



What do you think this card says inside?

Missing you hurts - I love loving you - You are the only one for me - Happy Anniversary - I'm thinking of you right now - Can't wait to get away - Shore I love you - For the Bride and Groom, wishing you love forever in your hearts - Love is in the air, come play with me... - Thank you for loving me - With love I wish you a Happy 90th birthday - Glad love struck us both - I'm sorry... forgive me? - Be my Valentine? - If staying married to you the rest of my life is crazy, then I don't want to be sane.

Answer: None of the above; the card is blank inside. Cool huh? Most of the time blank cards are marketed wrong. Here is how you can change that: stop referring to them as blank. Call them "Any Occasion Cards." After all, that's what they are. One tiny rack of Any Occasion Cards can create a storm of revenue if promoted properly.

Here are a few sign suggestions

- No one says it better than you!
- We wouldn't dare to put words in your mouth
- Beautiful photos waiting to deliver your thoughts
- A picture that brings smiles with room for your words
- No special occasion needed... just add your thoughts
- No special occasion can be the best occasion
- Our cards can be very funny or very romantic, of very serious. You decide!

What to look for in an Any Occasion Card? Quality, dramatic photos are a must! The photos have to grab the customer. Photos of sunsets, beaches, mountains, blue sky, flowers, children playing, and yes, wildlife, do well. Sporting themes, nostalgia and comic relief can also do well. Back in the '90s we did very nicely selling Far Side cartoon all occasion cards. Our number one seller was a card called Healthy Planet.

Give it a try! Make sure to create a sign or two.

Thank you for being a member of NCPA.

Send me your thoughts at gabe.trahan@ncpanet.org

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