

RACK CARD TEMPLATES FOR SPA & SKINCARE

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Welcome to your Rack Card Templates for Massage!
Before we get started, you may want to watch these
bonus webinars.

BONUS WEBINARS

 [Listen to "Creating Your Massage Marketing Materials"](#)

 [Download "Writing to Sell in Your Massage or Spa Business"](#)

Writing to Sell includes a number of swipe files with sample
massage and spa marketing copy. Download everything now
so that you will have it when you need it!

RACK CARD TEMPLATES

Your rack card templates are created in Google Slides. You can view them without a Gmail account, but will need a Gmail account to customize them.

RACK CARD TEMPLATE LINKS

Click to open each one. Then copy them (File > Make a Copy) so that you can Edit your copy - we will not grant edit access to the originals!

[TEMPLATE #1](#)

Headline or
Tagline Three
Lines Maximum

Question?

Benefits
Benefits
Benefits

CALL TO ACTION

Your Massage Biz

yourmassagebiz.com
(555)555-5555

[TEMPLATE #2](#)

Headline or
Branded Tagline

Tagline or benefits related to call to action.

CALL TO ACTION

Engaging Question?
And/or benefits statement. Keep it crisp, vivid and targeted to your ideal client. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Your Skincare Biz

yourskincarebiz.com
(555)555-5555

[TEMPLATE #3](#)

Headline or
Branded Tagline

Engaging Question?
Benefits statement: Keep it crisp, vivid, and targeted to your ideal client. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

CALL TO ACTION UP TO TWO LINES

Your Skincare Biz

yourmassagebiz.com
(555)555-5555

QUICK START GUIDE

 [Watch the Quick Start Tutorial Video](#)

DO NOT REQUEST EDIT ACCESS! TO EDIT, CHOOSE FILE > MAKE A COPY. You will need to sign into a Gmail account.

1. Templates are sized to VistaPrint's standard rack card dimensions
<https://www.vistaprint.com/marketing-materials/rack-cards>. Artwork should extend to the edges to avoid white edges around. 1/8" will be trimmed around the outside edges by VistaPrint - the guidelines show the trim size. Keep your text inside these guidelines with a little room to spare. *Note that the guidelines you'll see when working with your design in VistaPrint are not the trim lines but the safe lines. As long as your text and important images fall within these lines, they're safe! :-)*
2. Customize your headline - keep it short and attention-getting. This can also be your branded tagline if appropriate.
3. Add your benefits or engaging question. Choose a very few words and focus your message right at your ideal client. Get them to answer "Yes!" if you use a question.

4. Add your call to action (for example, CALL US TODAY) or your special offer.
5. Add your biz name or delete and add your logo instead. Make sure it has a transparent background or it will have a white square around it.
6. Add only your two main points of contact to the bottom of the front side. Use the larger text for your preferred method of contact. For ex, if you prefer that people visit your website, swap these in the sample text so that the website address is in the large text, and the phone number in the small text. The rest of your contact info will go on the back.
7. Use the areas on the back to add more detailed information, such as what to expect from their session, how therapy can help them, social proof, about your business but keeping the focus on the client, a special offer if you wish, and the rest of your contact information. Delete and adjust placeholder text as needed.
8. Prepare for VistaPrint by choosing File > Download as > PDF and name your file.
9. Upload this to VistaPrint
<https://www.vistaprint.com/marketing-materials/rack-cards>
(choose your paper, finish, quantity, and "Start Designing."
Then choose "Use your complete design - Upload It" and then Upload from My Computer). The uploader will automatically separate the two pages into two files which you can drag

onto the front and back of the design. Make sure to choose a full color back in your VistaPrint design.

VistaPrint Specs:

Document Trim Size

3.74" x 8.27"

95 x 210 mm

1122 x 2480 pixels

Full Bleed Size

3.86" x 8.39"

98 x 213 mm

1158 x 2516 pixel