

HOW TO CREATE CUSTOM PRINTED CARD DECKS

If you're looking for a stand-out product that will make a big statement - consider card decks.

One of our most popular products, custom-designed card decks are a fun and valuable product authors and entrepreneurs are using with great success for increasing revenue, expanding their audience, and promoting or adding value for existing books, products or programs.

We're not talking about playing cards here, but creative and highly-customizable card decks that are sure to stand out from the crowd. Card decks can be any size, any number of cards in a deck, and each card can have its own unique design or message.

Card decks can be complementary to an existing product. For example, let's say you are the author of a how-to book and each chapter describes a specific topic, mantra or task. You can create a card deck that contains each one of those nuggets of wisdom to be used in conjunction with your book. In fact, many of the card decks we help authors create are like this - created from content that has been repurposed from books or other products. In this example, you can now sell your book and the matching card deck as a package. This elevates your book above any competition from other traditionally-published books because you are now offering a package or kit with much more value.

Creative ways Vervante customers are using card decks include:

- Affirmation cards
- Tarot cards, angel cards, goddess cards, hero cards, etc.
- Desktop calendars with daily, weekly or monthly messages
- Health and fitness motivation cards
- Study guides for training or certification programs
- Educational cards for adults and children
- Writing prompts and journaling inspirations
- Recipes and meal plans
- Spiritual and inspirational cards
- Financial, budgeting or money-management
- Bonus content for books such as discussion questions or character cards



As you can see, there is no limit to the creative ways card decks can be used in your business.

Once you've created a card deck, you'll be amazed at how versatile they are as marketing and sales tools. Yes, you can sell them as standalone products online and in brick-and-mortar stores. But you can also use them at events for back-of-room sales, as gifts, as part of a collection of themed products, for raffles or swag bags, as incentives to boost sales of books or other products, or to support masterminds, coaching or training programs.

A few reasons to use Vervante for creating card decks

- We can print card decks on demand – something most other printers don't offer. We can print just a few decks or thousands, depending on what you need.
- When we say custom, we mean it. You can print card decks:
 - » In any size
 - » Any number of cards in each deck
 - » Variety of paper options
 - » With square or rounded corners
 - » Each card can have unique designs on either side
 - » Color or black-and-white (or both)
 - » Gloss or matte finish
- We also offer special packaging and fulfillment services, so your card decks can be printed and shipped with other items such as books, small booklets, journals, workbooks, crystals, tin boxes, nutritional supplements, etc.

Creative packaging options

Speaking of packaging – we can also package and present your custom card decks in unique ways that increase their value in the eyes of customers. We can print custom tuck boxes any size to accommodate the deck. For standard size playing cards (2.5 x 3.5), we have a clear, 2-piece hard plastic case, and for desktop presentation we have a clear display case that holds up to 13 cards.

For even more creative presentation solutions, you can send us items such as organza, velvet or other drawstring bags, tin boxes, etc. as well as items such as crystals or stones that can be packaged and shipped to customers as a set.



Including booklets with card decks

Need to include instructions or a guidebook with your card deck? We can do that too. We can print small perfect-bound or accordion-folding instructional booklets the same size as your deck to fit in the same packaging.

Samples are available

If you need ideas or want to see examples of a card deck, you can order a sample package containing several versions of cards and packaging by clicking [HERE](#).

Getting started . . .

Like many of our other products, card decks can be printed on demand or in bulk, held and then drop shipped on demand. Here's what you need to do to get started:

1. If you don't already have a Vervante Author Account, please establish one using the "Sign Up" link on the home page of vervante.com. It's quick, easy and free to set up.
2. Get a quote. Use the Quote link or send an email to customerservice@vervante.com with the specs for your new card deck and we'll be happy to provide you with a free quote. Please indicate:
 - a. Size of cards
 - b. Square corners or rounded corners
 - c. How many cards in the deck
 - d. Color, black-and-white, or a combination of both

Customer-provided packaging

You are welcome to send custom packaging for your card decks such as drawstring bags. Please include this information with your quote request. We will assign a part number to these items and you can send them to our production facility. Please include the part number when you send these items. We'll receive the items into inventory and you can keep track

of the quantities by checking your Inventory Report available from your Author Dashboard.

Sending print files

We need one PDF for the entire card deck. For example, if your card deck consists of 40 cards, we need an 80-page PDF. Once you have your print files ready you can upload these from the Send Files link via your Vervante Author Dashboard.

Starting Production

Within 48 hours of receiving your print-ready files, our team will download the files, review your specification document and let you know if we have any questions. If there are no issues with your files, we will add the card decks to your Vervante Author Account. You will receive an email notifying you that your card decks are now available for ordering.

We recommend that you order one of your card decks for yourself to review before sharing them with the public. This is the best way to ensure the cards match your vision. If you want to make changes to the design, all you need to do is upload a corrected PDF. Any other changes can be emailed to customerservice@vervante.com.

Questions?

If you're ready to create your own unique card deck, or have more questions, we're here to help. You can email us at customerservice@vervante.com or schedule a phone call with our publishing experts at <https://vervante.youcanbook.me/>.