Cyber Monday specials.



November

Bonus

Campaign Ideas

Holiday Pop-Ups Cards for seasonal small businesses



Bonus

Campaign Ideas

Corporate Gifting
Companies adding cards to end
of year gifts.



December

Bonus

Campaign Ideas

New Year Events

Hospitality & event planners preparing for year-end parties.



December

Bonus

Campaign Ideas

Luxury Services

Premium cards for high-end businesses



December

Bonus

Campaign Ideas

Nonprofits & Fundraisers
Holiday campaigns to connect
with donors.



December

Free Resources for Business Card Resellers



Tool	Website	Purpose
MockupEditor	https://mockupeditor.com	Generate mockups of cards on a desk or hand
Remove.bg	https://remove.bg	Remove backgrounds from product photos
Zotabox	https://zotabox.com	Free website popups and social button

Maximize your results by combining these tools and strategies with your sales and marketing team. With Wholesale Pocket Folders as your trusted printing partners, you'll always get top service, faster turnaround times, competitive pricing, and a wide range of products, finishes, and variations — everything you need to drive pocket folder sales all year long.



Beyond being your trusted print partner, we can now be your strategic ally for planning, strategy, setup, implementation, and design of email marketing campaigns.



If you're ready to take your marketing further, reach out to us – we offer tailored packages and special offers to help you succeed.