



## Press Release Local Business Card

**We will inform you of launch and pre-launch material but this is a story now**

Everyone likes a bargain. We all like to feel we are getting a better deal than the other guy. We want to belong to a Club where we are acknowledged and where we get that little bit extra.

Now that's all coming together and being launched in Swansea.

Pick up your Local Business Card and you'll get discounts and offers from local shops. You'll be recognised as a discerning shopper and you'll be in at the start of a national scheme that will sweep the country.

The brainchild of Mike Leahy, co-ordinator of the Local Business Forum, this was originally created for members to help them increase sales at a fraction of normal marketing costs and to ensure that they benefited from the services provided by other members.

But now it's being promoted openly and will be available for a small annual subscription. Mike said "Without a shadow of doubt you'll make big savings over again with the Local Business Card. Whether you are looking for a vehicle rental, entertaining, looking for a meeting room, hotel accommodation or health club, this is the card for you. It doesn't have to be business either. In fact, you can pick up a second card for your family or staff too."

But look out for some surprises too. You'll not always get a straight discount: there may be something free or a loyalty card. It depends on each retailer. And there will be extra special monthly offers too.

The website will show all current special offers and the on-line directory will enable you to easily see where to get the best deal. Window stickers will show you participating suppliers who can also show the logo on their website. And just to keep everyone up to date there'll be a regular newsletter showing new suppliers, special offers and local business headlines.

Suppliers pay a small fee too. And when I asked Mike Leahy why, he said "Getting new customers is expensive. At less than £1 a week this is a really cost effective way to introduce your business and be able to monitor its success. Customers have to produce their Local Business Card and I'd recommend that the merchant takes customers details so they can build up their own e-mail database. There are so many innovative ways of generating additional sales from existing customers but these all stem from having that vital e-mail or mobile phone information to start with."

And existing Local Business Forum members? This was originally created to help them. Well, all members will have a free card and be able to be a merchant for free too. So there will be no losers – only winners.

*End*

Mike Leahy Tel: 01792 549803 ask@mikeleahy.com  
www.localbusinesscard.co.uk - not live yet

**Not for distribution but to see test at [www.localbusinesscard.co.uk/test](http://www.localbusinesscard.co.uk/test)**

Local Business Card, 9 Eastbourne Grove, Sketty, Swansea A2 9DR  
Attached card and window sticker pdfs and pngs