


# MASTER YOUR CARD

A community empowerment program brought to you by 



Get customers in the door. Build your online business. Deliver high-quality goods and services. Offer exceptional service. Manage costs to maximize profits. You can find out how at MasterCard Biz—[www.mastercardbiz.com](http://www.mastercardbiz.com). It's a place where business leaders exchange advice about managing finances, boosting sales, using technology, and expanding and improving their business for the long term. Here's what you'll find through this free resource:

## 1. FINANCIAL WISDOM

How to set financial goals, trim your costs, raise your credit score, file taxes, invest in the right accounting tools, set up smart payment systems and more.

## 2. GROWING SALES

Learn best practices and effective strategies for marketing and advertising, boosting sales, increasing productivity, and expanding your business without sacrificing quality or customer service.

## 3. USING TECHNOLOGY

Get expert advice on which technologies and services are worth adopting and which aren't. Find tips on how to integrate new tools and technology into your business to get the greatest return without overwhelming your staff.

## 4. BUSINESS PLANNING

Set up systems to ensure success, hire the right team, keep your staff motivated, maintain work-life balance, stay current with technology and industry standards, and keep operations running smoothly while planning ahead.

Find all this and more at [www.mastercardbiz.com](http://www.mastercardbiz.com), a free resource for small business owners.

*Master Your Card* is a public education program by MasterCard that helps consumer groups, small business groups and governments learn how to get more from their money by using prepaid, debit and credit cards to gain access to the safety, convenience and increased buying power of electronic payment solutions.