



A VERVANTÉ GUIDE

How to Create a Card Deck

A Step-by-Step Guide for Creators

Inside this guide

Eight steps from idea to printed product. Plus what we have learned helping creators print card decks for over 25 years.

Why This Guide Exists

After 25 years of helping creators print card decks at Vervanté, we have noticed something. The thing that stops most decks from getting made is not the printing. It is not the design tools. It is not even the cost.

It is the moment right after the idea, when *now what?* sets in.

This guide is for that moment. It does not ask you to lock down every decision before you begin. It walks you through the steps in the order that actually works, from your first idea to a finished product in someone's hands.

You do not need to have everything figured out to start. You just need to start.

01

STEP 1

Start With Who and Why

Before you think about how many cards or what size, answer two questions:

- Who is this deck for?
- What do they need?

When you can answer those two clearly, the rest of the deck has direction. The answers shape your tone, your card count, your size, and the way customers will use it.

A coaching deck for new entrepreneurs has different content needs than a daily affirmation deck for a self-care audience. Both are valid. Knowing which one you are making changes everything that follows.

PLAN IT NOW

Write one sentence that answers both questions: "This deck is for _____ who need _____."

Keep it visible while you work on the deck.

02

STEP 2

Get Your Content Out of Your Head

This is where most decks stall. People try to plan the whole product before they have written a single card.

Just start writing.

Open a document. Write down every card idea you have, even the rough ones. Do not worry yet about how many you need or what category they belong to. Aim for volume, not perfection.

When you have a working draft, group the ideas. Categories may emerge naturally — themes, seasons, types of advice. Or they may not. Both are fine. What matters is that you have something to look at and revise. You cannot edit an idea that is still in your head.

PLAN IT NOW

Set a 30-minute timer and write down every card idea you can think of. Stop when the timer ends, even if you are not finished. You can always come back.

03

STEP 3

Let Your Content Shape the Cards

Once your content exists, the format reveals itself.

If each card carries more text, the cards need to be bigger. If they are mostly visual, smaller cards work fine. If you have 47 ideas you love, your deck might be 47 cards. There is no required count.

Common sizes we print include poker (2.5 x 3.5 inches), bridge (2.25 x 3.5 inches), tarot (2.75 x 4.75 inches), and large format (3.5 x 5 inches or larger). The right one depends on how your content actually lives on the card.

Lay your text out in a draft format and see how it feels. A page that looks beautiful at 4 x 6 inches can feel cramped at 2.5 x 3.5. Better to discover that now than after a print run. We can also send you printed samples so you can feel the difference in hand before you commit.

PLAN IT NOW

Pick three cards from your content draft. Mock them up at two different card sizes. Notice which feels right.

04

STEP 4

Start Small and Learn

You do not need to commit to a thousand decks to launch. Print quantities are not what they used to be.



ONE CUSTOMER'S PATH

We had a customer who took this approach and it worked beautifully. They started with 25 decks. Instead of investing in custom packaging, they used simple organza drawstring bags. They sent those decks out to early customers and a few influencers. They listened. They made changes. Then they printed 250 decks as part of their coaching program. Most recently, we printed 1,000 decks for them.

They did not wait for the deck to be perfect. They started with what they had, learned from real customers, and built from there.

We can print as few as one deck for a proof or prototype. Once you are ready to print a quantity, here is where most creators land:

- **25 to 50 decks.** First print run. Share with early customers and gather feedback.
- **100 to 250 decks.** Focused launch. Enough to fulfill a moderate email list or run a pre-order campaign.
- **500 to 1,000 decks.** Established creator territory. Mastermind offers, coaching programs, or back-of-room sales for speakers.
- **2,500 and above.** Distribution scale, suited for wholesale accounts.

Most first-time creators do well to start at 25 to 100 decks. The lessons from a small batch are worth more than a large bet placed too early. And because you are not sitting on excess inventory, you can update your file and the next batch reflects those changes.

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STEP 5

Avoid the Small Mistakes That Cost Real Money

Almost all of the errors we see are minor at the design stage and expensive at the print stage. The ones that come up most often:

Fonts too small. Type that looks fine on a screen often becomes hard to read on a printed card. When in doubt, size up.

Text too close to the edge. Cutting tolerances mean anything within 0.125 inches of the trim line risks being trimmed off or feeling cramped.

Designing the look before the content is finished. When you commit to layout before all the cards are written, you end up reworking the design when the content shifts. Always finalize content first.

Color shifts on press. Files designed in RGB will look different in print than they did on screen. Print files should be CMYK at 300 DPI.

We are happy to review your files before you commit to a print run. We also recommend always ordering one deck to review before printing in any quantity.

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STEP 6

Make It Feel Premium



A two-piece rigid box with custom interior color. The packaging often signals quality before the cards do.

The difference between a deck that feels homemade and one that feels like a real product often comes down to the details people do not think about until late.

- The weight and feel of the card stock
- A protective coating that keeps cards looking new through repeated use
- Packaging that matches the tone of your brand: tuck box, two-piece rigid, or magnetic-closure
- A small guidebook that helps users engage with the cards more deeply
- Small extras like a thank-you note or gift such as a crystal

A guidebook is the single highest-leverage addition to most decks. It supports a higher price point and gives you room for context the cards alone cannot carry. We can print anything from a single instructional card to a 4-page booklet or a small perfect bound book to package with your deck.

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STEP 7

Build an Audience While You Create

One of the most useful things you can do during the design and writing phase is start sharing what you are working on.

Talk about your deck while you are creating it. Share progress. Ask for input. Bring your audience along for the process.

By the time the deck is ready to ship, you will not be starting from zero. You will have people who have watched the whole journey and are already invested in seeing how it turned out.

This works on Instagram, on a newsletter list, on TikTok, anywhere your audience already gathers. The platform matters less than the consistency.

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STEP 8

Do Not Stop at the Deck

A deck on its own can be a great product. But the bigger opportunity is what you build around it.

Many of the creators we work with extend their decks into:

- A companion journal or workbook
- A coaching program or course that uses the deck as material
- A bundle that pairs the deck with related products

This is where you stop competing with mass-produced decks and start offering something more meaningful and more valuable. It is also where margin lives.

We print journals, workbooks, and planners on the same production schedule as your deck, so a companion product does not have to mean a separate vendor or added complexity.

Ready to bring your idea to life?

Send us your idea. We will meet you wherever you are.

Request a Quote

Or schedule a call with our team