

Free Website Reveals 3 Ways For Small Businesses To Piggy-Back On The Canadian Elections To Drum Up More Referrals

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Press release from: [bizLeverage Consulting Group Inc.](#)

TORONTO, ON, January 12, 2006 -- MarketingRant.com, a free small business marketing website, suggests that small businesses may and should capitalize on the news related to the political discussions flooding the media during the final stretch of the Canadian elections taking place on January 23, 2006.

While there are many ways to create a tie-in to the news, the most economical and effective tool that any small business can afford is a custom-designed card or a postcard.

"This idea came to me when my 10-year-old son returned home from the school one day and started a political debate in our kitchen, which parties we should and which ones we should not vote for", says Alex Makarski, the founder of bizLeverage Consulting Group Inc. "I thought, if even the small kids are so enthralled by all this political talk, it should be a great opportunity for a small business owner to piggy-back on that and drum up some more business!"

Classic printed cards and postcards present a great marketing tool to a small business owner. Sending a card is more effective than using almost any other marketing media. Cards are more personal than using email and they get opened and read more often.

It is easier to be creative when you use cards. "When you come up with something really clever and funny, these cards end up sitting on people's desks and mantelpieces for many months", explains Makarski.

The new special report entitled, *The Fastest, Easiest, Most Effective Way To Drum Up More Business This Very Week By Creating A Tie-In To ... The Elections*, provides step-by-step instructions on how to set up such a campaign.

The report is available for download at www.MarketingRant.com.

This special report answers the following questions:

- how to design a card or how to get a pre-designed card;
- how to get these cards printed and mailed;
- to whom these cards should be sent;
- and what exactly to write on the inside of the card.

The report provides a set of sample letters that can be used to get more referrals from existing customers and from vendors. Some of the letters can be used to "break the ice" with potential clients and get prospecting "cold calls" answered and returned.

According to Alex Makarski, such a campaign can be set up in just one day, even if the company has hundreds or thousands of contacts. Cards can be printed for as low as \$1. The company will print, fold, stuff, seal stamp, and mail the cards, so as the small business owner will only need to provide the list of contacts with addresses.

For more information, contact Alex Makarski at (416) 240-7990, or via email at alex@bizLeverage.com.

The Special Report can be downloaded from www.MarketingRant.com.

[You can find this press release here](#)